

# ST. LEONARD VOLUNTEER FIRE & RESCUE COMPANY 7

---

## 2011 Community Concert Series

Dear Community Member;

Now is your chance to be a part of one of the most exciting programs of 2011. The St. Leonard Volunteer Fire Department will once again be hosting our Community Concert Series. We have just confirmed **Blake Shelton and Chris Young** will be performing on **September 4, 2011**. As you read this, we continue working to bring some of the hottest names in music to our stage. Don't pass on your chance to be part of this excitement!

Past concerts included performances by **Sugarland, Reba McEntire, Jason Aldean, Alan Jackson, Foreigner and Lynyrd Skynard**. The Alan Jackson concert alone had over 6,000 attendees. Our sponsors and advertisers reach a diverse population. Concert attendees are from all over Maryland, and represent a variety of age groups. Series sponsors enjoy special perks, including concert tickets, parking passes, and entrance to the VIP Reception area. A sponsorship guarantees premium seats to all of our concerts. The tickets also make great rewards for workers and customers!

We are seeking sponsors and advertisers for our 2011 Community Concert Series. We offer great sponsorship and advertising packages. We have added incentives to sponsor packages, which include additional concert tickets and larger program ad space.

Please take a few minutes to review the enclosed information. If you see a package that will fit your organization, please complete the enclosed form and return it as soon as possible. We are requesting potential sponsors and advertisers contact us as soon as possible. If you desire additional information, please do not hesitate to contact us. We would be happy to discuss a package that would be right for you. Contact information is listed at the bottom of this letter.

We look forward to working with you during our 2011 Community Concert Series.

For additional information, please contact:

**Karen Sharpe**

410-535-0020 (Home)

[karen.sharpe@slvfd.com](mailto:karen.sharpe@slvfd.com) (email)

---

**P.O. Box 101, St. Leonard, MD 20685**

**410-586-1713**

# 2011 SLVFD COMMUNITY CONCERT SERIES

## SPONSOR PACKAGE INFORMATION

Our concerts are made possible with the support of community organizations. Concert sponsorship is a great opportunity for your business to reach a wide variety of potential customers, while supporting your local volunteer fire and rescue company. Each of our packages includes the following:

**Concert Tickets:** Tickets for each scheduled concert for the 2011 Concert Series

**VIP Reception Tent Passes:** The VIP Reception Tent is located to the right of the stage. It offers a great view of the concert. It includes complimentary hors d'orves, beer and wine. It's a great place to enjoy the show.

**Parking Passes:** Forget searching for a parking space. Sponsors are given VIP parking right at the firehouse.

**Advertising:** Your business will receive a spot in our program to advertise your business. (The size of the space is dependent on the sponsorship level). Each sponsor is also given the opportunity to post a banner on site during each concert. Additionally, some sponsor packages include advertising on other advertising materials (internet, flyers and road signs).

### PREMIER LEVEL SPONSOR

The Premier Level Sponsor Package is limited to one business. It allows the business exclusive naming rights for the pavilion/stage. A sign with the business name will be installed atop our pavilion. Additionally, the business name will be included on all concert advertising (Print and media ads). The sponsorship package also includes a full page color ad (4¼" x 7½") on the back cover of each concert program, along with all components of the Platinum Level Sponsor package.

### PLATINIUM LEVEL SPONSOR

Platinum level sponsorship package includes:

- 14 Premier Concert Tickets for each scheduled concert
- 14 VIP Reception Tent Passes
- 7 Parking Passes
- 2 Artist Meet & Greet Passes (if applicable)
- Full Page (4 ¼" x 7 ½") Concert Program Ads
- Listing on all Internet & Flyers
- Banner Posted On Site During Concerts (Banner included in sponsorship)

#### Platinum Level Sponsorship Donation

**\$10,000**

### GOLD LEVEL SPONSOR

Gold level sponsorship package includes:

- 8 Concert Tickets for each scheduled concert
- 8 VIP Reception Tent Passes
- 4 Parking Passes
- Full Page (4 ¼" x 7 ½") Concert Program Ads
- Banner Posted On Site During Concerts (Banner included in sponsorship)

#### Gold Level Sponsorship Donation

**\$5,000**

### SILVER LEVEL SPONSOR

Silver level sponsorship package includes:

- 6 Concert Tickets for each scheduled concert
- 6 VIP Reception Tent Passes
- 3 Parking Passes
- ½ Page (4 ¼" x 3 ¾") Concert Program Ads
- Banner Posted On Site During Concerts (Banner included in sponsorship)

#### Silver Level Sponsorship Donation

**\$3,000**

### BRONZE LEVEL SPONSOR

Bronze level sponsorship package includes:

- 2 Concert Tickets for each scheduled concert
- 2 VIP Reception Tent Passes
- 1 Parking Pass
- ½ Page (4 ¼" x 3 ¾") Concert Program Ads
- Banner Posted On Site During Concerts (Banner to be provided by business)

#### Bronze Level Sponsorship Donation

**\$1,500**

# 2011 SLVFD COMMUNITY CONCERT SERIES

## SPONSOR ENROLLMENT FORM

*Upon receipt of this form, you will be contacted by a representative of the SLVFD Concert Committee to confirm your sponsorship enrollment. Each sponsor will receive a packet prior to each concert, with all concert related materials.*

Business Name \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Sponsorship Level Desired (Please Circle)

Platinum Level (\$10,000)

Silver Level (\$3,000)

Gold Level (\$5,000)

Bronze Level (\$1,500)

### Advertising Information

How would you like your business listed on advertisements?

\_\_\_\_\_

\_\_\_\_\_ Artwork Included for Logo on Advertisements

\_\_\_\_\_ Advertisement Artwork Included (Business Card, etc.)

\_\_\_\_\_ Please contact me to discuss artwork and/or logo information

### Payment Information

\_\_\_\_\_ Full Payment included with this form (Make checks payable to SLVFD, or St. Leonard Volunteer Fire & Rescue Company 7)

\_\_\_\_\_ Please contact me to discuss payment information

*Please forward completed form to:*

*Karen Sharpe*

*890 Hunting Lake Drive*

*Huntingtown, MD 20639*

## 2011 SLVFD COMMUNITY CONCERT SERIES CONCERT ADVERTISING PACKAGES

Our concerts would not be possible without the support of community organizations. Advertising at our concerts is a great opportunity for your business to reach a wide variety of potential customers, while supporting your local volunteer fire and rescue company. Below are the advertising packages we are offering for the 2011 season.

### CONCERT PROGRAM ADVERTISING

Price includes an ad in the program for each concert of the season. Programs are distributed to each concert attendee as they enter the concert. Ads are designed by your organization, and forwarded to SLVFD for inclusion in the program. Advertisers have the option of displaying a banner on the concert grounds during each concert, for an additional advertising cost. Banners are typically provided by the business. Banners can be order by SLVFD, at an additional cost of \$100 per banner. Banner dimensions (if provided by SLVFD) are 3' (width) x 8' (length).

	<b><u>Ad Only</u></b>	<b><u>Ad and Banner Display</u></b>
Full Page Ad (4 ¼" x 7 ½")	\$225.00	\$250.00
½ Page Ad (4 ¼" x 3 ¾")	\$125.00	\$175.00
1/3 Page Ad (4 ¼" x 2 ½")	\$75.00	\$125.00

### CONCERT BANNER ADVERTISING

If you are not interested in placing an ad in our program, but would like your banner displayed on the concert grounds, this is the package for you. Price includes one banner (not to exceed 3' x 8'), which will be displayed on the concert grounds during each concert during the season. Banners are typically provided by the business. If you would like SLVFD to order your banner for you, please add \$100 to the price below per banner.

Banner Display (Banner provided by Business)	\$100.00
--	----------

# 2011 SLVFD COMMUNITY CONCERT SERIES

## ADVERTISING ENROLLMENT FORM

*Upon receipt of this form, you will be contacted by a representative of the SLVFD Concert Committee to confirm your advertising request.*

Business Name \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Advertising Package Desired (Please Circle Package Desired – Prices are if business supplies banner)

Full Page Concert Ad  
(\$225)

Full Page Concert Ad and Banner Display  
(\$250)

½ Page Program Ad  
(\$125)

½ Page Program Ad and Banner Display  
(\$175)

1/3 Page Program Ad  
(\$75)

1/3 Page Program Ad and Banner Display  
(\$125)

Banner Display Only  
(\$100)

Make my banner for me  
(\$100)

### Ad Information

- \_\_\_\_\_ Artwork Included for Program Ad  
\_\_\_\_\_ Banner will be provided by business (if applicable)  
\_\_\_\_\_ Please contact me to discuss artwork for ad  
\_\_\_\_\_ Banner to be provided by SLVFD (Client will be contacted for artwork)  
\_\_\_\_\_ (Additional Charge: \$100.00 per banner)

### Payment Information

- \_\_\_\_\_ Payment Enclosed (Please make checks payable to SLVFD or St. Leonard Volunteer  
Fire & Rescue Company 7)  
\_\_\_\_\_ Please contact me about payment

*Please forward this form to:  
Karen Sharpe  
890 Hunting Lake Drive  
Huntingtown, MD 20639*