



2016 City of Locust Sponsorships

Sponsorship Proposal

Event Descriptions

Locust's Summer Concert Series are free, live musical events held on the third Saturday of the month from April to September. For six years, the community of Locust and surrounding areas have enjoyed the Concert Series in Locust's nostalgic Town Center. The 2.5 acre lawn in the back yard of the Locust City Hall is the perfect venue for our events. Last year our crowd averaged 500 guests and our finale with an estimated 1,200 guests! Every year our program grows, and with your help, we can look forward to another successful year.

Taste of Locust is a business expo type of event featured at our opening concert in April. It's Locust's chance to showcase of local businesses and welcome guests into locust! There is no fee for Locust businesses to set up... we want to draw more guests in to start our concert series off with a bang!

Concert dates:

April 16, May 21, June 18, July 16, August 20, and September 17 (Finale)

Locust's Movie Nights are free, family friendly events, open to the public. Last year's movie events were very successful. We hope to continue that success with more marketing, signage, and themed nights (with the help of sponsors!). Once movies are selected, sponsors will get the chance to pick a movie night to attend/sponsor (first come, first served). We are allowing Locust citizens to vote for movies with an online Survey... so far Frozen is in the lead!

Movie dates:

April

Other Locust Events

Please contact Emily Jones at 704-888-5260 to discuss sponsoring the events listed below.

Hands On Locust –

Hands On Locust is an event that gives kids the opportunity to get their hands on the vehicles of their dreams. Kids will have a chance to climb in, sit on, and learn about the variety of services in the Locust area. The event is free and open to the public. We are excited to have more participation from local businesses this year.

Bark in the Park –

Bark in the Park is a special event for dogs and their owners. Participants will have the opportunity to visit and talk with local pet vendors and rescues. Tails of Hope dog rescue participated in the event with dogs for adoption. We had contests including best costume, best trick, and largest and smallest dog.

Breakfast with Santa –

Last year, the City of Locust hosted its first ever Breakfast with Santa. It was a hugely successful event! Tickets sold out a week before the event. Families and children enjoyed a pancake and sausage breakfast, along with crafts, cookie decorating, letters to Santa, and a visit from Santa himself!

Sponsorship Opportunities

Taste of Locust Participant: FREE!

- We're inviting all Locust businesses to be a part of this fun event!

Ball Field Sign Sponsor: \$300 (4x4ft), \$400 (4x8ft)

- One year sponsorship of aluminum sign with company designed logo and information.
- We host 20+ baseball/softball tournaments and hundreds of recreation ball games each year.

Movie Night Sponsor: Price determined by movie. Please contact Emily Jones for list.

- Company recognition in ads, press releases, on our website and social media, and listed on general poster.
- Ability to promote company's products/services or lines of business at one Movie event.
 - Including use of signs, banner, flyers, representatives, etc.
 - Free use of one canopy (10x10) provided by the City of Locust during that movie

Summer Concert Kid Zone: \$1,500 – for one business only!

- Signage at every concert and company logo listed on all marketing material and website.
- Personal presence at every concert in Kid Zone area

Concert Sponsor: \$500 –

- Name listed on banner placed at stage for all concerts.
- Company name on Concert Poster
- Opportunity to set up as a vendor at the concert finale in September.

City Event Sponsor: \$1000 –

- Company logo in ads, flyers, and posters for Concerts.
- Company provided banner displayed at all Summer Concerts
- Opportunity to set up as a vendor at the concert finale in September.

Featured Sponsor: \$2,000 –

- Company logo in ads, flyers, and posters for Concerts and Movies.
- Company logo on our website's Parks and Recreation page.
- Company provided banner displayed at the stage for all concerts
- PSA Recognition as a sponsor during Summer Concerts
- Ability to promote company's products/services or lines of business during all concerts

Contact Information

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