



2025 Summer Concert Series Sponsorship Opportunities



The City of Asheboro Cultural and Recreation Services and Downtown Asheboro Inc. are thrilled to continue bringing engaging community events to life. This year's **Summer Concert Series** and **Friday Rock'n the Park** will take place at **Bicentennial Park**, attracting over **18,000 attendees** throughout the summer!

We invite you to partner with us as a sponsor to maximize your brand visibility while fostering a vibrant community.

Event Highlights

- **Friday Rock'n the Park** (May–August 2025): 4th year to enjoy four Friday evening concerts with live music, food trucks, and refreshments.
- **Summer Concert Series** (May–September 2025): Celebrating over 20 years of free Sunday evening concerts.

Rock'n the Park Dates: May 30, June 27, July 25, August 15

Summer Concert Series Dates: May 18, June 8, July 20, August 10, September 7

Sponsorship Benefits

By sponsoring, your business:

- Gains extensive exposure to over 18,000 event attendees and thousands online.
- Strengthens relationships with the Asheboro community.
- Positions itself as a leader invested in local growth and engagement.

Sponsorship Tiers

Level	Investment	Key Benefits
Center Stage (Only 1)	\$8,500	Stage-front banner (banner displayed from May 18 – Sep 7), business name aired during radio ads (100+ Rock92 commercials a \$4,000 value, 120+ WKXR/WZOO commercials); Sponsor logo included on posters, fans, rack cards, concert t-shirts & schedule cards; 8 Friday night hospitality room passes & more.

Level	Investment	Key Benefits
Major (4) <i>(1 spot available)</i>	\$6,000	Prominent stage banner (banner displayed from May 18 – Sep 7), business name aired during radio ads (120+ WKXR/WZOO commercials); Sponsor logo included on posters, fans, rack cards, concert t-shirts & schedule cards; 6 Friday night hospitality room passes & more.
Star (6) <i>(1 spot available)</i>	\$4,000	Banner at rear of stage (banner displayed from May 18 – Sep 7), business name aired during radio ads (120+ WKXR/WZOO commercials); Sponsor logo included on posters, fans, rack cards & concert t-shirts; 4 Friday night hospitality room passes & more.
Backstage (Only 1)	\$3,125	Banner on restroom trailer(s) at each event; Sponsor logo included on posters, fans, rack cards & concert t-shirts (logo will be listed with Premier sponsors); Recognized as Backstage sponsor by emcee; 2 Friday night hospitality room passes & more.
Premier (8) <i>(2 spots available)</i>	\$2,250	Side-stage banner, Sponsor logo included on posters, fans, rack cards & concert t-shirts; 2 Friday night hospitality room passes & more.
Spotlight <i>(a few spots available)</i>	\$850	Small event banner, Sponsor name (no logo) included on posters, fans, rack cards & concert t-shirts.
All Sponsor Levels	Included with each investment	Emcee will recognize sponsor at event; May – September monthly sponsor shoutout on social media platform (DAI has 8,500 followers on Facebook, 3,200 followers on Instagram & City of Asheboro has 10,000 followers on Facebook); Downtown Asheboro Inc. website advertisement featuring your logo & a direct link to your website.

Details for each tier available upon request.

Next Steps

1. Choose your sponsorship level.
2. Submit the enclosed sponsorship form via:
 - o **Mail:** City of Asheboro, ATTN: Concert Sponsorships, PO Box 1106, Asheboro, NC 27204
 - o **Email:** phester@ci.asheboro.nc.us

Deadline: Submissions and payments are due by **March 15, 2025.**

Join us in making 2025 another unforgettable summer!

2025 Sponsorship Form

Business Name _____

Contact Person _____

Phone _____ Email _____

Mailing Address _____

Special Event Sponsorship Options (Check One)

Center Stage – \$8,500

Star – \$4,000
(1 spot available)

Premier – \$2,250
(2 spots available)

Major – \$6,000

Backstage – \$3,125

Spotlight – \$850
(a few spots available)

Total of sponsorship agreement: \$ _____

Payment Options (Check One) – all payments are due by 03/15/2025.

Check Included

Please send me an invoice

Submission – Please submit this completed from to:

City of Asheboro

ATTN: Concert Sponsorships

PO Box 1106

Asheboro, NC 27204

OR Email to

phester@ci.asheboro.nc.us

Approval

If partnership is approved, City staff will work with your organization to obtain needed information for promotional items. Only ONE business/organization/logo per sponsorship.

This is a binding contract. By signing, you agree to the above sponsorship. Please return the completed sponsorship form before March 15, 2025.

Date _____

Authorized Signature _____

Printed Name of Authorized Signatory _____