

TUESDAYS IN THE PLAZA
SPONSORSHIPS

COMMUNITY SERVICES
CITY OF HEALDSBURG
CALIFORNIA
SINCE 1867

Tuesdays in the Plaza – Sponsorships

ABOUT THE EVENT

Nestled in Plaza Park, Tuesdays in the Plaza has a reputation for being a premier community gathering place to enjoy quality music, dancing, and a place to foster community relationships. Concerts provide an eclectic and unique line-up of bands to please a wide array of musical interests.

Food vendors offer locally sourced food for sale starting at 5:00 p.m., with the music beginning at 6:00 p.m. Sonoma County Bike Coalition, provides a bike valet to encourage event participants to ride to each concert.



EVENT DETAILS

Date: Tuesdays, Late May - August
Time: 6:00 - 8:00 p.m.
Location: Plaza Park
Estimated attendance: 1,500-2,000 per concert
Target audience: Healdsburg families, adults, seniors, teenagers, and children

BENEFITS OF SPONSORING

By becoming a sponsor for any City of Healdsburg event, sponsors will have the opportunity to brand their company as one of the defining leaders and partners in the community. Being a sponsor allows your organization to establish and continue lasting relationships in Healdsburg and be highlighted publicly. In turn, your sponsorhip will have a positive and lasting impact on the community by supporting the Community Services Department to provide high caliber events, programs, and entertainment at no cost to attendees. All sponsorship dollars are invested directly into the event you support.



SPONSORSHIP LEVELS

There are three different sponsorship levels based on contribution amount:

- Supporting sponsor: $750
- Concert sponsor: $2,500
- Series sponsor: $6,500
- Premier sponsor: $10,000



CONTACT

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	SUPPORTING SPONSOR $750	CONCERT SPONSOR $2,500	SERIES SPONSOR $6,500	PREMIER SPONSOR $10,000
Sponsor name on Tuesdays in the Plaza marketing and promotional materials including: Facebook event page, online city calendar, and community calendars reaching 9,000 Sonoma County residents.	X	X	X	X
Verbal recognition: A city staff member will announce sponsor's name during the introduction of each concert. Supporting and Concert Sponsors names will be announced during the introduction of your individual concert sponsored.	X	X	X	X
Sponsor name featured in sponsor "thank you" section of Fall-Winter Recreation Guide that gets mailed out to every household in Healdsburg following the summer series. Sponsor's logo may be used for Associate and Premier Sponsors.	X	X	X	X
Social media "thank you" to sponsor posted after the summer series with pictures recapping concerts on Healdsburg Community Services social media platforms reaching 2,500 people.	X	X	X	X
Sponsor's name listed next to sponsored concert date on Tuesdays in the Plaza concert flyers and promotional materials, where possible.	X	X		
Placement of sponsor logo on Tuesdays in the Plaza concert flyers and promotional materials, where possible.			X	
Premier placement of sponsor logo on Tuesdays in the Plaza concert flyers and promotional materials, where possible.				X
Sponsor name on Tuesdays in the Plaza 1/2 page promotional advertisement in the Healdsburg Tribune.	X	X		
Sponsor logo on Tuesdays in the Plaza 1/2 page promotional advertisement in the Healdsburg Tribune.			X	X
Sponsor will have the opportunity to set up a 10x10 display booth. You may provide handouts, giveaways and company information (no food or drink handouts). The City provides 1 tent, 1 table and 2 chairs, if needed. The location of the booth is based upon sponsorship level & event layout and will be designated by the City.		X	X	X
Sponsor name on city website/calendar hyperlinked to sponsor's website.		X	X	X
Sponsor banner placed on gazebo at all concerts. The location of your banner will be determined by the city. Banner should not exceed 3' x 7'. (Banner provided by sponsor)			X	X
Sponsor or representative will have the opportunity to address the crowd for 5-minutes during the concert intermission at 2 concerts. (Concerts must be approved in advance)			X	
Sponsor or representative will have the opportunity to address the crowd for 5-minutes during the concert intermission at 4 concerts. (Concert dates must be approved in advance)				X
Two VIP parking spots adjacent to the Plaza.				X



ANNUAL SPONSORSHIP OPPORTUNITIES

TUESDAYS IN THE PLAZA
Tuesdays, Late May - August

SUNDAYS IN THE PLAZA
Sundays, June - Mid-August

MOVIES IN THE PARK
Fridays in September

ST. PATRICK'S DAY PARADE
Annually on March 17

THE GRIND
Annually in Mid-May

...AND MANY MORE!

