

2024-2025



CONCERT SERIES

SPONSORSHIP PACKAGE



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The City of Plantation Presents “Rock the Park” Concert Series

“ROCK THE PARK” is back! The City of Plantation’s eclectic concert series will return in November 2024 and run through May 2025 at our Pine Island Park. Concert attendance averages approximately 3,700 per concert and attendees are of all ages, not only from Plantation but from many surrounding areas of Broward County. Food trucks and games are on hand to add to the festivities.

ROCK THE PARK event schedule for 2024/25 is as follows:

- Friday, November 1, 2024
- Friday, December 6, 2024
- ★ Saturday, January 4, 2025
- Saturday, February 1, 2025
- ★ Friday, March 7, 2025
- Saturday, April 5, 2025
- Friday, May 2, 2025

Sponsoring a City of Plantation event provides a great means of broadening your competitive advantage by improving your company’s prestige and exposure through supporting events that your community and audience find attractive. Indeed, your sponsorship of this series will give your business publicity to all of Broward County through our concert promotion. There are endless opportunities when it comes to the branding power of live entertainment, so we strive to create a partnership that is beneficial to your company, as your product will be associated with a variety of great performers while reaching consumers on a personal level.

The purpose of our FREE Concert Series is to bring people together in the community to enjoy relaxing yet stimulating social and cultural experiences. The concerts will present a variety of different styles of musical entertainment in an atmosphere the entire family can enjoy. The success of the FREE Concert Series will rely heavily upon the generous financial support of a business like yours. Investment in the program will assist in paying the direct costs involved in producing and promoting the Free Concert Series: “ROCK THE PARK”. The ultimate purpose of the Concert Series is to enhance the quality of life within Plantation, by providing free entertainment options for



Title Sponsor Benefits



Title Sponsor — \$7,000 (1 Available)

This is a partnership opportunity that provides premium recognition and maximum visibility at **ROCK THE PARK** Concert Series from November 2024 – May 2025.

Benefits include:

- Your company will join the City as a co-presenter of the event.
 - Print and online announcements of YOUR COMPANY NAME as a Title Sponsor / Co-Presenter of the Concert Series.
 - Your company name / logo on our social media posts (Facebook boosted post, Twitter and Instagram), and in our e-newsletter (distribution: 18,600).
- Your name / logo displayed on a banner located on the stage at each concert.
- Your name as a Title Sponsor on promotional banners around the city.
- Your name announced as the Title Sponsor at all seven concerts.
- Opportunity to have a company representative welcome the audience to “ROCK THE PARK,” Concert Series.
- Prominently placed tent (10’x10’) at all seven concerts with tables, chairs, and the opportunity to distribute giveaways (if desired).
- Four (4) guest parking spaces for all seven concerts.

Questions? Please contact the Plantation Parks and Recreation Department at 954-452-2502 or e-mail sryan@plantation.org



Gold Sponsor Benefits



Gold Sponsor — \$3,500 (4 Available)

Benefits include:

- Your company name mentioned as Gold Sponsor on all concert promotions:
 - Your company name / logo on all Print and online announcements.
 - Your company name / logo on our social media sites (Facebook boosted post, Twitter and Instagram), and in our e-newsletter (Distribution 18,600).
- Your company banner displayed at all seven concerts.
- Your name announced as the Gold Sponsor at all seven concerts.
- Tent (10'x10') at all seven concerts with tables, chairs, and the opportunity to distribute giveaways (if desired).
- Two (2) guest parking spaces for all seven concerts.

Questions? Please contact the Plantation Parks and Recreation Department at



Sponsor Commitment Form

2024/25 CONCERT SERIES

Business / Organization:

(Indicate name or title as you want it to appear in publication)

Contact Name:

Address:

Phone Number:

E-mail:

Website:

Level of Sponsorship:

Gold

Make check payable to the City of Plantation.

Please return the sponsorship commitment form and payment to:

City of Plantation
9151 NW 2 Street
Plantation, FL 33324
Attn: Shannon Ryan

CITY OF PLANTATION
“ROCK THE PARK”
CONCERT SERIES



2024-2025 Concert Series:
7 Concerts

Free and open to the public



Friday, November 1, 2024

Friday, December 6, 2024

Saturday, January 4, 2025

Saturday, February 1, 2025

Friday, March 7, 2025

Saturday, April 5, 2025

Friday, May 2, 2025



Questions?

Contact 954-452-2502 or
sryan@plantation.org



In-Kind Sponsor Benefits



In-Kind Sponsor — Value Approx. \$1,000
(All benefits must be used at the same concert)

Benefits include:

- Your company name mentioned as in-kind sponsor for (1) concert.
- Your company name on online announcements and our social media.
- Your company banner displayed at (1) concert.
- Your company name announced as an in-kind sponsor at (1) concert.
- Tent (10' x10') at one concert with tables, chairs and the opportunity to distribute giveaways (if desired).
- Two (2) guest parking spaces for one concert.

Questions? Please contact the Plantation Parks and Recreation Department at 954-452-2502 or e-mail sryan@plantation.org