



**City of Kerrville**  
701 Main Street  
Kerrville, Texas 78028  
(830) 257-8000  
[www.kerrvilletx.gov](http://www.kerrvilletx.gov)

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Concerts by the River seeking sponsors and performers**

**Kerrville, Texas (Jan. 5, 2022)** – The Kerrville Parks and Recreation Department is in search of sponsors and performers for our upcoming Concerts by the River series. This is a series of five free concerts that will take place in Louise Hays Park, 202 Thompson Drive, on Friday evenings at 7 p.m.

Concerts will be held on the following dates: March 11, April 8, May 6, June 17 and July 15. There will be live music, with food and beverages available for purchase. This is a great opportunity for the community to come out and enjoy an evening of fun and dancing in our beautiful Louise Hays Park.

“The purpose of our free concert 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,” said Ashlea Boyle, director of Parks and Recreation. “The concerts will present a variety of different styles of musical entertainment in an atmosphere the entire family can enjoy.”

## **Band/Performers**

Is your band looking for a local outdoor gig? In addition to pursuing sponsorships, we are also accepting performer applications. If you are interested in performing at one of these events, let us know. This is a great opportunity to share your music and give back to the community. The performer application must be submitted by February 25 and can be found online at: <https://www.kerrvilletx.gov/1582/Concerts-By-The-River>.

## **Sponsorship Opportunities**

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.

For a complete sponsorship packet, visit the Parks and Recreation Department's section of the City's website or contact Rosa Ledesma, Recreation Manager, at [rosa.ledesma@kerrvilletx.gov](mailto:rosa.ledesma@kerrvilletx.gov) or (830) 258-1160.

Levels of support are listed below.

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

For more information, contact the Parks and Recreation Department at (830) 257-7300, [recreation@kerrilletx.gov](mailto:recreation@kerrilletx.gov), visit the city's website at [www.kerrilletx.gov](http://www.kerrilletx.gov), or follow us on Facebook at City of Kerrville TX – City Hall or Instagram at cityofkerrville.



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