



# **2017 Summer Concert Series**

## **Marketing and Sponsorship Opportunity**



## **WE LOVE MISSION HILLS**

**Mission Hills is one of San Diego's most treasured historic communities. We are a vibrant collection of diverse demographics. Our residents and the community we have created, support local restaurants, boutiques, entertainment and small business. The concert series that the Mission Hills Town Council produces in our treasured Pioneer Park, helps to make our community a special place to call home.**



## The Music

The concert committee of the Mission Hills Town Council seeks out high-energy, family-friendly and quality music.

2016 Band Line-Up Included:

- \* Neil Diamond Experience
- \* Sue Palmer
- \* Liquid Blue (1970s - current pop covers)
- \* Beatles Tribute

## The Cost

The MHTC is a volunteer organization. All of our work is done in a spirit of community and giving.

Each concert costs roughly \$4,500 which includes: permits, audio/visual, stage, parking, marketing, tents, trash and other misc. costs.





## Attendance



*The MHTC's goal is to produce 8 concerts each Friday night 6p-8p starting June 30th through August 18th with one Tuesday concert including the 4th of July Parade and Annual BBQ contest.*

*Pioneer Park reaches full capacity each concert with local residents and friends. Younger, older, families, friends... it is a lively bunch that picnics and socializes.*





## Opportunity to Give Back And Reach Your Target Market

The entire concert series is paid for by sponsorships, grants and private donations made to the MHTC for the concert series.

### **TITLE SPONSOR (\$3500)**

There will be one Title Sponsor for each Concert. Sponsorship benefits include:

Invite to send a representative to be introduced and thanked on stage at the beginning of the ( concert. Representative can speak up to two minutes.

Sole opportunity to display company banner on stage during concert (banner provided by ( company).

Logo in primary position on MHTC concert banner on the stage at Pioneer Park

Opportunity to set up a booth at Pioneer Park on the night of your designated concert

Logo in primary position on over 5000 full-color door hangers distributed to homes throughout ( Mission Hills

Logo in primary position on over 200 full color window posters disturbed throughout businesses ( in Mission Hills

Logo and marketing copy with link to business on e-blast sent the Monday before each concert

Logo/name on concert section of [www.missionhillstowncouncil.org](http://www.missionhillstowncouncil.org) website

### **SUPPORTING SPONSOR (\$1500)**

Logo/name in second position on over 3000 full-color door hangers distributed to homes throughout Mission Hills

Logo/name in second position on over 200 full color window posters disturbed throughout businesses in Mission Hills

Logo/name in secondary position on concert banner on the stage at Pioneer Park

Logo/name on concert section of [www.missionhillstowncouncil.org](http://www.missionhillstowncouncil.org) website

**Make a donation of any amount online:  
[MissionHillsTownCouncil.org/Concerts](http://MissionHillsTownCouncil.org/Concerts)**