

Long's Park Summer Music Series Sponsorship Opportunities

The Long's Park Summer Music Series brings the community together for 13 Sunday nights of free, wholesome family entertainment. In a beautiful, accessible city park, over 100,000 concertgoers are treated to a diverse line-up of award-winning musicians hailing from across the country and around the world. Lancaster countians represent the majority audience members, but performance quality is drawing more and more from across Central Pennsylvania and beyond.

Summer Music Series Sponsorship \$10,000

Limited to four non-competing organizations.

- Your company cited as a sponsor of one of the summer performances (except Patriotic Concert).
- Your logo on the front cover of the full-color Long's Park Summer Music Series season brochure.
- Your logo displayed on one of the speaker towers throughout the season.



- Your season sponsorship applauded on stage every performance throughout the summer.

- Your logo in all newspaper advertising and any magazine advertising, as well as on radio advertising for the full season.

- Your sponsorship cited in all advance press releases on the season and individual concerts.
- Your logo and sponsorship prominently featured on the Long's Park web site, and our web site actively linked to yours for cross-promotion.
- Your banner displayed on stage the night of your sponsored performance, your representative invited to welcome concertgoers to that performance and your sponsorship noted at the two concerts preceding the performance.
- An opportunity to showcase your company's products and services in the park with a display or remote van before, during and after all 13 performances.*
- Preferred parking for 25 cars at all concerts in the season.
- Preferred seating for as many as 50 at your one special concert of the season with the option of preferred seating other Sundays.
- Free use of the Hilltop picnic pavilion overlooking the amphitheater preceding your special performance—a great time to host employees and customers.
- Your banner prominently displayed at the Long's Park Art & Craft Festival.
- A free half-page, color ad in the Long's Park Art & Craft Festival gate catalog.
- Ten admission passes and five preferred parking passes to the Long's Park Art & Craft Festival.

Patriotic Concert Sponsorship \$20,000

Limited to one organization, in addition to up to three non-competing cosponsors.

- Your company cited as sponsor of the Patriotic Concert.
- Your logo on the front cover of the full-color Long's Park Summer Music Series season brochure.
- Your logo displayed on one of the speaker towers throughout the season.
- Your season sponsorship applauded on stage every performance throughout the summer.
- Your logo in all newspaper advertising and any magazine advertising, as well as on radio advertising for the full season.
- Your sponsorship cited in all advance press releases on the season and individual concerts.
- Your logo and sponsorship prominently featured on the Long's Park web site, and our web site actively linked to yours for cross-promotion.
- Your banner displayed on stage at the Patriotic Concert, your representative invited to welcome crowd to the Patriotic Concert and your sponsorship noted at the two concerts preceding the performance.
- An opportunity to showcase your company's products and services in the park with a display or remote van before, during and after all 13 performances.*
- Preferred parking for 50 cars at the Patriotic Concert.
- Preferred seating for as many as 1000 at the Patriotic Concert.
- Your banner prominently displayed at the Long's Park Art & Craft Festival.
- A free full-page, color ad in the Long's Park Art & Craft Festival gate catalog.
- Ten admission passes and five preferred parking passes to the Long's Park Art & Craft Festival.



Patriotic Concert Cosponsorship \$10,000

Limited to three non-competing cosponsors.

- Your company cited as a cosponsor of the Patriotic Concert.
- Your logo on the front cover of the full-color Long's Park Summer Music Series season brochure.
- Your logo displayed on one of the speaker towers throughout the season.
- Your season sponsorship applauded on stage every performance throughout the summer.
- Your logo in all newspaper advertising and any magazine advertising, as well as on radio advertising for the full season.
- Your sponsorship cited in all advance press releases on the season and individual concerts.
- Your logo and sponsorship prominently featured on the Long's Park web site, and our web site actively linked to yours for cross-promotion.
- Your banner displayed on stage at the Patriotic Concert, your representative invited to welcome crowd to the Patriotic Concert and your sponsorship noted at the two concerts preceding the performance.
- An opportunity to showcase your company's products and services in the park with a display or remote van before, during and after the Patriotic Concert.*
- Preferred parking for 25 cars at the Patriotic Concert.
- Preferred seating for as many as 50 at the Patriotic Concert.
- Your banner prominently displayed at the Long's Park Art & Craft Festival.
- A free half-page, color ad in the Long's Park Art & Craft Festival gate catalog.
- Six admission passes and three preferred parking passes to the Long's Park Art & Craft Festival.



Long's Park Summer Music Series Sponsorship Opportunities

Performance Sponsorship \$5,000

Limited to 12 organizations, one for each of the non-Patriotic Concert performances. Each non-Patriotic Concert may also have up to three non-competing performance cosponsors.

- Your company cited as a sponsor of one of the summer performances (except Patriotic Concert).
- Your logo in the full-color Long's Park Summer Music Series season brochure.
- Your logo in all newspaper advertising and any magazine advertising, as well as on radio advertising for the event.
- Your logo and sponsorship prominently featured on the Long's Park web site, and our web site actively linked to yours for cross-promotion.
- Your banner displayed on stage the night of your sponsored performance, your representative invited to welcome concertgoers before that performance and your sponsorship noted at the two concerts preceding the performance.
- An opportunity to showcase your company's products and services in the park with a display or remote van before, during and after the performance.*
- Preferred parking for 25 cars at the event.
- Preferred seating for as many as 50 at the event.
- Free use of the Hilltop picnic pavilion overlooking the amphitheater preceding your named event—a great time to host employees and customers.
- Two admission passes and one preferred parking pass to the Long's Park Art & Craft Festival.



Performance Cosponsorship \$3,500

- Your company cited as a cosponsor of one of the summer performances (except Patriotic Concert).
- Your company's name in the full-color Long's Park Summer Music Series season brochure.
- Your logo in all newspaper advertising and any magazine advertising, as well as on radio advertising for the event.
- Your cosponsorship prominently featured on the Long's Park web site, and our web site actively linked to yours for cross-promotion.
- Your banner displayed near the stage the night of your cosponsored performance and your cosponsorship noted at the two concerts preceding the performance.
- An opportunity to showcase your company's products and services in the park with a display or remote van before, during and after the performance.*
- Preferred parking for 10 cars at the event.



A Smart Marketing Investment.

Sponsorship of our Long's Park activities is vital to our continued programming. Not only

will you feel good about partnering with us, but it also makes good marketing sense.

For more information please contact us. We're eager to sit down with you and work to customize a sponsorship that works for your organization. We urge you to act quickly because all sponsorships are sold on a first come, first serve basis.



All concerts are scheduled rain or shine. In the case of dangerously inclement weather, a performance may have to be canceled. With the exception of the fireworks portion of the Patriotic Concert, performances cannot be reschedule. However, Patriotic and performance sponsors and cosponsors may display their products and services at a later performance.

Your contribution, minus the value of the benefits you accept, are tax-deductible to the fullest extent of the law. A copy of the official registration and financial information of the Long's Park Amphitheater Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

* Although Long's Park Commission rules strictly prohibit any actual business being transacted in the park, applications for service/membership may be completed in the park as long as no cash or credit cards are presented to finalize the sale. Long's Park onsite staff will determine where to locate your display/remote van and make sure the display meets all park regulations.