



# CONCERTS IN THE PARK

2017 NEIGHBORHOOD SPONSORSHIP OPPORTUNITIES



61 Concerts at 20 Sites = 40,790 Attendees



**A musical tradition over 110 years in the making, Concerts in the Park offers something for everyone.**

The Rose City’s best and brightest – from classical to country, rock & roll to rhythm & blues – have been entrancing audiences in parks since 1901. Today’s crowds flock to Portland parks citywide for the revelry, with over forty thousand people attending 61 concerts offered in 2016.

## ABOUT THE AUDIENCE

Results from audience intercept surveys completed during the SFFA 2015 season.

- 48%** Families with Children
- 30%** People of Color
- 29%** First-time Attendees
- 26** Different Languages Spoken at Home

### OPPORTUNITIES AND IMPACT

The musical offerings available through this concert series are as varied as the city itself. All of this is possible through the contribution of neighborhood committees, who help plan, implement, and raise funds for the concert series in their neighborhoods. In an increasingly diverse community, the process builds connections – uniting neighbors in a shared exploration of the cultural identities that are represented in our fair city.

### WHERE YOUR COMMUNITY FITS IN

**Community investment is essential for this program.**

We strive to create a benefits package for sponsors and partners that meet your philanthropic and marketing needs. Sponsorship levels and benefits are provided on the back for your consideration.

**View the Summer Free For All 2016 Final Report at [portlandoregon.gov/parks/SFFA](http://portlandoregon.gov/parks/SFFA)**



**PORTLAND PARKS & RECREATION**<sup>SM</sup>  
Healthy Parks, Healthy Portland



Portland Parks  
Foundation

**INTERESTED IN GREATER EXPOSURE?** Contact Kellie Torres at 503-823-5589 or [kellie.torres@portlandoregon.gov](mailto:kellie.torres@portlandoregon.gov) for more information on title sponsorship of Summer Free For All and the benefits that are available with larger investment.

## BENEFITS

	CHAMPION \$3,000 Cash	MAJOR \$1,250 Cash	CONTRIBUTING \$600 Cash	GOOD NEIGHBOR \$300 Cash
Acknowledgment on Summer Free For All (sffa) web page	✓	✓	✓	✓
Recognition in neighborhood flyer (site specific)	✓	✓	✓	✓
On-site promotional opportunity (site specific)	✓	✓	✓	✓
Acknowledgment in Summer Free For All printed schedule	✓	✓	✓	
Recognition on concert banners (site specific)	✓	✓	✓	
Recognition in Summer Free For All Final Report	✓	✓		
Verbal acknowledgment from the stage (site specific)	✓	✓		
Opportunity to emcee (non-exclusive at one series)	✓			
Invitation to Sponsor Night	✓			

ACKNOWLEDGMENT IS TIERED AND SCALED ACCORDING TO THE INVESTMENT LEVEL.

## SPONSOR PLEDGE FORM

Additional forms can be found online at [portlandoregon.gov/parks/sffa](http://portlandoregon.gov/parks/sffa)

Organization (as to appear in text) \_\_\_\_\_

Contact Name \_\_\_\_\_ Job Title (if applicable) \_\_\_\_\_

Email \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Secondary Contact Name \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Pledged Amount \$ \_\_\_\_\_

Do you wish to support:  Summer Free For All program  
 Specific Summer Free For All concert location(s)/event. Which location(s)? \_\_\_\_\_

Which neighborhood cultivated your sponsorship? \_\_\_\_\_

Which volunteer cultivated your sponsorship? \_\_\_\_\_

Signature (typed is acceptable) \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

### RETURN THIS FORM ONE OF TWO WAYS

- **MAIL** form to Portland Parks & Recreation, ATTN: Concerts 6437 SE Division Street, Portland, Oregon 97206
- **EMAIL** scanned form to [concerts@portlandoregon.gov](mailto:concerts@portlandoregon.gov)

### HOW TO PLEDGE

- **CHECKS** payable to Portland Parks & Recreation, SFFA Concerts in the Park
- **CREDIT CARD** make payments securely online at [parklandia.org/give-concerts](http://parklandia.org/give-concerts)

### PLEDGE DUE DATES

- Sponsorship pledge form must be submitted by **APRIL 14, 2017**. Pledges submitted after deadline will receive benefits as available.
- **PLEDGE PAYMENTS ARE DUE JUNE 1, 2017.**