



FRIDAYS AFTER 5 SPONSORSHIP OPPORTUNITIES

8

weeks of concerts

14,000+

cumulative attendees
over the season

40K+

social media followers

LEVEL	PRICE	BENEFITS
TITLE SPONSOR	\$6,000	<ul style="list-style-type: none">• Category Exclusive• Logo on all advertisements, Social Media, Press, Etc.• VIP Perks All Season• Weekly Stage Announcements• End of Year Celebration Invite (8 tickets) SOLD OUT
HALF-SEASON SPONSOR (4 NIGHTS)	\$3,000	<ul style="list-style-type: none">• Stage Announcements (4 Weeks)• Social Media Promotion• VIP Perks (4 Weeks)• End of Year Celebration Invite (6 Tickets)
WEEKLY SPONSOR	\$1,500	<ul style="list-style-type: none">• Stage Announcement Week of Choice• Social Media Promotion Week of Choice• VIP Perks (1 Week)• End of Year Celebration Invite (4 Tickets)
FAN SPONSOR	\$3,000	Logo Printed on Fans Distributed at Event
WRISTBAND SPONSOR (2)	\$1,000	Logo/or Coupon Printed on Wristbands (21+ attendees)
KOOZIE SPONSOR (4)	\$1,000	Logo Printed on Koozies Distributed at Event SOLD OUT
ACTIVITY SPONSOR (2)	\$1,000	Sponsor 1: Intermission Kids Activity Sponsor 2: Yard Games

THANK YOU FOR HELPING DOWNTOWN JOHNSON CITY THRIVE!
ALL SPONSORSHIP IS 100% TAX DEDUCTIBLE

Email Sara DelBene, Special Events Manager at sdelbene@johnsoncitytn.org for more information