



2020

City of Auburn Sponsorship Opportunities

Help support free community concerts,
movies & special events in YOUR City Parks
this summer, while promoting your business,
big or small, through event sponsorships!



**Please call
Department of Public Works
& Recreation for details**

(315)255-4737

www.auburnny.gov



Each summer, The City of Auburn provides over twenty free concerts and movies free to hundreds of City residents and out of town visitors in our local parks. These fun nights in our parks are a community staple that provides a family friendly environment, including a performance by a local or regional band, a kid-friendly movie showing, and food vendors.

In addition, there are several other exciting special events happening throughout the summer downtown and beyond! There's Music on the Mall, live music and vendors on the rooftop of the City's Parking Garage, Kid's Nights, the 5th Annual Sizzlin' Summer Kickoff and more!

Community sponsorship makes good business sense. Becoming a sponsor will enhance your organization's potential through advertising, public relations, print, live event opportunities, City website and social media, and more. It's 2020! Have perfect vision for your business or organization and become a Sponsor today!

Becoming a Sponsor of City of Auburn Summer Concert and Movie Nights...

...Allows you to brand your organization as a genuine partner of the community and as one of the leaders of our community.

...Allows your business to develop stronger relationships with new and existing customers.

...Allows your business or organization to be featured in event publicity including press releases, posters or flyers, City web based media, and signage at the concert and/or movie, gaining you access and visibility to potential customers.

...Strengthens the City's ability to continue to offer these concerts and movie events free of charge to the community.

...Encourages the City to procure more wide-spread musical talent to the region resulting in larger exposure for your organization.

...Allows your organization to promote yourself while helping your community at the same time.

...Encourages company camaraderie. Why not make your "Sponsor Night" a fun night out with co-workers? Invite your employees to attend! Make it a potluck, picnic-style!

How to Become a Sponsor

Please review the sponsorship opportunities on the following pages and complete the attached Sponsor Application.

Applications can be submitted to:
Kim Bauso
City of Auburn DPW and Recreation
24 South Street Auburn NY 13021

Please call 315-255-4737 or e-mail kbauso@auburnny.gov with any questions or to discuss sponsorship availability.

2020 Summer Concert and Movie Sponsorship Opportunities

Every TUESDAY (July/August) - HOOPES PARK

Two hour band concert followed by family-friendly movie presentation
Approx. attendance: 400-800

Select WEDNESDAY nights (July/August) – VARIOUS PARKS (including Clifford, Lincoln and Miles/Lepak)

Two hour band concert followed by family-friendly movie presentation
Approx. attendance: 50-200

Every other THURSDAY (July/August) – MARKET STREET PARK (downtown)

Two hour band concert
Approx. attendance: 75-200

Every other THURSDAY (July/August) – NYS EQUAL RIGHTS HERITAGE CENTER (downtown)

Two hour band concert
Approx. attendance: 50-100

Select FRIDAY nights (June-September) – STATE STREET (downtown)

Three hour band concert
Approx. attendance: 200-500

Select MONDAY nights - “Kid’s Night” (2 dates available)

Musical performances, children’s entertainment, family-friendly movie presentation

Approx. attendance: 250+

Select FRIDAY night - Party on Parking Garage Rooftop (1 date available)

Three hour band concert

Approx. attendance: 250-300

Sponsorship Levels

“Whole Doggone Summer” – Over 20 concerts in various City parks (does not include Music on the Mall or other special events) - **\$1,500**

- Organization’s name/logo printed on large banner (City provided, size TBD) along with other sponsors, which will be displayed on or near stage or Showmobile
- Organizations name on printed materials and on-line
- “Live” mentions by MC at event

“Rock On” Band only OR *“Pass the Popcorn”* Movie Only – Hoopes Park - **\$350**

- One (1) designated parking space near event
- One (1) banner sign (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Four (4) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by MC at event

“Culture Vulture” Band AND Movie (entire night) – Hoopes Park - **\$650**

- Two (2) designated parking spaces near event
- One (1) banner (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Eight (8) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by MC at event
- “On Air” mentions for radio advertising
- Sponsor may set up booth (no larger than 10’x10’) within park to display or distribute materials and information.

“Rock On” Band only – Market Street Park or NYS ERHC- **\$200**

- One (1) designated parking space near event
- One (1) banner sign (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Four (4) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event
- Sponsor may distribute materials and information to park patrons

“Rock On” Band only OR *“Pass the Popcorn”* Movie Only – Other Parks - **\$200**

- One (1) designated parking space near event
- One (1) banner sign (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Four (4) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event

“Culture Vulture” Band AND Movie (entire night) – Other Parks - **\$400**

- Two (2) designated parking spaces near event
- One (1) banner (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Eight (8) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event
- “On Air” mentions for radio advertising
- Sponsor may set up booth (no larger than 10’x10’) within park to display or distribute materials and information.

“Rock On” Band only – Music on the Mall - State Street - **\$500**

(Certain terms may be subject to change dependent on inclement weather)

- One (1) designated parking space near event
- One (1) banner sign (no larger than 24 sq. ft.) to be displayed on or near stage
- Four (4) yard signs (no larger than 2 sq. ft.) to be placed displayed around event space
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event
- Sponsor may distribute materials and information to park patrons

“Rock On ” Band only – Party on the Parking Garage - \$250

- One (1) VIP parking space near event
- One (1) banner sign (no larger than 24 sq. ft.) to be displayed on or near stage
- Four (4) yard signs (no larger than 2 sq. ft.) to be placed displayed around event space
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event

“Culture Vulture” Kid’s Night (entire night) – Casey Park or NYS ERHC - \$300

- Two (2) designated parking spaces near event
- One (1) banner (no larger than 24 sq. ft.) to be displayed on or near stage or movie screen
- Eight (8) yard signs (no larger than 2 sq. ft.) to be placed displayed around park
- Organization’s name on printed materials and on-line for specified event
- “Live” mentions by band or MC at event
- “On Air” mentions for radio advertising
- Sponsor may set up booth (no larger than 10’x10’) within park to display or distribute materials and information. *Please note: booth must be kid-friendly and include either a children’s activity or giveaway.

Things to Know

1. Sponsorship levels are cost reflective of the fees paid by the City of Auburn for band performances and motion picture license rights.
2. Sponsorship payment is due in full with Sponsorship Agreement.
3. Sponsor is responsible for providing their own banner and /or signage for display at the specified event (unless otherwise noted). Banner and signage must not exceed City specified size allowances.
4. Sponsor will provide Certificate of Insurance naming the City of Auburn as additional insured. Certificate of Insurance must indicate validity for date of sponsored event. Certificate of Insurance to the City must show liability limits of at least \$1,000,000 and property limits of at least \$500,000.
5. Sponsor will e-mail their company name or logo in jpg format to kbauso@auburnny.gov
6. In the event of inclement weather, an alternate concert/movie date will be proposed.



2020 Sponsorship Agreement

- ☐ Yes, we want to sponsor a City of Auburn Summer concert and/or movie in 2020!
- ☐ Please indicate Sponsor Level here (include Sponsor Level name and park, if applicable):

- ☐ Enclosed is our check in the amount of \$_____. Check no. _____
**Please make check payable to City of Auburn

- ☐ Certificate of Liability Insurance is enclosed/attached.

- ☐ Certificate of Liability Insurance will be provided to the City of Auburn by _____

Organization/Business Name _____

Authorized Contact Person _____

Signature _____

Address _____

Phone _____ Fax _____

E-mail _____

Thank you for your support!