City of Newcastle
July 23, July 30, Aug 6 and Aug 13, 2014
Concert in the Park Series
Sponsorship Opportunities
*All event sponsorships are 100% tax deductible.

Reach 4,000 City of Newcastle, Renton and Bellevue Residents

The City of Newcastle is ranked 19th on CNN Money’s “Best Places to Live.”

Demographics:
- Population: 10,380
  2010 Census
- Median family income (per year) $120,082
- Median home price (2012) $461,250

What:
(4) Four weekly outdoor concerts provided every summer and presented in a wonderful setting for the entire family to enjoy in beautiful Lake Boren Park. Crowds often begin gathering as early as 6 PM for a community picnic. Featuring food vendors and a range of Classic Rock, Pop, Country and Jazz music, our selection of talented bands make this series the most talked about event of the year.

When:
July 23, July 30, Aug 6 and Aug 13, 2014. Wednesday evenings. Live performances are 7:00 – 8:30 PM.

Where: Lake Boren Park, 13058 SE 84th Way.
Park features looped walking paths, children's play area, picnic shelters, fishing dock, restrooms, two tennis courts, a basketball court, a sand volleyball court, and a parking lot.

Who: 4,000 attendees, over a four week period, that live in and around the City of Newcastle, Bellevue and Renton

Silver Community Sponsor: $500
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the show
3. 2 Sponsor Badges and 2 spaces to sit in the VIP Area (must bring own chairs)
4. Sponsor Name mentioned in the Event Flyer
5. Sponsor Name included on the City of Newcastle Event Web Page

Gold Community Sponsor: $1,000
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 4 Sponsor Badges and 4 spaces to sit in the VIP Area (must bring own chairs)
5. Logo prominently displayed on the Event Flyer
6. Sponsor Name included on the City of Newcastle Event Web Page

Platinum Community Sponsor: $2,500
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 6 Sponsor Badges and 6 spaces to sit in the VIP Area (must bring own chairs)
5. Logo prominently displayed on the Event Flyer
6. 1 VIP Parking Pass
7. For four weeks, the Mayor of Newcastle will invite a representative from your company to the stage and the representative can introduce the band
8. One (1) 10” x 10” tent, for your brand to host your own party at the concert, during one (1) concert of your choice.
9. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
10. Sponsor Name included on the City of Newcastle Event Web Page

Presenting Community Sponsor: $5,000
1. Opportunity to provide and hand out Goody Bags with your business promotional collateral to over 1,000 attendees per concert.
2. Sponsor Name/Logo on the main park entrance sign and on the Coal Creek Parkway Banner
3. Sponsor Name mentioned twice (2) by the band performing before the firework show
4. 10 Presenting Sponsor Badges
5. Logo prominently displayed on the Event Flyer
6. 3 VIP Parking Pass
7. For four weeks, the Mayor of Newcastle will invite a representative from your company to the stage and the representative can introduce the band
8. One (1) 10” x 10” tent, for your brand to host your own party at the concert, during one (1) concert of your choice.
9. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
10. Sponsor Name included on the City of Newcastle Event Web Page

To sponsor this event, please contact Wendy Kirchner at wendyk@ci.newcastle.wa.us or 425.649.4444 x142, for more information.