



2024 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. Contact us for information about Family Movie Night sponsorship availability. *2024 Available Dates: April 20, May 18, August 24, September 14 and October 12*

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 & wine selections. Contact us for information about City Cinema Party sponsorship availability. *2024 Dates: May 4 and October 5*

Summer Concert Series – June 15, July 20, August 17, September 21
We have a lineup of four great bands - all free for our residents! For nine 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. The final concert of the series is our End of Summer Celebration, boasting fireworks, vendors, a great band and more! Last year our end of summer concert hosted an estimated 1,000 guests! Every year our program grows, and with your help, we can look forward to another successful year.

Hands On Locust – May 18, 2024

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. Local businesses are invited to participate and sponsorships are encouraged to be able to provide each kid with a goodie bag as they enter.

Sprinkle & Splash – June 12, July 10 & August 7

We invite local kids to play in the sprinklers and enjoy simple outdoor play on the football field at Locust Athletic Complex (beside the tennis courts)! Sponsorships are encouraged to help make this event more fun for the kids by adding activities (bounce houses, rock wall, free treats).

Sock It To Cancer 5K – October 13, 2024

This event is a 5K Walk/Fun Run benefiting Cindy's Hope Chest, which is an organization that provides financial support to women as they are battling breast cancer. Sponsorships will help cover the cost of race day supplies so that 100% of the registration fees will be donated directly to the organization.

Christmas in Locust

Town Center Christmas Celebration – November 21, 2024

This is a special event where we light the Christmas tree in the Town Center. Due to the high turnout in 2023, we are going to add additional experiences in 2024 to expand this event. We encourage local businesses to participate as a sponsor for this event.

Locust Christmas Parade – December 7, 2024

Registration for the Locust Christmas Parade will begin in late October. We will release information on our website and social media when that is open and hope that your business will choose to participate!



2024 City of Locust Sponsorships Sponsorship Proposal

Sponsorship Opportunities

Summer Concert Series - 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 September.

Summer Concert Series - 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 September.

Summer Concert Series - 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 September.
- PSA Recognition during the event.
- Ability to promote company's products/services or lines of business with microphone/speaking opportunity.

Family Movie Night: \$750 - sponsorships are limited to one per event, unless two sponsors choose to split cost

- Company logo listed on all marketing material and website.
- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up booth in prominent location as title sponsor at the event and recognized over speaker prior to event; business allowed to speak prior to event, if desired

Locust City Cinema Party: \$150 - five sponsorships per event

- Company logo listed on all marketing material and website.
- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up booth as sponsor at the event and recognized over speaker prior to event

Special Events (Hands On Locust, Sprinkle & Splash, Sock It To Cancer 5K): \$100, in-kind donations also accepted

- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up booth at event

Christmas in Town Center: \$100

- Company name on event flyers and tagged on Facebook event page.
- Opportunity to set up as a vendor at the Christmas in Town Center event.

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

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

Our other events are personalized sponsorships. We are happy to work with you to meet your marketing needs. Please contact Jessica at events@locustnc.com for information about how you can plug into Locust events on a personal level.