



2025 HAMPSTEAD ALIVE AFTER FIVE SUMMER CONCERT SERIES

SPONSORSHIP PACKAGE

MAY 16TH | MAY 30TH
JUNE 13TH | JUNE 27TH

HAMPSTEAD KIWANIS PARK
586 SLOOP POINT LOOP ROAD
HAMPSTEAD, NC 28443





2025 HAMPSTEAD ALIVE AFTER FIVE SUMMER CONCERT SERIES

The Hampstead Alive After Five Summer Concert Series is an annual event that brings together our community for a series of live outdoor concerts featuring a variety of local musicians and performers. This event is hosted by Pender County Parks and Recreation at Hampstead Kiwanis Park. With a vibrant atmosphere, excellent music, and family-friendly fun, our event attracts a diverse audience of all ages. Break out your lawn chairs for the Hampstead Alive After Five Summer Concert Series occurring on Friday, May 16th, May 30th, June 13th, and June 27th.

This year Pender County Parks and Recreation invites your business to take part in our popular concert series. We seek locally minded corporate sponsors to help us provide these ongoing cultural arts opportunities free to the community. When you sponsor Pender County Parks and Recreation's Summer Concert Series, your organization has the opportunity to put its brand in front of hundreds of residents, families and music lovers throughout the summer.

Sponsorship Benefits:

By sponsoring the Hampstead Alive After Five Summer Concert Series, your business will enjoy the following benefits:

- **Community Engagement:** Directly connect with hundreds of local attendees from the Hampstead and surrounding areas.
- **Brand Visibility:** Your brand will be prominently displayed through physical signage, digital media, and other event materials.
- **Targeted Exposure:** Your sponsorship ensures that your company is associated with a vibrant, family-friendly, and highly attended event.
- **Marketing & PR:** Extensive press coverage, online promotion, and visibility across a range of media platforms, including social media, local news, and event listings.

We have a sponsor level for every marketing budget. Details of each sponsor level are contained within. We look forward to working with you!

Pendercountync.gov/576/Parks-Recreation



@Pender County Parks and Recreation



PENDER COUNTY
Parks & Recreation

Sponsorship Levels and Benefits	Title \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Logo Placement	✓	✓	✓	✓
Post-Event Acknowledgement	✓	✓	✓	✓
Booth	✓	✓	✓	
Website Advertisement	✓	✓	✓	
Exclusive Naming Rights	✓	✓	✓	
Primary Recognition	✓			
Event Stage Branding	✓			
Speaking Opportunity	✓			
Secondary Recognition		✓		
Recognition			✓	✓



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Sponsorship Levels:

Title Sponsor – \$5,000

- Exclusive Naming Rights: “Hampstead Alive After Five presented by [Sponsor Name]” in all marketing materials.
- Logo Placement: Prominent logo placement on all event signage, banners, and posters.
- Primary Recognition: Recognition as the Title Sponsor on all press releases, social media posts, and email newsletters.
- Event Stage Branding: Company’s name and logo featured on the main event stage.
- Speaking Opportunity: Opportunity for a company representative to speak at the concert series opening or closing and/or opportunity to present the band.
- Booth: Opportunity to set up a branded booth at each concert.
- Post-Event Acknowledgment: Thank-you ad in local media and an acknowledgment in the event recap email sent to attendees.
- Website Advertisement: Logo and link to website on concert website.

Gold Sponsor – \$2,500

- Logo Placement: Logo featured on event signage, banners, and posters.
- Secondary Recognition: Recognition as a Gold Sponsor on social media, newsletters, and press releases.
- Booth: Option to set up a booth at each concert for direct engagement with attendees.
- Post-Event Acknowledgment: Thank-you note in email recap and local event publication.
- Website Advertisement: Logo and link to website on concert website.

Silver Sponsor – \$1,000

- Logo Placement: Logo placement on event signage, banners, and digital platforms.
- Recognition: Mention as a Silver Sponsor in event-related marketing materials (social media, email newsletters, etc.).
- Booth: Option to set up a booth at one event to showcase your products or services.
- Post-Event Acknowledgment: Acknowledgment in the event follow-up email and thank-you notes.
- Website Advertisement: Logo and link to website on concert website.

Bronze Sponsor – \$500

- Logo Placement: Small logo on event signage and digital platforms.
- Recognition: Recognition as a Bronze Sponsor on social media and email newsletters.
- Post-Event Acknowledgment: Thank-you mention in the email recap.

By signing this agreement, I certify that I hold authority to approve this sponsorship agreement and the terms outlined herein.

Signature of Authorized Person

Date

Printed Name of Authorized Person



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An online registration option is now available! Scan the QR code, or visit the link here to sign-up: www.pendercountync.gov/1795/2025-Alive-After-Five-Concert-Series-Spo

CONTACT INFORMATION

Company Name	Contact Name
Address	City/State/Zip
Primary Phone Number	Email Address

SPONSORSHIP LEVEL

<input type="checkbox"/> Title Sponsor - \$5,000	<input type="checkbox"/> Gold Sponsor - \$2,500
<input type="checkbox"/> Silver Sponsor - \$1,000	<input type="checkbox"/> Bronze Sponsor - \$500

PAYMENT INFORMATION

Check (payable to Pender County Parks and Recreation) enclosed for \$_____

Please charge the below credit card:

Card Number	Expiration Date	Security Code
Name on Card	Billing Zip Code	
Signature	Date	

RETURN PAYMENT TO:
Pender County Parks and Recreation
805 S Walker Street
PO Box 5
Burgaw, NC 28425

For more information, contact:
Jessica Herring
910.663.3770
jherring@pendercountync.gov

Payment deadline: Friday, February 28th, 2025



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TERMS & CONDITIONS OF SPONSORSHIP:

- All payments are final, no refunds. Pender County Parks and Recreation does not guarantee exclusivity of products and/or services.
- Pender County and its employees and agents shall not be responsible for loss, damage, third-party damages, claims or loss to property, persons, or vessels, injury to exhibitors, their employees, invitees, guests, or visitors within the confines of the booth space contracted by Sponsor.
- Sponsors are responsible for maintaining acceptable standards of sanitation and disposing of trash into appropriate receptacles.
- Any damage or loss to equipment supplied by the County will be billed directly to the Sponsor within 30 business days of the event.
- Tent decor should be in good taste. County Staff shall be the final judge as to what constitutes good taste and has the authority to require removal or modification of any display.
- No vehicles will be permitted on grass areas during set up and/or clean up. Cars must remain in parking lots outside of venue parameters. Assistance with unloading is an option upon request.

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Event Schedule

Sponsor Commitment Deadline

February 28th, 2025

Logo Submission

March 14th, 2025

*Submit logo (300 dpi) to Jessica Herring at
jherring@pendercountync.gov*

Event Dates

May 16th, May 30th, June 13th, and June 27th

Event Time

6:30pm - 8:30pm

Location Location

Hampstead Kiwanis Park
586 Sloop Point Loop Road
Hampstead, NC 28443

If setting up a booth:

Load-In Time: 4:00pm-6:00pm Load-Out Time: 8:30pm

We look forward to partnering with you to make the Hampstead Alive After Five Summer Concert Series a successful and unforgettable experience for our community!