



2010

Sponsorship Proposal

for the 2010 TGIF Concert Series at
Constant's Wharf Park and Marina

&

Bennett's Creek Park





Constant's Wharf Park & Marina

- Located on the shores of the Nansemond River in historic downtown Suffolk, Constant's Wharf Public Park and Marina is home to some of the best outdoor activities and great Friday night concerts in Hampton Roads.
- Boaters glide over the waters of the Nansemond River in search for that perfect fishing hole or swimming spot. Just steps away from shopping, dining and historic attractions, this park features acres of well manicured lawns, a 25 slip marina and activities for everyone.

Bennett's Creek Park

- A 50-acre park, located on Bennett's Creek Park Road off of Shoulders Hill Road (Route 659) in the northern section of Suffolk, Bennett's Creek Park offers two free boat ramps that access the Nansemond River, a playground, tennis courts, restrooms, three covered shelters available for reservation, a nature trail, open fields, handicapped accessible fishing and crabbing, a disc golf course, and plenty of fresh air and sunshine.



2009 Series Review

This series was a huge success with nearly 7,000 people in attendance each Friday throughout the summer. FAB, the Rhondels, B2B, The Hotcakes, and others charmed both the stage and citizens from Suffolk and surrounding areas.



2010 Series Overview

The series will feature a total of ten Friday night concerts with five being at Constant's Wharf and the remainder at Bennett's Creek Park. Patrons will enjoy a diverse array of music at our shows. Beach music, R&B, Country, and Variety are all types of music participants will experience when they come to a TGIF.

Businesses or companies sponsoring TGIF will receive an outstanding opportunity to showcase and/or attract new customers.





Constant's Wharf Patron Demographics

Where they live:

- 50% in the 23434 Downtown Suffolk zip code
- 11% in the 23435 Northern Suffolk zip code
- 14% in the 23703 Portsmouth zip code
- The remaining 25% are from surrounding areas including Chesapeake, Holland, Windsor, Newport News, Norfolk and out of state

TGIFs are established fun events !

- 52% of patrons are repeat participants

TGIF Patrons are smart!

- 25% of patrons use the newspaper to learn about the TGIF events
- 23% come out because they see or hear advertising on the radio, website, Recreation Brochure, highway signs or flyers distributed locally



Bennett's Creek Park Patron Demographics

Where they live:

- 44% from the 23435 Northern Suffolk zip code
- 26% from the 23434 Downtown Suffolk zip code
- 10% from Chesapeake
- 8% in Portsmouth
- The remaining 12% are from surrounding areas including Windsor, Crittenden, Newport News, and Carrollton

TGIFs are established fun events!

- 70% of patrons are repeat participants

TGIF Patrons are smart!

- 11% of patrons use the newspaper to learn about the TGIF events
- 23% come out because they see or hear advertising on the radio, website, Recreation Brochure, highway signs or flyers distributed locally

TGIF Series Dates

Constant's Wharf

June 25

July 2

July 9

July 16

July 23

Bennett's Creek

August 6

August 13

August 20

August 27

September 3



Simple Setup Sponsorship

- One (1) 10'x10' tent
- Two (2) tables
- Two (2) chairs
- Announcement from the stage (provided by sponsor; announcement writing assistance available)

Show Sponsor

**The following package is for the TGIF Concert Series only

- Name recognition in paid print advertising in direct relation to particular show
- Banner placement in a prominent location (banner provided by sponsor and only for agreed upon show)
- Company or organization logo with link listed on the Suffolk Parks & Recreation Special Event page of the website
- One (1) 10'x10' tent
- Two (2) tables
- Two (2) chairs
- Announcement from the stage (provided by sponsor)

Bronze Sponsor

Standard Benefits

- Name recognition in any paid advertising placed
- Logo recognition on the event schedule guides (located at each park entrance)
- A 10'x10' space at each event
- Banner placement in a prominent location (banner provided by sponsor)
- Recognition in at least 2 public address announcements per TGIF

New to 2010; Extended Benefits

Sponsor at the Bronze level and receive one of the following extended benefit options.

Taste of Suffolk benefits

- One (1) banners displayed in high visibility areas throughout the event site (banners provided by sponsor)
- Name recognition

Movie Night benefits

- One (1) banners displayed in high visibility areas throughout the event site (banners provided by sponsor)
- (1) 10'x10' tent onsite complete with tables and chairs

Holiday Parade benefits

- Complimentary entry in parade
- Ten (10) VIP seats at the grandstand area for the Holiday Parade
- Logo displayed during television rebroadcasts

Silver Sponsor

Standard Benefits

TGIF

- Name recognition in paid advertising (including print and radio)
- Name recognition in all internally produced materials
- Name on the local cable channel
- Logo recognition on the event schedule guides (located at each park entrance)
- A 10'x10' space at each event
- Banner placement in a prominent location (banner provided by sponsor)
- Recognition in at least 6 public address announcements

Taste of Suffolk benefits

- Name recognition in print material
- Banner placement (banner provided by sponsor)
- A 10'x10' space at event

New to 2010; Extended Benefits

Sponsor at the Silver level and receive extended benefit options of ONE additional of the below:

Movie Night benefits

- One (1) banners displayed in high visibility areas throughout the event site (banners provided by sponsor)
- (1) 10'x10' tent onsite complete with tables and chairs

Holiday Parade benefits

Complimentary entry in parade

- One (1) banner displayed at premier location for the Holiday Parade (banner provided by sponsor)
- Ten (10) VIP seats at the grandstand area for the Holiday Parade
- Logo displayed during television rebroadcasts

Gold Sponsor

Standard Benefits

TGIF

- Logo recognition in advertising (including print and radio)
- **Product exclusivity**
- Logo recognition in all internally produced materials/publications
- Name on the local cable channel
- Logo recognition on the event schedule guides (located at each park entrance)
- A 10'x10' space at each event
- Banner placement in a prominent location (banner provided by sponsor)
- Recognition in at least 10 public address announcements

Taste of Suffolk Benefits

- Recognition in two (2) PA announcements at events
- One (1) 10x10 tent at all TGIF concert events during the 2009 season
- One (1) banner displayed at all 2010 TGIF concert events (banner provided by sponsor)
- Opportunity to pass out mutually agreed upon literature at events

New to 2010, An Extended Benefits Package

Sponsor at the Gold level and receive BOTH extended benefit options.

Movie Night benefits

- One (1) banners displayed in high visibility areas throughout the event site (banners provided by sponsor)
- (1) 10'x10' tent onsite complete with tables and chairs

Holiday Parade benefits

Complimentary entry in parade

- One (1) banner displayed at premier location for the Holiday Parade (banner provided by sponsor)
- Ten (10) VIP seats at the grandstand area for the Holiday Parade
- Logo displayed during television rebroadcasts

Sponsor investment

- **Simple Setup Sponsor**
 - \$150.00 per event (additional options listed below)
 - 2 Simple Setups for \$250
 - 3 Simple Setups for \$400
 - 4 Simple Setups for \$500
 - 5 Simple Setups for \$600
 - 6 Simple Setups for \$700
 - 7 Simple Setups for \$800
 - 8 Simple Setups for \$900
 - 9 Simple Setups for \$1000
 - 10 Simple Setups for \$ 1200
- **Show Sponsor**
 - \$500.00
- **Bronze Sponsor**
 - \$1,500.00
- **Silver Sponsor** ■
 - \$2, 000.00 ■
 -
- **Gold Sponsor** ■
 - \$4,000.00

Sponsorship packages can be altered to best fit individual needs!

Sponsors will not be invoiced until after July 1!

Thank you!

Thank you for taking the time to review these opportunities.

For more information on this sponsorship proposal or upcoming events, call 757-514-7267.