



## **Summer Concert Series 2010**

### **2010 Sponsor Proposal**

#### **Downtown Sounds**

The Downtown Bellingham Partnership presents Downtown Sounds, a series of live concerts for the entire family. We will celebrate the sixth year anniversary of this award-winning event in the gateway to the Arts District on Bay Street between Prospect and Champion Streets. Downtown Sounds on Bay Street will highlight this area as a community gathering place and source of community cultural identity. The events will take place every Wednesday from 5:00 to 9:00 pm, starting on July 14<sup>th</sup> and will run until August 11<sup>th</sup>, drawing a family as well as an after-work audience. Each night will include performances by popular bands, free of charge. In 2009, the Downtown Sounds concerts averaged over 1,720 attendees each night, with the largest turnout being 2,400.

#### **Goals for Downtown Sounds: Summer Concerts**

- Create a lively hub of activity, artistry and commerce on Bay Street
- Build a strong sense of community downtown
- Raise awareness and visibility for Downtown Bellingham
- Encourage culture and arts in an equitable manner
- Counter neighborhood safety concern
- Educate about local community organizations and initiatives

#### **Downtown Bellingham Partnership**

The Partnership is a non-profit association of businesses, organizations and individuals working together to enhance, promote and advocate for a vibrant city center in Downtown Bellingham. The Partnership coordinates and produces a number of successful events such as Art Walk, Downtown Sounds, Bite of Bellingham and Downtown Trick-or-Treat.

Special events are vital to a vibrant downtown, as they attract visitors and economic returns to Bellingham while helping develop a community identity and sense of place. The Downtown Sounds concerts provide an ideal venue for community members and visitors to explore and enjoy downtown Bellingham.



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### **You will receive the following in return for event sponsorship:**

#### **Gold Sponsor**

**\$500**

Gold sponsors will be provided logos and business promotions on advertisements pertaining to Downtown Sounds, in addition to onsite promotions at the concert series event. Additional sponsorship benefits include:

- Color logo used in weekly advertisements that run for 6 weeks in Cascadia Weekly
  - Cascadia Weekly is read by 25,000 people and distributed in Whatcom, Skagit and Island counties and the Lower Mainland of British Columbia.
- Color logo on 200 posters distributed throughout downtown, Fairhaven, Western Washington University and Whatcom Community College
- Color logo on two sponsor banners (5' x 3.5'), displayed at event
- Listing and logo link on the Downtown Bellingham Partnership website
- Social media marketing promotions on our Facebook page to over 480+ friends and Twitter mentions to our 700+ followers

#### **Silver Sponsor**

**\$250**

Silver sponsors will be provided advertisements on selected Downtown Sounds publications and promotions. Additional sponsorship benefits include:

- Company name in weekly advertisements that run for 6 weeks in Cascadia Weekly
  - Cascadia Weekly is read by 25,00 people and distributed in Whatcom, Skagit and Island counties and the Lower Mainland of British Columbia
- Company name in bold print on 200 Downtown Sounds posters distributed throughout downtown, Fairhaven, Western Washington University and Whatcom Community College
- Company name in bold on two sponsor banners (5' x 3.5'), displayed at concert series
- Listing and link on the Downtown Bellingham Partnership website
- Social media marketing promotions on our Facebook page to over 480+ friends and Twitter mentions to our 700+ followers



## Summer Concert Series 2010

### Sponsorship Agreement

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Thank you for your contribution to Downtown Sounds and Downtown Bellingham!

We agree to the terms detailed in this document.

X \_\_\_\_\_  
Your Representative's Signature

X \_\_\_\_\_  
DBP Representative's Signature

### Please mail or fax this signed contract to:

*Downtown Bellingham Partnership*  
c/o Lindsey Payne  
PO Box 1201  
Bellingham, Washington  
98227

P: 360.527.8710  
F: 360.527.8709