



**TOWN OF WINDSOR and
Windsor Certified Farmers Market
Invitation to be a Sponsor**

2022 Summer Nights on the Green Concert Series

CELEBRATING 20 YEARS!

The award winning Summer Nights on the Green concert series is a popular summer tradition in Windsor brought to you by the Town of Windsor and the Windsor Farmers Market. This annual concert series is made possible by our generous sponsors. Together, we invite your business to be a part of the family as a valued sponsor of the 2022 concert season.

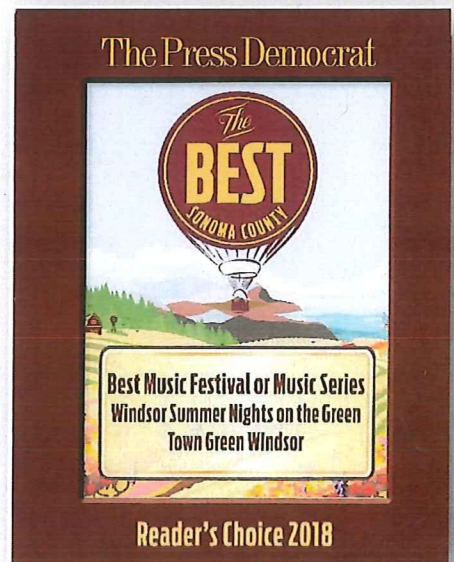
The Summer Nights on the Green concert series will be running a full 14 weeks this summer, beginning June 2, 2022 through September 8, 2022.

Market your business or organization in the heart of the community at the picturesque Town Green. The Summer Nights on the Green concert series can host up to 60,000 people over the course of the summer. Showcase your business name in our attractive marketing material to over 15,000 Windsor households and to our regional neighbors. The Town and Farmers Market will proudly acknowledge your sponsorship on their Facebook pages with over 20,000 followers combined.

Join us in commemorating 20 years of healthy, quality family entertainment, great food and access to Windsor shops and restaurants. Associate your business name with the positive experiences and memories that the Town and Farmers Market brands deliver. We look forward to hearing from you!

**Town of Windsor, Mayor
Sam Salmon**

Creating Community through People, Parks and Programs





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Summer Nights on the Green Sponsor Recognition and Marketing Benefits

\$500 Band Sponsor (14 available)

- Sponsor selects one or more bands to sponsor at \$500 each. Fourteen concert nights are available on a first come first served basis. (Band Sponsor may be added onto another sponsorship level)
- Prominent 10' x 10' booth space in Town Green Sycamore Grove to market Sponsor business, including one reserved parking spot
- Sponsor supplied vinyl banner (up to 3' x 10') on display on the night(s) band is sponsored
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)

\$1,000 Box Office Sponsor (concert season)

- Advertisement (logo) in the Town of Windsor Virtual Recreation Guide
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)

\$2,500 Spotlight Sponsor (concert season)

- Shared vinyl banner (3' x 10') with up to three other Spotlight Sponsors - rotated on display at 14 concerts on stage arbor
- Public acknowledgment at the beginning of each concert
- Advertisement (1/8 page) in the Town of Windsor Virtual Recreation Guide
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)
- Certificate of Appreciation presented at Town Council Meeting in fall 2022

\$5,000 Headliner Sponsor (concert season)

- Individual custom vinyl banner (3' x 10') - rotated on display at 14 concerts on stage arbor
- Prominent 10' x 10' booth space in Town Green Sycamore Grove to market Sponsor business, including one reserved parking spot
- Public acknowledgment at the beginning of each concert
- Advertisement (1/4 page) in the Town of Windsor Virtual Recreation Guide
- Individual acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)
- Appreciation plaque presented at Town Council Meeting in fall 2022

Benefits for sponsorships over \$5,000 will be negotiated. In-kind benefits determined by Town.

Town Contact: Nelle Herman at 707-838-5307 or nherman@townofwindsor.com



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2022 Summer Nights on the Green Sponsorship Pledge Form

Business or Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Please mark Sponsorship Level:

Concert Season: June 2 to September 8, 2022

\$500 Band Sponsor

\$1,000 Box Office Sponsor

\$2,500 Spotlight Sponsor

\$5,000 Headliner Sponsor

Over \$5,000* Hall of Fame Sponsor

Indicate Amount \$ _____

* Benefits will be negotiated

By signing below, I understand that I will only be eligible for the recognition and marketing benefits associated with the sponsorship level that is marked in the box, and that payment is due on May 31, 2022.

Signature:

Sponsor Signature

Print Name

Date

To ensure that your organization or business is included in all of the appropriate promotions, please submit your pledge form by **Thursday, March 31, 2022:**

by email to: nherman@townofwindsor.com

By mail: Town of Windsor, Attention: Nelle Herman

PO Box 100, Windsor, CA 95492

Contribution is due by May 31, 2022. Please make checks payable to the "Town of Windsor". For more information, contact Nelle Herman at

707-838-5307 or nherman@townofwindsor.com



The Town of Windsor reserves the right to refuse a pledge. Public purpose organizations described in Internal Revenue Code Section 170(c)(1), including the Town of Windsor, may be eligible to receive tax-deductible