



Be a rock star!

Sponsor **Concerts in the Park** this summer.

5 THURSDAYS | JUNE 30 – JULY 28, 2016



Parks & Recreation

2016 SPONSORSHIP MATERIALS

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March 2016

Dear Local Business Owner,

On behalf of the City of Santa Barbara, Parks and Recreation Department, I am writing you to request your sponsorship of our summer Concerts in the Park program. This community concert series will be held five Thursday evenings (June 30–July 28) this summer at Chase Palm Park in Santa Barbara. We are in search of additional sponsors to continue this popular community event. We're hoping that you will be interested in partnering with the Parks and Recreation Department.

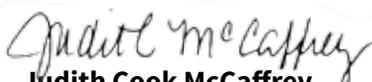
This is an opportunity for your business to align itself with **one of the most popular family-oriented events held in the City of Santa Barbara**. In exchange for your sponsorship, we are committed to providing the highest levels of recognition. I have attached a detailed list of the sponsorship benefits associated with the Concerts in the Parks program including your business being recognized in our promotional materials including event schedule (6,000 distributed), newspaper advertisements (three half-page ads and eight fifth-page ads), colored flyer and poster, sponsor banners, social media campaigns, the City of Santa Barbara's website, and other Parks and Recreation publications.

What is Concerts in the Park? Our wildly-popular community program is the only free series of concerts held in the City of Santa Barbara. Funding for the program was cut from the City budget in 2009, and since that time, the program has been funded solely by grants, donations and corporate sponsorship. Attendance at each concert ranges from 4000-5000 community members. Not only is the concert venue a great place to promote your business, but one has only to look at the large number of community members that attend this free concert program to see that there is a great need for free, family-oriented programs in this community. We hope that you will find our program worthy of your support.

All sponsorships and donations are tax deductible through the Park and Recreation Community Foundation (PARC), a 501 (c)(3) non-profit organization.

Thank you for considering our request, and we look forward to the possibility of partnering with you. Thank you for all you do in our community. If I can provide any additional information, please contact me at (805) 897-1946 or jmccaffrey@santabarbaraca.gov.

Sincerely,


Judith Cook McCaffrey
Recreation Manager

CONCERTS IN THE PARK 2016



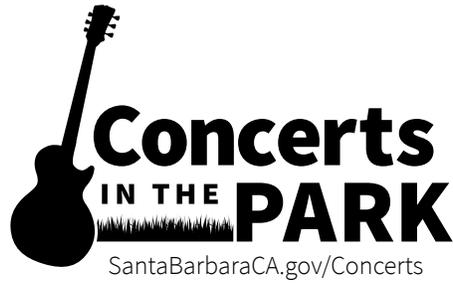
Concerts in the Park has been a Santa Barbara tradition for 17 years: free summer concerts in scenic Chase Palm Park. This is one of the most popular series of events in which your company may participate as a sponsor. A popular lineup of performers attract up to 5,000 concertgoers each week.

Imagine the exposure! Five concerts will be held on Thursday evenings from June 30–July 28, 2016. There are a variety of sponsorship options available for your company to align itself with one of the most popular family-oriented series of events held in the City of Santa Barbara.

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CONCERTS IN THE PARK 2016



RICHARD'S ACCURATE

Expert Asian, European, and Domestic Service and Repairs

Meet one of our \$5,000 Concert Level Sponsors!



Mike Bishop, Richard's Accurate Automotive

My name is Mike Bishop, and I own Richard's Accurate Automotive at 401 Santa Barbara Street. We have been in business nearly 40 years. I have tried every different kind of advertising to promote my business, but none has even come close to the return on investment for sponsoring Concerts in the Park. The print advertising, radio coverage, event signage and social media during the series kept my business name front and center, letting customers know just how much we care about our community and attracting new customers to my business!

For months after the series ended, when there was no advertising put forth, we continued to reap a great amount of goodwill from people

still talking about what a great thing that Richard's Accurate did for Santa Barbara! The special seating area at each of the concerts, not to mention meeting and relating to all the bands, also made this an unbelievable medium to promote my business.

I have been proud to be able to sponsor this free, family-friendly concert for the last two years! I encourage you to be a Concerts in the Park sponsor!

Sincerely,

Mike Bishop
Richards Accurate Automotive



Prime seating for you, your employees and your best clients!

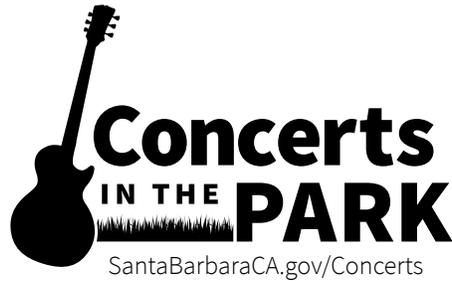
What a great incentive for your employees and/or their families or a gift to a special client. As **Presenting Sponsor** and **Concert Sponsor**, your company will have a reserved area available at each concert in addition to all the other sponsorship benefits!

Thanks to a generous donation from Green Barrel Designs of Santa Ynez, sponsors will not only have a space reserved with a large picnic blanket each week, but each sponsor area will also have use of a handmade picnic table or porTable thanks to Green Barrel Designs. Seating areas will accommodate 4-6 people.



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CONCERTS IN THE PARK 2016



What people are saying about Concerts in the Park

“Boston has the Pops, Hollywood has the Bowl, and Santa Barbara beats them all with spectacular summer music at Chase Palm Park.”

—2005 Participant

“Many kudos to City Recreation for this concert series. It’s great for the tourists but really special for those who live here. It’s a win-win situation all around—the citizens are happy—the City Council and the Parks and Recreation Department look great. Keep up the good work!”

—John T. (attended 3 concerts)

“These two concert series are the best thing that the Recreation Department has done for us in years! We are two baby boomers who have really enjoyed this series! Thank you very much!”

—The Moores (attended 9 concerts)

“Please keep this going next summer and year round if possible. It is the best thing that’s happened in Santa Barbara. I’ve lived here all my life and found that the town caters to an older crowd. It’s hard to find good, clean fun and good music outside the hot stuffy bars ... too late at night. We need to celebrate this beautiful town and its weather more. This is the best way. Thank you very much! Oh ... and it’s the last free thing there is for the public to enjoy.”

—Flemming B. (attended 2 concerts)

“We are very pleased that these events are happening and appreciate that the City is supportive of community events. In general, we would like to see more efforts for community events rather than tourist events.”

—Joseph G. (attended 2 concerts)

“I’m happy with what you’ve offered. Couldn’t we do this all year? We could bundle up in the winter and bring thermoses of hot chocolate. So much of the arts in town are pricey; it’s great to have an informational, free gathering. Thank you for all your work.”

—Angela L. (attended 2 concerts)

“This is a wonderful program and should be continued. The park is a beautiful facility—a city asset to be enjoyed by the whole family. Free concerts are a great way to celebrate the spirit of Santa Barbara.”

—Julie A. (attended 6 concerts)

“I love the concerts in the parks. It’s a wonderful way to spend an evening with friends and loved ones. Thank you very much!”

—Angela D. (attended 3 concerts)

CONCERTS IN THE PARK 2016



“The concerts are a very special community perk. It’s another thing to brag about Santa Barbara to out-of-towners. Thank you!”

—R.S. (attended 2 concerts)

“This is the best summer community activity in Santa Barbara besides Solstice! Thank you so much for the great concerts!”

—Lisa H. (attended 2 concerts)

“Great idea! Wonderful locale! Keep it up!”

—No name given (attended 4 concerts)

“Please do this again next summer. It’s so great for so many people.”

—Christine C. (attended 4 concerts)

“Great opportunity for the community—the local community! I avoid the waterfront on the weekends due to the crowds of tourists.”

—Carol B. (Attended 3 concerts)

“Thank you!!! We enjoy the concerts, music, people, dogs, picnics, dancers, weather ... all of it!”

—No name given (attended 5 concerts)

“Do these again, often and ASAP! These concerts make our community better for everyone!”

—Robert G. (attended 15 concerts)

“I love this series. I’ve been in Santa Barbara most of the last 21 years and it’s gotten better and better every year. Thanks.”

—Tony M. (attended 10 concerts)

“Fabulous community event. Fantastic venue. Kids and adults both enjoy the evenings, and the fresh air and music are rejuvenating. Thank you.”

—Nora N. (attended 6 concerts)

“Keep it coming. Wonderful entertainment ... I appreciate it all!”

—Ron G. (attended 14 concerts)

“I like to see the City supporting fun community building activities plus the park is a lovely place to be. Thank you very much!”

—Ada W. (attended 3 concerts)

All of these comments were taken from concert surveys that were distributed to the concert attendees at each event.

CONCERTS IN THE PARK 2016



Sponsorship Levels & Benefits

SPONSORSHIP LEVEL 1: PRESENTING SPONSOR

HEADLINER \$10,000

- Presenting sponsor; **only one “Headliner” sponsorship package is available!**
- Three company banners displayed at every concert.
- Use of Cabrillo Pavilion Arts Center (up to \$3,900 value) or Chase Palm Park Center (up to \$2200 value) for 8-hour company event (Sunday–Thursday only).
- Reserved seating area for every concert, complete with picnic table and blanket (if desired).
- Onstage presence during welcome speech on opening night of concert series (if desired).
- Acknowledgement of company during nightly welcome speech.
- Recognition in all Concerts in the Park marketing materials.
- Recognition at televised and streamed Parks and Recreation Commission meeting (August 24, 2016), including opportunity to address the Commission.
- Logo with clickthrough link on Parks and Recreation Department website **and** Concerts in the Park information page.
- Five official Parks and Recreation Department social media posts acknowledging your generous support.
- On-site sampling/booth opportunity at every concert.
- Recognition in all news releases and marketing emails regarding the Concerts in the Park 2016 series.

SPONSORSHIP LEVEL 2: CONCERT SPONSOR

ROCKER \$5,000

- Two company banners displayed at every concert.
- Reserved seating area for every concert, complete with picnic table and blanket (if desired).
- Onstage presence during welcome speech on night of sponsored concert (if desired).
- Acknowledgement of company during nightly welcome speech (secondary to presenting sponsors).
- Recognition in all Concerts in the Park marketing materials.
- Recognition at televised and streamed Parks and Recreation Commission meeting (August 24, 2016).
- Logo with clickthrough link on Parks and Recreation Department website **and** Concerts in the Park information page.
- Three official Parks and Recreation Department social media posts acknowledging your generous support.
- On-site sampling/booth opportunity at every concert.
- Recognition in all news releases and marketing emails regarding the Concerts in the Park 2016 series.

CONCERTS IN THE PARK 2016

SPONSORSHIP LEVEL 3: SERIES SUPPORTER

OPENING ACT \$2,500

- One company banner displayed at every concert.
- Reserved seating area at **one** concert, complete with picnic table and blanket.
- Acknowledgement of company during nightly welcome speech (secondary to presenting and concert sponsors).
- Recognition in all Concerts in the Park marketing materials.
- Recognition at televised and streamed Parks and Recreation Commission meeting (August 24, 2016).
- Logo with clickthrough link on Parks and Recreation Department website **and** Concerts in the Park information page.
- Two official Parks and Recreation Department social media posts acknowledging your generous support.
- Recognition in all news releases and marketing emails regarding the Concerts in the Park 2016 series.

SPONSORSHIP LEVEL 4: FRIEND OF CONCERTS IN THE PARK

SUPERFAN \$1,000

- Logo and/or individual or company name (with those of other sponsors) on large Concerts in the Park banner at every concert.
- Acknowledgement of individual or company during nightly welcome speech.
- Recognition in all Concerts in the Park marketing materials.
- Recognition at televised and streamed Parks and Recreation Commission meeting (August 24, 2016).
- Individual or company name with clickthrough link on Parks and Recreation Department website **and** Concerts in the Park information page.
- One official Parks and Recreation Department social media post acknowledging your and other sponsors' generous support.

SPONSORSHIP LEVEL 5: INDIVIDUAL

ROADIE \$500

- Individual or company name (with those of other sponsors) on large Concerts in the Park banner displayed on stage at every concert.
- Acknowledgement of individual or company during nightly welcome speech.
- Recognition in most Concerts in the Park marketing materials.
- Recognition at televised and streamed Parks and Recreation Commission meeting (August 24, 2016).

How to Become a Sponsor

Call Recreation Manager **Judith Cook McCaffrey** at (805) 897-1946, or send her an email at JMcCaffrey@SantaBarbaraCA.gov.

CONCERTS IN THE PARK 2016



Marketing Examples

from Previous Concerts in the Park Series



SCAN CODE TO VIEW THIS SCHEDULE ON YOUR MOBILE DEVICE



Concerts IN THE PARK

FREE SUMMER CONCERT SERIES

2015 SCHEDULE

Thursday Nights from 6-8:30pm
in Chase Palm Park (on the Great Meadow stage)



THU JULY 2

THE LONG RUN
Experience the Eagles

THU JULY 9

LOST DOG FOUND
Roots Swing

THU JULY 16

CAPTAIN CARDIAC & THE CORONARIES
50s & 60s Rock 'n Roll

THU JULY 23

RAINBOW GIRLS
Americana, Gypsy, Funk, Soul and Rock 'n Roll

THU JULY 30

FORTUNATE SON
A Tribute to John Fogerty & Creedence Clearwater Revival



SantaBarbaraCA.gov/Concerts
f/SBConcerts (805) 564-5418

RACK CARD, FRONT



FACEBOOK.COM/SBCONCERTS
THE CONCERTS IN THE PARK FACEBOOK PAGE IS ONE OF THE TOP FIVE CITY OF SANTA BARBARA FACEBOOK PAGES, AND IS HIGHLY ACTIVE, WITH EXCELLENT POST ENGAGEMENT STATISTICS, DURING THE SUMMER MONTHS.



Concerts in the Park is a **free community event!** Bring your friends, family, lawn chairs, blankets, a picnic, and your dancing shoes!

CONCERTS IN THE PARK RULES

- Dogs are welcome **on leash**.
- Alcoholic beverages are **not** permitted in the park.
- No blanket/chair setup or otherwise claiming spaces until **noon** on the day of each concert.
- Have fun and enjoy the music!**

CONCERTS IN THE PARK IS BROUGHT TO YOU BY THESE GENEROUS SPONSORS



Please help us keep this 16-years-strong Santa Barbara tradition going by donating what you can, and telling our sponsors you appreciate their support. Or, become a sponsor yourself!

Find out how at SantaBarbaraCA.gov/concerts or call Judith McCaffrey at (805) 897-1946.

RACK CARD, BACK



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PRINTABLE SCHEDULE FROM WEBSITE



Parks & Recreation
Concerts in the Park
SUMMER 2014 SCHEDULE

Thursday Night Concerts in the Park
ALWAYS FREE! 6pm at Chase Palm Park (Cabrillo Blvd. at Calle Cesar Chavez)

JULY 3 **Sgt. Pepper**
Beatles 50th Anniversary Tribute

JULY 10 **Captain Cardiac and the Coronaries**
50s and 60s Rock 'n Roll

JULY 17 **Savor**
Santana Tribute Band

JULY 24 **Fortunate Son**
A Tribute to John Fogerty & CCR

AUG 7 **Summer of Rock!**
Voice of Reason, Bi-Polar Bears, Bad Jack & Galvanized Souls

AUG 14 **Country Nation**
High Energy Contemporary Country

Special thanks to our generous sponsors!

Richard's Accurate Imports
K-LITE 101.7
Family Life
Independent 99.9KTYD
porTABLE Portable Picnic Tables

Concerts are free to the public. Bring lawn chairs, blankets, and a picnic. Dogs welcome on leash. Alcoholic beverages are not permitted in the park. No blanket chair setup prior to noon the day of each concert.

For More Information: (805) 564-5418 | santabarbaraca.gov/concerts

HALF-PAGE CONCERT SERIES AD



Parks & Recreation
Concerts in the Park
Free concerts **Thursday evenings**
from 6-8:30pm in Chase Palm Park

2014 CONCERT SERIES

THURSDAY, AUGUST 14
Country Nation
High Energy Contemporary Country

RICHARD'S ACCURATE IMPORTS
Expert Asian, European, and Domestic Service and Repairs

K-LITE 101.7
Family Life
Independent 99.9KTYD
porTABLE Portable Picnic Tables

For More Information: (805) 564-5418 | santabarbaraca.gov/concerts

INDIVIDUAL CONCERT AD



Parks & Recreation
Concerts in the Park
SUMMER 2014 SCHEDULE

Thursday Night Concerts in the Park
ALWAYS FREE! 6pm at Chase Palm Park (Cabrillo Blvd. at Calle Cesar Chavez)

Join us on the great meadow at Chase Palm Park on Thursday evenings for six free concerts. Bring your friends, family, a picnic and your dancing shoes!

JULY 3 **Sgt. Pepper**
Beatles 50th Anniversary Tribute

JULY 10 **Captain Cardiac and the Coronaries**
50s and 60s Rock 'n Roll

JULY 17 **Savor**
Santana Tribute Band

JULY 24 **Fortunate Son**
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FULL-PAGE POSTER / WEB SCHEDULE



Parks & Recreation
Concerts in the Park
SUMMER 2014 CONCERT SERIES



Parks & Recreation
Concerts in the Park
SUMMER 2014 CONCERT SERIES

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fb.com/sbconcerts
fb.com/sbparksandrec
@sbparksandrec

PROMOTIONAL POSTCARD