



FREE OUTDOOR CONCERT SERIES FOOTE LAGOON – LOVELAND

- 6 weeks of FREE concerts (Thursdays)
- Avg. 1,500 attendees each week
- 3,000 is the record high in a single week
- Advertised in newspapers, radio and social media throughout NOCO
- July 7th–Aug. 11th, 2016 (proposed dates)



2016 SPONSORSHIP OPPORTUNITIES

Community Donor: \$5 - \$150

- Satisfaction knowing you're supporting an excellent community event that brings people of all backgrounds together to celebrate the arts

Patron Sponsor: \$300 - \$500

- Name will be listed on concert series website under Patron Sponsor
- Discount on Vendor location: 1/3 off price (full season=\$396/1-evening=\$82.50) for each concert

Hospitality Sponsor: \$800 - \$1,500

- Name will be listed on concert series website under Hospitality Sponsor including logo
- If you are a restaurant business located in Loveland, you may have the option to provide a portion of the sponsorship value in food donations for performers in lieu of cash
- Will be publically acknowledged and thanked during welcome speech and final announcements at each concert
- Will be given a complimentary Vendor space for each concert

Technical Support Sponsor: \$2,000 - \$3,500

- Name will be listed on concert series website under Technical Support Sponsor including logo
- Only 2 Technical Support Sponsors will be accepted this season
- Right to display logo/corporate signage on the back/side of the tech tent at each concert (provided it doesn't interfere with the technical staff running the event per technician's discretion)
- Will be publically acknowledged and thanked during welcome speech and final announcements at each concert
- Will be given a complimentary Vendor space for each concert

Presenting Sponsor: \$5,000 - \$10,000

- Named with other Title and Presenting Sponsors where Presenting Sponsors will be listed by name under the Title Sponsors included on all event materials and advertising (ie: Event Sponsors Include: _____)
- Limit of 4 Presenting Sponsors this season
- Will be publically acknowledged and thanked during welcome speech and final announcements at each concert
- Will be given a complimentary Vendor space in a prime traffic location for each concert

Title Sponsor: \$12,000 - \$15,000

- Named with other Title and Presenting Sponsors where Title Sponsors will be permitted to include their logo on all event materials and advertising (ie: Event Sponsors Include: _____)
- Limit of 4 Title Sponsors this season
- If you are a media business (newspaper/radio/etc.), you may have the option to provide a portion of the sponsorship value in advertising and promotions donations for concerts in lieu of cash
- Will be publically acknowledged and thanked during welcome speech and final announcements at each concert
- Will be given a complimentary Vendor space in a prime traffic location for each concert

Producer: \$20,000+

- Naming rights to the event and inclusion of logo on all event materials and advertising (ie: "_____" presents Loveland's Foote Lagoon FREE Summer Concert Series)
- Only 1 Producer will be accepted per season
- Right to prominently display logo/corporate signage at the event
- Will be publically acknowledged and thanked during welcome speech and final announcements at each concert
- Will be given opportunity to speak at the each concert (during the intermission/break-over period halfway through the evening when the crowd is at its peak)
- Will be given a complimentary Vendor space in a prime traffic location for each concert

Not Available - Already Taken



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- The City of Loveland reserves the right to deny vendors or refuse sponsor images and messages if they conflict with Loveland’s laws, codes or policies
- Vendor locations will be solely at the discretion of the city employee in charge of the event, and access to electrical outlets is not guaranteed as all service will be dedicated to the support of the concerts’ lighting and sound (assume you will have no electrical access unless specifically told otherwise, ahead of time)
- All the limited Sponsorships are on a first-come, first-served basis
- The FREE concerts are a “rain or shine” event and may be cancelled due to severe weather
- Unless the entire summer series is cancelled, there will be no refunds available

Example of sponsor listings on advertising materials (actual layout may look different depending on ad dimensions):

PRODUCER presents
Loveland’s Foote Lagoon
FREE Summer Concert Series
Every THURSDAY July 7th—August 11th / 6 pm till 8:30 pm

Sample Line-Up

<p>Thursday, July 7th AWESOME BAND Opening: Cool Local Act</p>	<p>Thursday, July 21st AMAZING GROUP Opening: Soloist Youneedto Hear</p>	<p>Thursday, August 4th SENSATIONAL Opening: Absolutely!</p>
<p>Thursday, July 14th GIVE A LISTEN Opening: Don't Miss</p>	<p>Thursday, July 28th TO MY EARS Opening: Music. Musik.</p>	<p>Thursday, August 11th BIG ACT Opening: At Symbol</p>

MUSIC - VENDORS - FAMILY FUN

EVENT SPONSORS INCLUDE:

PRESENTING SPONSOR NO. 1 NAME HERE
PRESENTING SPONSOR NO. 2 NAME HERE
PRESENTING SPONSOR NO. 3 NAME HERE
PRESENTING SPONSOR NO. 4 NAME HERE

2016 VENDOR OPPORTUNITIES

Vendors of all types are welcome to participate in Loveland's 2016 Foote Lagoon summer concert series.

Please note:

1. Electricity will not be available to vendors.
2. Vendor locations will be determined by the event staff prior to each concert with priority given to Sponsors, then Full Season Vendors, and lastly 1-Evening Vendors.
3. The City of Loveland reserves the right to deny vendors or refuse sponsor images and messages if they conflict with Loveland's laws, codes or policies.
4. The FREE concerts are "rain or shine" and may be cancelled due to severe weather. Unless the entire summer series is cancelled, there will be no refunds available.
5. Vendors are expected to be completely set-up and "open for business" by 6 pm, and they are not permitted to "close-up shop" until 9 pm.
6. Vendors will not have special parking privileges and should arrive early enough to unload, set-up and acquire parking prior to the 6 pm mandatory open.
7. Vendors must follow all applicable license, insurance and regulation requirements at their own cost.

1-Evening Vendor: \$125 (nonprofit organization: \$25 / charitable organization: FREE*)

- Will be provided a Vendor space for the concert date of your choosing
- Permitted to purchase as many concert weeks as you wish (ie: here for one week, take a week off and then back again)

Full Season Vendor: \$600 (nonprofit organization: \$100)

- Will be provided a Vendor space for each of the six weeks of concerts

*Due to space constraints and dependence on paying vendors to help fund the concerts, free charitable spaces are limited on a first-come, first-served basis.

**A "Vendor space" is a dedicated area located someplace around the Foote Lagoon with dimensions of 10 feet wide by 10 feet deep.

If additional space is required, a vendor may purchase a "Double Space" consisting of 20 feet wide by 12 feet deep for an extra \$25 per week or \$100 all 6 weeks.

VENDOR APPLICATION

Vendor Name: _____

All 6 Weeks (If not, please select the date(s) below)

Description of Vendor Booth: _____

July 7th

July 14th

July 21st

July 28th

August 4th

August 11th

Contact Name: _____

Double Space

Contact Phone(Cell): _____

For Profit

Nonprofit

Total Fee: _____

Date Paid: _____

Accepted By: _____

Amount Paid: _____