



**2024**

# City of Auburn Partnership 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](http://www.auburnny.gov)



**AUBURN**  
HISTORY'S  
HOMETOWN

Each summer, The City of Auburn provides over twenty free concerts and free movies to hundreds of City residents and out of town visitors in our local parks. These fun nights are a community staple that provide a family friendly environment, including performances by local or regional bands, age-appropriate movie showings during Monday Movie Mania nights, and frequently food vendors and other activities and attractions are present.

Community partnership makes good business sense. Becoming a partner will enhance your organization's potential through advertising, public relations, print, live event opportunities, City website and social media, and more.

## **Becoming a Partner 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.

## **How to Become a Partner**

Please review the partnership opportunities on the following pages and complete the attached Partner Application.

Applications should 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](mailto:kbauso@auburnny.gov) with any questions or to discuss partnership availability.

## **2023 Summer Concert and Movie Partnership Opportunities**

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### **Every TUESDAY (July/August) - HOOPES PARK**

2.5 hour band concert

Approx. attendance: 400-800

### **Every WEDNESDAY (July/August) – STATE STREET PLAZA (Downtown)**

2 hour band concert

Approx. attendance: 75-200

### **Select FRIDAY nights (May-September) – Music on the Mall - STATE STREET**

3 hour band concert

Approx. attendance: 300-600

### **SPECIAL EVENTS –Founder’s Day (Downtown)**

All day event featuring live music, special guests, food and beverages, various activities and attractions

Approx. attendance: 1,000-2,000

## **Partnership Levels**

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*“Whole Doggone Summer”* – Approximately 20 concerts in various City parks (does not include Friday concerts 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
- Organization’s name on printed materials and on-line advertisements
- “Live” mentions by MC (when applicable)

*“Rock On”* Band only– Hoopes Park - **\$500**

- 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 park
- Organization's name on printed materials and on-line for specified event
- "Live" mentions by band or MC at event

***"Pass the Popcorn" Movie Only – Various parks/playgrounds - \$350***

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

***"Rock On" Band only – State Street Plaza - \$300***

- 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 park
- Organization's name on printed materials and on-line for specified event
- "Live" mentions by band or MC at event

***"Rock On" Band only – Music on the Mall - State Street - \$700***

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

- 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 venue
- Organization's name on printed materials and on-line for specified event
- "Live" mentions by band or MC at event

***"Culture Vulture" Special Events – Downtown - \$1,000***

- One (1) banner (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 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
- Partner may set up booth (no larger than 10'x10') within venue to display or distribute materials and information.

## Things to Know

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1. Partnership levels are cost reflective of the fees paid by the City of Auburn for band performances and motion picture license rights.
2. Partnership payment is due in full with Partnership Agreement.
3. Partner is responsible for providing their own banner and /or signage for display at the specified event. Banner and signage must not exceed City specified size allowances.
4. Partner will provide Certificate of Insurance naming the City of Auburn as additional insured. Certificate of Insurance must indicate validity for date of partnered 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. Partner will e-mail their company name or logo in high resolution jpg format to [kbauso@auburnny.gov](mailto:kbauso@auburnny.gov)
6. In the event of inclement weather, an alternate concert/movie date may be proposed.



## 2024 Partnership Agreement

Yes, we want to be a City of Auburn Partner for a Summer concert, movie or Special Event in 2024!

Please indicate Partner Level here (include Partner Level name and Location):

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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!**