

Kerrville Parks & Recreation Department Presents

CONCERTS BY THE RIVER

2385 Bandera Highway • (830) 257-7300 • www.kerrvilletx.gov

The City of Kerrville Parks and Recreation Department would be honored if you would consider being a sponsor for our upcoming *Concerts by the River* series. This is a series of free concerts that will take place on Friday evenings in Louise Hays Park. There will be live music as well as food and beverage available for purchase. It is a great opportunity for community members to come out and enjoy an evening of fun and dancing in our beautiful park.

Being a sponsor for this event is a great way to support events that the community and audience find appealing. This event was established in 2018 with two concerts, and has grown to five concerts in 2019 and 2020 due to its popularity. We anticipate hosting local bands and bands from surrounding counties.

The purpose of our free *Concerts by the River* series is to bring people together to enjoy a relaxing yet stimulating social and cultural experience in addition to enhancing the quality of life by providing free entertainment opportunities for community members and visitors. The concerts will present a variety of different styles of musical entertainment in an atmosphere the entire family can enjoy. The success of the *Concerts by the River* series will rely upon the generous financial support of area businesses, corporations, clubs, and organizations. Investment in the program by these groups will be utilized to assist in paying the direct costs involved in producing and promoting the free *Concerts by the River* series.

Levels of support are listed on the following page. Thank you in advance for your consideration.

The 2020 *Concerts by the River* will be held on the following Fridays at 7:00 p.m.

April 17, 2020

May 1, 2020

May 15, 2020

June 19, 2020

July 17, 2020

Thank you,

Courtney LaQuey

Tourism and Event Coordinator

City of Kerrville

Parks and Recreation Department

2385 Bandera Highway

(830) 258-1159

courtney.laquey@kerrvilletx.gov

www.kerrvilletx.gov



Sponsorship Levels



Chart-Topper (Presenting Sponsorship Level) - \$2,500

- Opportunity to have a company representative welcome band(s) to audience on event night.
- Company recognition on all *Concerts by the River* flyers and advertisements.
- Large logo on event website page.
- Opportunity to have a promotional booth location to distribute promotional items on event nights.
- 3' x 8' banner with company logo located on stage.

One-Hit Wonder (Associate Sponsorship Level) - \$1,500

- Company recognition on all *Concerts by the River* flyers and advertisements.
- Medium logo on event website page.
- Opportunity to distribute promotional items on event nights.
- 3' x 4' banner next to stage.

Featured Artist (Supporting Sponsorship Level) - \$500

- Small logo on event website page.

How to Commit to a Sponsorship

Submit the Sponsorship Registration form and your logo to the Parks and Recreation Department by **April 3, 2020**.

All high resolution company logos must be submitted in .jpg or .pdf format. Sponsors registering after this date may or may not receive all sponsorship package benefits due to advertising deadlines.

Please submit to:

Courtney LaQuey

Tourism and Event Coordinator
City of Kerrville
Parks and Recreation Department
2385 Bandera Highway
Kerrville, Texas 78028
(830) 258-1159
courtney.laquey@kerrvilletx.gov



Kerrville Parks and Recreation Department

CONCERTS BY THE RIVER

Sponsorship Registration Form

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number(s): _____

Email Address: _____

Yes! I would like to support and be a sponsor of *Concerts by the River* for the level selected below!

Sponsorship Amount (Please select one):

- \$2,500 – Chart-Topper (Presenting Sponsorship)
- \$1,500 – One-Hit Wonder (Associate Sponsorship)
- \$500 – Featured Artist (Supporting Sponsorship)

Note: Company logos must be received by **April 3, 2020** to be included on promotional materials.

Signature: _____

Thank you for your support!

For payments and questions, please contact:

Courtney LaQuey
Tourism and Event Coordinator
Kerrville Parks and Recreation Department
2385 Bandera Highway
Kerrville, Texas 78028
(830) 258-1159
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