



Ashburn's original Summer Concert series is pleased to offer a limited concert series after cancelling the 2020 series due to pandemic. This will be our 17<sup>th</sup> season and we are excited to offer an outdoor, socially distant, family and budget friendly entertainment opportunity. This free BYOB concert series takes place at Hillside Park in the beautiful Broadlands Community, held on the second Fridays of August and September:

**August 6**

**September 3**

**The Broadlands Live! committee aggressively promotes the shows with digital ad buys on Google and TheBurn, road signage, social media as well as regular advertisements in the Broadlands community print and digital newsletters and websites.** This preeminent community event attracts hundreds of Ashburn residents. Sponsoring our successful series will provide your company with a unique, engaging, and cost effective venue to build your brand with families residing in Broadlands, Ashburn Farm, Ashburn Village, Belmont, Brambleton and other surrounding communities.

**Broadlands Live! is free to the community and loyally attended by mixed demographics, resulting in a high level of exposure and recognition for our sponsors.** Our concerts feature fun, free summer entertainment that appeals to all ages offering a range of musical genres, childrens' acts and entertainment, and teen bands. We also feature food and beverage vendors, activities and outdoor amenities that attract family members of all ages, ensuring something for everyone and a wonderful time for all!

**Broadlands Live! focuses on building relationships between local businesses and their customer base in a fun, low pressure, interactive atmosphere.**

A variety of sponsorships are available to suit any organization's budget to align themselves with one of the most popular events in Ashburn, and receive valuable appreciation as a community supporter.

- **Positive print impressions** through our targeted event marketing campaign via community newsletters.
- **Digital impressions** via various web and social media outlets, including but not limited to message boards, Facebook pages (over 1,800 followers and growing), social networking and Broadlands HOA sponsored websites.
- **Build a positive image** for your company as a community-supporting business among an active family demographic.
- **Increase exposure** of your product and/or services to **Broadlands Live!** patrons, offering special promotions so you can track the effectiveness of your sponsorship.
- **Capitalize on the hours of engagement** available to your company with every patron at each of the concerts – you are welcome to bring promotional items or activities to involve attendees.

**BROADLANDS LIVE! SPONSORSHIP SPACE IS LIMITED.**

Please contact us today to secure your sponsorship a [broadlandslive@broadlandshoa.com](mailto:broadlandslive@broadlandshoa.com)

*We look forward to showcasing **your** company in **our** community!*

# SPONSORSHIP LEVELS

## ❖ *GOLD SPONSOR*

As a Gold sponsor of the Broadlands Live! summer concert series, your company will receive highly visible and prominent positioning. Your company will be recognized as one of the principal sponsors of Broadlands Live! Your company will be:

- ▶ highlighted in all print and digital marketing materials as a Gold sponsor for Broadlands Live! 2021, including our full page ads in the Broadlands community newsletter (print and digital), message boards, and Broadlands community websites
- ▶ featured with your logo on the Broadlands Live! stage banner, digital ad buys, and on the Broadlands Live! facebook page and Instagram
- ▶ given a clickable logo on [www.broadlandslive.com](http://www.broadlandslive.com) that takes website visitors to your business web or facebook page
- ▶ thanked with monthly social media “shout outs” throughout the season promoting your company and community support
- ▶ thanked multiple times on stage during each show by the emcee
- ▶ provided with a 10’ x 10’ booth space at each show (with a table and 2 chairs)
- ▶ able to present information, promotional items, demos, etc. about your business
- ▶ receive one 60 second spot on stage at each show to promote your business, do a raffle or giveaway, etc.

**We will be happy to customize this sponsorship to meet your needs. Maximum of 4 sponsors accepted. The Gold sponsorship is \$1,000 for the 2021 season.**

## ❖ *SILVER SPONSOR*

As a Silver sponsor of the Broadlands Live! summer concert series, your company will receive highlighted recognition as one of the major sponsors of Broadlands Live! Your company will be:

- ▶ highlighted in marketing materials as a Silver sponsor for Broadlands Live! 2021, including our full page ads the Broadlands community newsletter (print and digital)
- ▶ featured with your logo on the Broadlands Live! stage banner, [www.broadlandslive.com](http://www.broadlandslive.com) and other Broadlands websites
- ▶ featured with your company name on Facebook and Instagram
- ▶ thanked multiple times on stage during each show by the emcee
- ▶ provided with a 10’ x 10’ booth space at each show (with a table and 2 chairs)
- ▶ able to present information, promotional items, demos, etc. about your business

**Maximum of 6 sponsors accepted. The Silver sponsorship is \$500 for the 2021 Season.**

## ❖ *ENTERTAINMENT SPONSOR*

As an Entertainment Sponsor of the Broadlands Live! summer concert series, your company will be recognized as one of the valuable supporting sponsors of Broadlands Live! The Entertainment Vendor shall be chosen and contracted by the Broadlands Live! committee. Available Entertainment sponsorships: (one each)

**Photographer:** will contract a professional photographer to take candid and/or posed pictures at each show, and provide a link to a gallery for individuals to see and purchase photographs. All pictures may be used by Broadlands Live! for future marketing purposes.

**Face Painter:** will contract a professional party makeup artist for 2-3 hours who can create artistic face painting (preferably in less than 5 minutes per patron) at each show. FREE OF CHARGE at the shows, tips can be accepted.

**Balloon Twister:** will contract a professional balloon animal twister for 2-3 hours.

Your company will receive:

- ▶ signage at each show highlighting the entertainment vendor as *"Brought to you by <your company>"*
- ▶ mentions as an Entertainment sponsor for Broadlands Live! 2021 in our full page ads in the Broadlands community newsletter (print and digital)
- ▶ featured with your company name on [www.broadlandslive.com](http://www.broadlandslive.com), Facebook page and Instagram
- ▶ thanked on stage during each show by the emcee
- ▶ provided with a 10' x 10' booth space at each show (table and chairs not provided)
- ▶ able to present information, promotional items, demos, etc. about your business to Broadlands Live! attendee

**The Entertainment sponsorship costs \$250 for the 2021 Season.**



# 2021 BROADLANDS LIVE! SPONSORSHIP AGREEMENT

**DEADLINE: Friday, July 9, 2021** (To ensure inclusion in all early marketing and promotion!)

## SPONSOR CONTACT INFORMATION

Sponsor Company Name: \_\_\_\_\_  
 Sponsor Company Contact(s): \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

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## SPONSOR'S ACKNOWLEDGEMENTS

\_\_\_\_\_ agrees to sponsor the 2021 Broadlands Live! concert series as a (choose one sponsorship level):

- GOLD (\$,000)
  SILVER (\$500)
  ENTERTAINMENT (\$250)

*In signing this agreement, I understand that Broadlands Live! is an outdoor concert series and events will be held weather permitting, with rain locations TBA if needed. Participation is voluntary and the Broadlands Association is not responsible for lost or damaged goods or property. I also understand that my sponsorship fee for the event series is non-refundable even if one or more events must be cancelled/changed due to inclement weather.*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

Please make check payable to: **Broadlands Association, Inc.** (memo: Broadlands Live!) and mail to:

Broadlands Association, Inc., Attn: Broadlands Live!, 21907 Claiborne Parkway, Broadlands, VA 20148  
 Paypal: [Sarah@Broadlandshoa.com](mailto:Sarah@Broadlandshoa.com)

### Office Use Only:

Date Received: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Check # \_\_\_\_\_

Notes: \_\_\_\_\_