

# Why Become a Community Concerts Sponsor?

## You Benefit—The Community Benefits

Community Concerts prides itself on presenting “*Quality Music Close to Home*”. Our aim is to build community through live music productions and we encourage our audiences to help vitalize their community by joining the “*out-of-couch movement*”.

Community Concerts is seeking “*Quality Businesses Close to Home*” to sponsor our concert series. We have three powerful tools to get your name known in the community: a mailing list of ten thousand, our concert audiences and our website. Our mailing list demographic consists of middle-class to upper middle-class households, 30 to 60 years of age, in the greater Contra Costa County area that frequent cultural events.

## Advertise in our Mailer and/or on our Website

- Receive prominent visibility on our **Season Mailer** and/or on the **Community Concerts Website**
- **Link to our High Value, Targeted Mailing List**
  - Our database consists entirely of opt-in names; Recipients look forward to receiving and then save our mailings.
  - Our sponsors enjoy high associative value when they appear on our mailings and on our website
- **Benefit from Multiple Impressions Over Time**
  - Our mailings have an eight month time value; recipients save and refer to the mailer over the life of the concert season
  - Self-reinforcing impressions as recipients post the schedule and see it regularly

## Unique Networking Opportunities

- Supply us with your business cards for automatic participation at our **Sponsor’s Trade Table** in the lobby during each concert.
- **Mix with our Audience Members** as a Sponsor/Volunteer. Volunteer at the Community Concerts information table. You will have a nametag that identifies you as a sponsor and receive **Special Thanks from Stage**.

**This is your opportunity to link with us, to increase your business exposure while contributing to health in the communities in which we live.**

***Join Us!***

# Sponsorship and Advertising —Build Your Own Package—

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Mix and Match the Following to  
Create the Package that is Right for You

- **Your Logo on the Front Mailer Panel**
  - Three spaces available--\$275.00 each
- **Your Logo on the Footer of the Concert Schedule Page**
  - Eight spaces available--\$500.00 each
- **Ad space on the Sponsor Page**
  - There are four business card sized spaces available
  - \$400.00 each
- **Business Listing on the Sponsor Page**
  - Ten spaces available—3-4 lines of text
  - \$250.00 each
- **Listing on CommunityConcerts.com**
  - Three to Four lines of Text
  - Hyperlink to your own website
  - \$250 for one year
- **Event Sponsor**
  - Contribute toward the production costs of a specific show.
  - Receive special recognition from the stage as well as a backstage pass
  - \$500.00—includes 2 premium tickets
  - \$750.00—includes 4 premium tickets
  - \$1000—includes 6 premium tickets

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## Help Us Present Quality Music Close to Home

Community Concerts presents an eclectic mix of regional, national and international band and performers. Our specialty is creating events where all generations come together to enjoy top-notch music with great sound in a friendly environment.

*“The variety of music and skills of the artists exceeded my expectations by a wide margin. You can count on my enthusiastic attendance in the years that follow.”*  
E.P., Concord

*“Your organization continues to deliver the best live music in our area.”*  
E. F., Alamo