Friday Night on WHITE presented by White Street Brewing Co.

Friday Night on White Concert Series 2017 Sponsorship Opportunities

TOWN *of* WAKE FOREST

2017 Exclusive Title Sponsor:

WHITE STREET BREWING CO

Dates: April 28, May 12, June 9, July 14, August 11, September 8

Times: 6 pm - 9 pm

Location: Downtown Wake Forest

Price Range: $1,000 - $5,000+

Average Attendance: 8,000 - 10,000 per night

Event Website: www.wakeforestnc.gov/friday-night-on-white.aspx

Sponsorship Deadline: January 31, 2017

Contact: Anna Bolton
Office: 919-435-9422 | *Cell:* 919-610-4916 | *Email:* abolton@wakeforestnc.gov

Thank you to our 2016 Event Sponsors

Heritage Urgent & Primary Care ▪ Candlewood Suites ▪ The Rolesville Buzz
Esthetics by Caris ▪ Page 158 Books ▪ Ads N' Art

Quotes from Past Sponsors:

"Friday Night on White has been a great way for us to gain exposure to an entirely new group of people that do not consistently come to downtown Wake Forest. At our booth, people have responded time after time that they did not even know we were there. Friday Night on White has also brought a community feel to the entire area. Back Alley wants to be part of building community and Friday Night on White has been a huge part of seeing that potential grow!"

- Tracy McKenzie, *Back Alley Coffee Roasters*

"The excitement of seeing the Wake Forest community come together with Wake Forest businesses definitely made our sponsorship for the Friday Night on White a success. We were proud to be a part of this series."

- Catherine Marquis, AuD, *Wake Audiology*

"As Wake Forest's hometown eye doctors, we are always looking for opportunities to support our community. Friday Night on White is such a fun, family-friendly event. It showcases what makes Wake Forest such a special place to live and work. We enjoy being able to see patients that are already part of our family in a relaxed, casual atmosphere. And we love the extra chance to meet people who are on the lookout for that special eye doctor to care for themselves and their families."

- Lee and Samantha McPherson, *McPherson Family Eye Care*

"Friday night was amazing! The turnout was beyond what I imagined for opening night. I was extremely pleased with the location of the sponsor tables and the signage as well. The take away was that the town really loved this and the remainder of the series should be a huge success. I am very happy with my decision to support this event for my town!!!"

- Dr. Kelly Harper, *Tuscan Ridge Animal Hospital*

"We had a blast!! The band was excellent, Chris and I danced all night while cooking sausages. We gave out about 600 coupons for SausageWorks and Beer Den. Thanks for the great opportunity to be involved in an awesome community event."

- Vicky Schirf, *Lowes Foods*

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	ENTERTAINMENT STAGE SPONSOR **$5000**	DANCE FLOOR SPONSOR **$4000**	PREMIER SPONSOR **$3200**	PARTNER SPONSOR **$1350**	SUPPORTING SPONSOR **$1000**
Corporate Visibility	**Only 1 Available!**	**Only 1 Available!**			
Recognition On Premium Location Banner	Front Of Stage SOLD!	Railing SOLD!	SOLD!	SOLD!	
Recognition As A Premium Location Sponsor On Website And Print Materials *(As Space Allows)*	✓	✓			
Recognition In Videos Created For The Concert Series	Logo	Logo	Logo		
Recognition On Event Posters	Logo	Logo	Logo	Logo	Name
Recognition In Event Print Ads *(Newspaper, Magazines, Newsletter)*	Logo	Logo	Logo	Logo	Name
Personalized Promotion On Town's Social Media	Logo	Logo	Logo	Logo	Logo
Recognition In Pre-Event Town Advertising *(Email Blast, Our Town Newsletter, Press Releases)*	✓	✓	✓	✓	✓
Recognition In Post Event Thank You Ad	Logo	Logo	Logo	Logo	Name
Recognition On Friday Night On White Shirts	Logo	Logo	Logo	Name	Name
Free Event Shirts	10	8	6	4	2
Website Recognition With Link To Your Webpage	Logo	Logo	Logo	Logo	Logo
Use Of Friday Night On White "Official Sponsor" Logo	✓	✓	✓	✓	✓
Framed Picture Of Your Business From The Event Recognizing Your Contribution As An Event Sponsor	✓	✓	✓	✓	✓
Invitation To Appreciation Lunch Catered By Chick-fil-A *(2 Guests)*	✓	✓	✓	✓	✓
Event Day Benefits					
Premium Reserved Sponsor Space	✓	✓			
Mic Time On Stage *(30 Seconds - 1 Minute Depending On Availability & Level)*	2-3 Events	1-2 Events	1 Event		
Featured In A Social Media Video Post At Event	✓	✓	✓		
Custom Promotional Mention From Stage *(Ex. Stop By The _____ Tent To Spin The Prize Wheel!)*	At Least 2 Events	At Least 2 Events	At Least 1 Event		
Sponsor Space To Promote Your Business *(Business Provides Tent, Table, Chairs, And All Promotional Materials)*	All 6 Events	5 Events	4 Events	2 Events	1 Event
Space To Hang A Custom Banner Promoting Your Business On Banner Stands That Will Be Placed Around The Event Area *(Banner Provided By Business)*	All 6 Events	5 Events	4 Events	2 Events	1 Event
Listed On Sponsor Banners That Frame The Main Stage	Logo	Logo	Logo	Logo	Name
High-Quality Photography Of Your Business Participation *(High Resolution Images Will Be Available To Business Upon Request)*	✓	✓	✓	✓	✓
Included In Sponsor Thank You Announcements From Stage	✓	✓	✓	✓	✓

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SPONSORED BY:

2016 Side Stage Banners

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Additional Sponsorship Opportunities

Wrist Band Sponsor – $3,000 *(Only 1 available)*

SOLD!

- *Logo & Text on all wristbands*
- *Personalized promo[illegible] l media*
- *Two free even[illegible]*
- *Website recogn[illegible] o your webpage*
- *Recognition in p[illegible] event Thank You ad*
- *Invitation to sponsor appreciation lunch catered by Chick-fil-A (2 guests)*

Table Top Advertisements – $375 per night *(6 available)*

- *Table top advertisement attached to all food court tables on reserved night.*
- *Exclusive advertiser on reserved night.*
- *Personalized promotion on Town's social media on reserved night.*

In-Kind Sponsorships

The town welcomes in-kind sponsorship support from area businesses. In-kind sponsors donate goods or services in exchange for sponsorship benefits. Each donation's value will be assessed to determine the appropriate sponsorship level. In-Kind needs vary and will be discussed and approved on a case by case basis. Examples include: advertising, signage, professional services, equipment, shirts, catering, entertainment, etc.

Pre-Promotion Period: February to April

Six-Month Promotion Period (throughout the series): April to Sept.

2016 Front Stage Banner

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