

2024 BROADLANDS LIVE SPONSORSHIP



We look forward to showcasing your company in our community!



We are thrilled to announce that Ashburn's original Summer Concert Series is back for another year of amazing music in 2024! This will be our 20th season and we are excited to offer a fun outdoor entertainment opportunity that is both family and budget friendly. This free BYOB concert series takes place at Hillside Park in the beautiful Broadlands community, held on the first Fridays of August, September, and October:

August 2nd

September 6th

October 4th

The Broadlands Live! committee promotes the shows with road signage, social media, and regular advertisements in the Broadlands community print and digital newsletters and websites. This preeminent community event attracts hundreds of Broadlands residents. Sponsoring our successful series will provide your company with a unique, engaging, and cost-effective opportunity to build your brand with families residing in Broadlands.

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, entertainment, and teen bands. We also feature food trucks, 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 the Broadlands community newsletter and the stage banner at the event.
- **Digital impressions** via various web and social media outlets, including message boards, Facebook (over 2,000 followers and growing), Instagram, 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.
- **Capitalize on the hours of engagement** available to your company with every patron at each of the concerts – you are welcome and encouraged to bring promotional items or activities to involve attendees.

BROADLANDS LIVE! SPONSORSHIP SPACE IS LIMITED

Please review the following sponsorship package to become part of our flagship concert series and contact us today to secure your sponsorship at broadlandslive@broadlandshoa.com.



2024 SPONSORSHIP LEVELS

❖ PRESENTING GOLD SPONSOR – \$3,000 – NO LONGER AVAILABLE

As a Presenting Gold Sponsor of Broadlands Live! summer concert series, your company will receive the highest visibility and positioning. This is an exclusive sponsorship, with only one sponsor permitted for the season. Your company will be recognized as the principal sponsor of Broadlands Live! Your company will be:

- ▶ highlighted in all print and digital marketing materials as a Presenting Gold sponsor for Broadlands Live! 2024, including our full-page event ad in the Broadlands community newsletter (print and digital), message boards, and Broadlands community websites
- ▶ featured with your logo on Broadlands Live! stage banner, Broadlands Live! website, Facebook, and Instagram
- ▶ given a clickable logo on www.broadlandslive.com that takes website visitors to your business website or social media page of your choosing
- ▶ 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 (with a table and 2 chairs) at each show where you can present information, promotional items, demos, etc. about your business
- ▶ receive two 60-second spots 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 1 sponsor accepted. The Presenting Gold sponsorship is \$3,000 for the 2024 season.

❖ SILVER SPONSOR \$1,800

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 all print and digital marketing materials as a Silver sponsor for Broadlands Live! 2024, including our full-page event ad in the Broadlands community newsletter (print and digital), message boards, and Broadlands community websites
- ▶ featured with your logo on the Broadlands Live! stage banner, Broadlands Live! website, Facebook, and Instagram pages
- ▶ given a clickable logo on www.broadlandslive.com that takes website visitors to your business website or social media page of your choosing
- ▶ thanked with social media “shout outs” throughout the season promoting your company and community support
- ▶ thanked on stage during each show by the emcee
- ▶ provided with a 10’ x 10’ booth space (with a table and 2 chairs) at each show where you can present information, promotional items, demos, etc. about your business
- ▶ receive one 60-second spot on stage at one show to promote your business, do a raffle or giveaway, etc.

We will be happy to customize this sponsorship to meet your needs. The Silver sponsorship is \$1,800 for the 2024 season.

❖ ENTERTAINMENT SPONSOR \$900

As an Entertainment Sponsor of Broadlands Live! summer concert series, your company will be recognized as one of the valuable supporting sponsors of Broadlands Live! during the month you are sponsoring. The entertainment vendor shall be chosen and contracted by Broadlands Live! committee. Available Entertainment sponsorships:

1. **Face Painter(s):** 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.
2. **Balloon Twister(s):** will contract a professional balloon animal twister for 2-3 hours. FREE OF CHARGE at the shows.

Your company will receive:

- ▶ signage at the show highlighting the entertainment vendor as “Brought to you by <your company>”
- ▶ mention as an Entertainment sponsor for Broadlands Live! with our full-page event ad in the Broadlands community newsletter (print and digital) for the month you are a sponsor.
- ▶ featured with your company name on www.broadlandslive.com, Broadlands Live! Facebook and Instagram pages
- ▶ thanked on stage during the show by the emcee
- ▶ provided with a 10’ x 10’ booth space (with a table and two chairs) at each show where your company can present information, promotional items, demos, etc. about your business to Broadlands Live! attendee

The Entertainment sponsorship costs \$900 for the 2024 Season.

