



## 2023 City of Locust Sponsorships Sponsorship Proposal

### Event Descriptions

**Locust Family Movie Nights** are free, family friendly events, open to the public. This event is hands-on for sponsors! Sponsors typically host pre-movie activities and giveaways. It is a great opportunity to create connections with families in Locust. This April will feature two movies, as part of our multicultural series. These movie nights will include pre-show entertainment, and is supported by the Stanly County Arts Council. Contact us for information about Family Movie Night sponsorship availability.

2022 Available Dates: April 1, April 22, May 20 or June 10, and August 26, Sept. 30, Oct 21

#### **Hands On Locust** – May 20, 2023

Hands On Locust is an annual 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 and service vehicles 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.

**Locust City Cinema Party** is a twice a year event where the residents of the City of Locust get to choose the movie for the night. This event offers food from several vendors as well as beer selections.

2022 Dates: May 20 or June 10 and September 9

#### **End of Summer Celebration** – September 16, 2023

The End of Summer Celebration is a free, live musical event held in the fall. For eight years, the community of Locust and surrounding areas have enjoyed concerts in Locust's nostalgic Town Center. The 2.5 acre lawn in the "Backyard" of the Locust City Hall is the perfect venue for our events. Last year our end of summer concert hosted an estimated 1,500 guests! Every year our program grows, and with your help, we can look forward to another successful year.

#### **Locust Christmas Parade** – December 2, 2023

If you're interested in participating in the annual Locust Christmas Parade, please contact us for information about float registration and sponsorship opportunities. We have new opportunities for sponsorships in 2021 that'll include a Christmas Tree lighting and festival.

#### **Breakfast with Santa** – December 9, 2023

Families with reservations enjoy breakfast, crafts, cookie decorating, and a visit from Santa himself!

#### **Teen Event**- June 9 and October 27, 2023

Finally an event just for teens. Let's create a fun and safe space for 10-15 year olds to hang out!

#### **Father's Day Camp Out**- June 24, 2023

Fathers and their kids can come camp out for the night on the ball field and enjoy fun activities such as movies and games. Hot dogs will be provided upon ticket sales.

#### **Halloween Fall Fest**- October 31st 2023

This event is coordinated and sponsored by the Fall Festival Committee. This committee is made up of representatives from local churches. This event is free and no sales are allowed. Please email the committee chairman, Tommy Ross, [tommy.ross@firstbaptistlocust.com](mailto:tommy.ross@firstbaptistlocust.com) for more information.



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### Sponsorship Opportunities

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

- four-year sponsorship of aluminum sign with company designed logo and information.

**Hands on Locust:** \$500

- Please contact us for more information regarding this sponsorship. We are looking to expand on this interactive and educational event, and you can help.

**Locust City Cinema Party:** \$100

- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up as a vendor at the Cinema Party event.

**Family Movie Night:** sponsorships are limited. Sponsorship fee depends on the movie. \$400-\$600

- Company logo listed on all marketing material and website.
- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up as a vendor at the event.

**End of Summer Concert-Celebration Sponsor:** \$150

- Included and tagged in one pre-event and post-event social media post
- Listed on the City's website as Locust sponsor
- Opportunity to set up as a vendor at the concert weekend in October.

**End of Summer Concert-Concert Sponsor:** \$500 –

- Company name *listed* on event poster.
- Name *listed* on banner placed at stage for concert weekend.
- Listed with hyperlink on the City's website as Concert sponsor
- Opportunity to set up as a vendor at the concert weekend in October.

**End of Summer Concert-Event Sponsor:** \$1000

- Company *logo* in event ads, flyers, and posters.
- Company provided *banner* displayed next to stage at the event.
- Logo with hyperlink on the City's website as Event sponsor
- Opportunity to set up as a vendor at the concert weekend in October.

**End of Summer Concert-Featured Sponsor:** \$2,000

- Company *logo* in event ads, flyers, and posters.
- Company *logo* on our website's event page and *tagged* in the Facebook event page.
- Company provided *banner* displayed above stage for concert weekend.
- Logo with hyperlink on the City's website as Featured sponsor
- Opportunity to set up as a vendor at the concert weekend in October.
- PSA Recognition during the event.
- Ability to promote company's products/services or lines of business with microphone/speaking opportunity.

Our other events are personalized sponsorships. We are happy to work with you to meet your marketing needs. Please contact Emily at [parks@locustnc.com](mailto:parks@locustnc.com) for information about how you can plug into Locust events on a personal level.