

Community Benefits

Albany's newest concert series,

Summer Sounds, was created in 2015 by Albany Parks & Recreation to provide a recreation experience targeted to adults ages 40-65. The Summer Sounds Concert Series brings friends and neighbors together on the banks of the Willamette and Calapooia Rivers. They come together to unwind, enjoy great music, picnic, and meet neighbors in a family-friendly environment.

Since its inception in 2015, the Summer Sounds Concert Series has grown in popularity, attendance, and has enhanced the livability and quality of life in Albany. Additionally, Summer Sounds provides local businesses with an opportunity for community involvement, corporate visibility, and improved public relations.

Music Concert Series

The Summer Sounds Concert Series is offered in a relaxed atmosphere at Monteith Riverpark in downtown Albany, Monday nights. The free music series features high quality Northwest performers that are routed in and around Oregon. The lineup consists of a variety of genres acceptable for a family-friendly audience.

Summer Sounds features Local and Regional Entertainers



2024



Concert Series Schedule

July 8 • July 15
July 22 • July 29

Promoting healthy living through recreation experiences and serving as stewards of Albany's public parks and facilities.



(541) 917-7777 | albanysummersounds.org

COMMENSURATE WITH YOUR SPONSORSHIP LEVEL,
SPECIFIC FORMS OF VISIBILITY AND RECOGNITION
PROVIDED TO YOUR COMPANY MAY INCLUDE:

Sponsor Benefits

Each sponsor is recognized for their investment in the series. Sponsorship of the Summer Sounds Concert Series is an outstanding opportunity to showcase your company or organization. Sponsors reach their target audience, enjoy great publicity, and receive recognition as a community partner. From stage-recognition prior to each concert and website links, media promotion and site signage, each sponsor will receive maximum exposure noting their partnership.

In addition to helping make Albany a great place to live, sponsors like you make the entire event possible.

Presented by Albany Parks & Recreation and made possible through the incredible support of a caring community and generous sponsors like you!



Albany Parks & Recreation
333 Broadalbin Street SW / PO Box 490
Albany, OR 97321
Phone: 541-917-7774

Site Signage

Colorful banners and site signage will provide visibility for your company name and logo.

Custom Gift

Your company will be presented with a custom gift item commemorating the Summer Sounds Concert Series. Gift presentation will be made on-stage prior to one of the concerts.

On-Stage Recognition

Your company's support of the series will be recognized from the stage at every concert.

Concert Series Program

A multi-page program will be distributed at each concert. Sponsor names and logos are listed.

Concert Series Web Site

Sponsors may have their logo and link from the concert series web site (albanysummersounds.org).

Sponsor Connection with Target Markets

Sponsors have the opportunity for a display booth in the sponsor area where they can connect one-on-one with the audience and tell them their story.

VIP Seating

Custom sponsor chairs are available for your convenience.

Other Benefits

Sponsors will be listed on event posters which are distributed throughout Albany. From advertising lawn signs and table tents to radio recognition and commercials, we will work with your business to develop marketing materials that will highlight your involvement in the concert series.

Follow Summer Sounds!

 @albanysummersounds

 @albanyparksandrec

**GREAT MUSIC • PICNIC • FAMILY
AND NEIGHBORS • FUN**



EVENT PROFILE

Summer Sounds brings friends and neighbors together to enjoy performers from the Pacific Northwest. They come together to unwind, enjoy great music, picnic, and meet neighbors in a family-friendly atmosphere.

TARGET AUDIENCE	Local adults aged 40-65, but family-friendly and all ages welcome
ANTICIPATED ATTENDANCE	2000 - 5000 each concert
2024 DATES	July 8 July 15 July 22 July 29
COST	Free
ACTIVITIES	Concerts by regional and Pacific Northwest Entertainers, a food court featuring option for meals and desserts, sponsors booths, a beer garden, and VIP sponsor opportunities.
MARKETING OPPOTUNITIES	On-site branded signage Radio and print advertising Event posters, fliers, and programs Stage Recognition Sponsors may reserve a booth space to interact with concert attendees Website Social media marketing and promotion
SPONSORSHIP OPPORTUNITIES	Sponsorship options range from \$1,500 - \$10,000. We tailor sponsorships to meet the sponsor’s needs.



SPONSOR LEVEL	Friend
FINANCIAL INVESTMENT	\$500

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion in program with name listing company as a friend sponsor ▪ Inclusion on Summer Sounds website with name and link to your website
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a friend sponsor

Note: Commitment must be received by April 5, 2024 to guarantee placement in marketing material.



SPONSOR LEVEL	Major
FINANCIAL INVESTMENT	\$1,500

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion on poster with logo as a major sponsor ▪ Inclusion in program with logo as a major sponsor ▪ Inclusion on Summer Sounds webpage with logo and link to your website ▪ Inclusion in print advertising with logo ▪ Inclusion in radio advertising
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a major level sponsor ▪ Inclusion on side of stage signage with logo
BENEFITS	<ul style="list-style-type: none"> ▪ VIP seating for 4 people available upon request ▪ Picnic basket for 4 people at concert of choice ▪ Reduction in rental of parks and facilities
STAGE RECOGNITION	<ul style="list-style-type: none"> ▪ Recognized from the stage at each concert ▪ Presented with sponsor gift on-stage prior to concert of your choice
EVENT ACTIVATION	<ul style="list-style-type: none"> ▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

Note: Commitment must be received by April 5, 2024 to guarantee placement in marketing material.



SPONSOR LEVEL	Premier
FINANCIAL INVESTMENT	\$2,500

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion on poster with logo as a premier sponsor ▪ Inclusion in program with logo and description of company listing business as a premier sponsor ▪ Inclusion on Summer Sounds webpage with logo and link to your website ▪ Inclusion in print advertising with logo ▪ Inclusion in radio advertising
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances as a premier sponsor ▪ Inclusion on side of stage signage with logo
BENEFITS	<ul style="list-style-type: none"> ▪ VIP seating for 8 people available upon request ▪ Picnic basket for 8 people at concert of choice ▪ Reduction in rental of parks and facilities
STAGE RECOGNITION	<ul style="list-style-type: none"> ▪ Recognized from the stage at each concert ▪ Presented with sponsor gift on-stage prior to concert of your choice
EVENT ACTIVATION	<ul style="list-style-type: none"> ▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

Note: Commitment must be received by April 5, 2024 to guarantee placement in marketing material.



SPONSOR LEVEL	Presenting
FINANCIAL INVESTMENT	\$10,000

MARKETING	<ul style="list-style-type: none"> ▪ Inclusion on poster with logo in prominent location as presenting sponsor ▪ Inclusion in program cover with logo as presenting sponsor ▪ Feature description in program with logo and picture of choice ▪ Inclusion on Summer Sounds webpage with logo in prominent location as presenting sponsor and link to your website ▪ Inclusion in print advertising with logo in prominent location as presenting sponsor ▪ Inclusion in radio advertising as presenting sponsor
SIGNAGE	<ul style="list-style-type: none"> ▪ Inclusion on all branded signage throughout the event and at entrances in prominent location as presenting sponsor ▪ Inclusion on top of stage signage with logo
BENEFITS	<ul style="list-style-type: none"> ▪ Reserved pre-concert picnic area for corporate hospitality function at concert of your coice: <ul style="list-style-type: none"> – Includes hosted dessert, water, and soda for 40 guests – Use of picnic tables upon request ▪ VIP seating for 20 people at select concert upon request ▪ VIP seating for 10 people at all concerts upon request ▪ Reduction in rental of parks and facilities ▪ 1/2 page business ad in Activate (fall or winter issue)

STAGE RECOGNITION	<ul style="list-style-type: none">▪ Recognized from the stage at all concerts as a presenting sponsor▪ Presented with sponsor gift on-stage prior to concert of your choice
EVENT ACTIVATION	<ul style="list-style-type: none">▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence

Note: Commitment must be received by April 5, 2024 to guarantee placement in marketing material.