

FISHERS PARKS & RECREATION

Summer Concert Series Show Sponsor

Enhance your organization's reach and visibility in the Fishers community by supporting Fishers Parks & Recreation's Summer Concert Series, one of the most popular summer traditions in the city. Families are invited to bring a picnic, lawn chairs, and blankets and enjoy a variety of free family-friendly music every Tuesday and Friday night during the summer at the Nickel Plate District Amphitheater.

By supporting these events, your organization will receive measurable results targeted to your marketing and community partnership goals. For more information, please contact Sarah Sandquist, Parks & Recreation Director, at (317) 595.3117 or at sandquists@fishers.in.us.

Sponsorship Availability: (2) sponsors per Tuesday night show, (1) sponsor per Friday night show

\$2,500

contribution

96,000

expected impressions

\$0.03

per impression

ADVERTISING & PUBLIC RELATIONS

- Logo and hyperlink on concert webpage (35,200 page views in 2018)
- Name recognition in Think Fishers official magazine for the City of Fishers (sent to over 36,440 households)
- Brand inclusion on Fishers Parks & Recreation social media channels (2 posts to over 19,400 combined followers on social media channels and 4,129,750 combined impressions over the past year)
- Named as Show Sponsor in Nickel Plate District mobile app event listings (4,200 users)
- Named as Show Sponsor in weekly Fishers Parks & Recreation e-newsletters (sent to over 3,200 subscribers)

DAY OF EVENT PROMOTIONS

- Opportunity to have prominent activation space at selected Tuesday or Friday night concert (average of 4,000 attendees per show in 2018)
- On stage mention at selected Tuesday or Friday night concert
- Opportunity to speak at selected Tuesday or Friday night concert

LICENSING RIGHTS

- Opportunity to offer promotions related to the concert (pending approval from Public Relations Team)

Sponsorship agreements must be received by January 31, 2019 in order to receive all of the included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

