



**TOWN OF WINDSOR and  
Windsor Certified Farmers Market  
Invitation to be a Sponsor**

**2021 Summer Nights on the Green Concert Series**

The award winning Summer Nights on the Green concert series is a popular summer tradition in Windsor brought to you by the Town of Windsor and the Windsor Farmers Market. This annual concert series is made possible by our generous sponsors. Together, we invite your business to be a part of the family as a valued sponsor of the 2021 concert season.

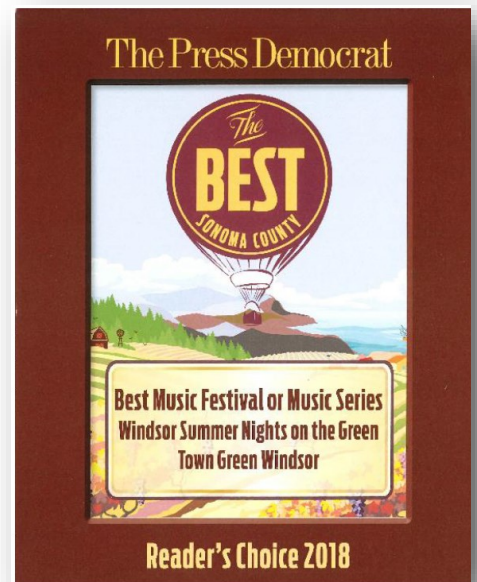
The Summer Nights on the Green concert series will be brought back for a shortened season beginning Thursday, August 26, 2021 and will run for seven weeks through October 7, 2021 if State and County health guidelines allow it. On July 15, 2021 if there are no State or County health orders that would prevent the events from happening, the concert series will move forward as planned. If the concert series should be cancelled then sponsorships will be re-funded.

Market your business or organization in the heart of the community at the picturesque Town Green. In a normal year the Summer Nights on the Green concert series can host up to 60,000 people. Showcase your business name in our attractive marketing material to over 15,000 Windsor households and to our regional neighbors. The Town and Farmers Market will proudly acknowledge your sponsorship on their Facebook pages with over 20,000 followers combined.

Join us in celebrating 19 years of healthy, quality family entertainment, great food and access to Windsor shops and restaurants. Associate your business name with the positive experiences and memories that the Town and Farmers Market brands deliver. We look forward to hearing from you!

**Sam Salmon, Mayor  
Town of Windsor**

*Creating Community through People, Parks and Programs*





## *TOWN OF WINDSOR and Windsor Certified Farmers Market*



### **Summer Nights on the Green Sponsorship Recognition and Marketing Benefits**

#### **\$500 Band Sponsor (7 available)**

- Sponsor selects one or more bands to sponsor at \$500 each. 7 concert nights are available on a first come first served basis. (Band Sponsor may be added onto another sponsorship level)
- Prominent 10' x 10' booth space in Town Green Sycamore Grove to market Sponsor business, including one reserved parking spot
- Sponsor supplied vinyl banner (up to 3' x 10') on display on the night(s) band is sponsored
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (14,000 followers)

#### **\$500 Box Office Sponsor (concert season)**

- Advertisement (logo) in the Town of Windsor Fall Virtual Recreation Guide
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)

#### **\$1,250 Spotlight Sponsor (concert season)**

- Shared vinyl banner (3' x 10') with up to three other Spotlight Sponsors - rotated on display at 7 concerts on stage arbor
- Public acknowledgment at the beginning of each concert
- Advertisement (1/8 page) in the Town of Windsor Fall Virtual Recreation Guide
- Acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)
- Certificate of Appreciation presented at Town Council Meeting in fall 2021

#### **\$2,250 Headliner Sponsor (concert season)**

- Individual custom vinyl banner (3' x 10') - rotated on display at 7 concerts on stage arbor
- Prominent 10' x 10' booth space in Town Green Sycamore Grove to market Sponsor business, including one reserved parking spot
- Public acknowledgment at the beginning of each concert
- Advertisement (1/4 page) in the Town of Windsor Fall Virtual Recreation Guide
- Individual acknowledgment on Town and Farmers Market Websites and Facebook Pages (20,000 followers)
- Acknowledgment in Summer Nights on the Green promotional pieces (over 30,000 impressions)
- Appreciation plaque presented at Town Council Meeting in fall 2021

**Benefits for sponsorships over \$2,250 will be negotiated. In-kind benefits determined by Town.**

**Town Contact: Nelle Herman at 707-838-5307 or [nherman@townofwindsor.com](mailto:nherman@townofwindsor.com)**



# TOWN OF WINDSOR and Windsor Certified Farmers Market



## 2021 Summer Nights on the Green Sponsorship Pledge Form

Business or Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

### Please mark Sponsorship Level:

Concert Season: August 26 to October 7, 2021

\$500 Band Sponsor

\$500 Box Office Sponsor

\$1,250 Spotlight Sponsor

\$2,250 Headliner Sponsor

Over \$2,250\* Hall of Fame Sponsor

Indicate Amount \$ \_\_\_\_\_

\* Benefits will be negotiated

By signing below, I understand that I will only be eligible for the recognition and marketing benefits associated with the sponsorship level that is marked in the box, and that payment is due on July 30, 2021.

### Signature:

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

To ensure that your organization or business is included in all of the appropriate promotions, please submit your pledge form by **Thursday, July 1, 2021:**

by email to: [nherman@townofwindsor.com](mailto:nherman@townofwindsor.com)

**Contribution is due on July 30, 2021.** Please make checks payable to the "Town of Windsor". For more information, contact Nelle Herman at

707-838-5307 or [nherman@townofwindsor.com](mailto:nherman@townofwindsor.com)



*The Town of Windsor reserves the right to refuse a pledge. Public purpose organizations described in Internal Revenue Code Section 170(c)(1), including the Town of Windsor, may be eligible to receive tax-deductible*