



February 14, 2017

Dear Sponsor:

Reach thousands again this year as Birmingham's 37th annual In the Park Concert Series returns to Shain Park. This highly anticipated event is a wonderful community tradition drawing large crowds and earning media attention year after year. Take advantage of this fabulous marketing opportunity in one of the most **prosperous metro-Detroit areas**.

As a sponsor, you have an opportunity to **gain exposure to your target audience** through our attractive color program, a display table at each event, recognition on event signage; cable broadcasts and more (see sponsorship levels for details)! All advertisers will also enjoy exposure on our high-traffic concert series web site at www.bhamgov.org/summerconcerts.

Select from **four sponsorship levels** designed to fit budgets and businesses of all sizes. Simply fill out and return the Sponsorship Form (*on the reverse side*) and payment with your reservation. Hurry – the **last day** to guarantee your reservation for printing is **Wednesday, March 15, 2017**.

It's through the generosity of sponsors like you that we're able to offer these wonderful concerts free to the public. We look forward to hearing from you, as we get closer to another wonderful season!

Sincerely,

Connie J. Folk
Recreation Coordinator

In the Park 2017 Summer Concert Series – Shain Park Sponsorship Form

Please select one of four sponsorship opportunities designed to meet all budgets while offering a variety of exposure opportunities:

___ **Platinum Sponsor** (donation of \$1,200 or more)

- **High Resolution Company logo in jpg, tif, pdf or eps format**
- One display table at every event with the option to pass out promotional materials
- Company name and web site listed in the 4-color program
- Company name displayed on a prominent sign at each event
- Company name and web site listed after each show's cable broadcast
- Company name, advertisement, short description (up to 100 words) and link on the event web site

___ **Gold Sponsor** (donation between \$550 and \$1,199)

- One display table at every event with the option to pass out promotional materials
- Company name and web site listed in the 4-color program
- Company name displayed on event sign at each event
- Company name and web site listed after each show's cable broadcast
- Company name, short description (up to 100 words) and link on the event web site

___ **Silver Sponsor** (donation between \$251 and \$549)

- One display table at every event with the option to pass out promotional materials
- Company name, short description (up to 100 words) and link on the event web site
- Company name and web site listed after each show's cable broadcast

___ **Bronze Sponsor** (donation up to \$250)

- Company or family name listed on the event web site

Company/Family Name: _____

Contact Person: _____

Address: _____ City/Zip: _____

Phone Number: _____ E-mail address: _____

Web site (does not apply to Bronze sponsors): _____

Platinum, Gold and Silver sponsors may e-mail their company description (100 words or less) to Connie Folk at Cfolk@bhamgov.org.

My check is enclosed for: _____ Check number: _____

Sponsorship checks may be made payable to the City of Birmingham.

Please mail this form and payment to:
Birmingham Ice Arena, c/o In the Park Concerts, 2300 E. Lincoln, Birmingham, MI, 48009.

For questions or more information, contact Connie Folk at Cfolk@bhamgov.org or (248) 530-1642.

***Hurry – the deadline for all sponsorship forms, artwork and payment is Wednesday, March 15, 2017
*Thank you for supporting the In the Park Summer Concert Series!**