


**THROWBACK THURSDAY SPONSOR ..... \$15,000**

*Enjoy the music from some of the best tribute bands across the U.S. at this popular Thursday night series. From rock to pop to country to oldies, you can't beat this affordable fun from Frazee Pavilion! (Average total season attendance is 10,000.)*

**NAME/LOGO ADDED AS THROWBACK THURSDAY SPONSOR ON:**

- WEBSITE: Frazee and PlayKettering websites
- PRINT ADVERTISING:
  - Season calendar (225,000+ distributed in region)
  - Newspaper advertising (100+ ads)
  - Park posters with season calendar in Lincoln Park and at Frazee FanFare (Town & Country Shopping Center)
  - ½ page advertisement in *Play Kettering Guide*
- RADIO/INTERNET/SATELLITE ADVERTISING
- SOCIAL MEDIA: Facebook, Twitter, Instagram, Snapchat, YouTube
- EMAIL BLASTS: E-newsletters sent to 20,000+ subscribers promoting Throwback Thursday
- PRESS RELEASES: Concert announcements and weekly in-season show reminders
- SIGNAGE: Two (2) banners, provided by sponsor, posted on each side of amphitheater entrance
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls
- SPONSOR NAME ON ALL THROWBACK THURSDAY TICKETS PRINTED (i.e. ABC Widgets Presents)

**ADDITIONAL BENEFITS:**

- **FANFARE TICKET OFFICE SLIDE SHOW:** Sponsor may provide one (1) PowerPoint slide for video messaging at Frazee FanFare in Town & Country Shopping Center
  - **BOOTH SPACE:** 10'x10' tent provided at every Throwback Thursday concert for sponsor's exclusive use
  - **ON STAGE RECOGNITION:** Verbal recognition of Throwback Thursday Sponsors prior to the start of each performance, subject to artist approval
  - **TICKETS:** 50 general admission tickets to each Throwback Thursday concert of the season
  - **EXCLUSIVITY:** Exclusivity in category or service
  - **RENEWAL:** First right to renew agreement for following season
- 



fraze  
pavilion

# FRAZE PAVILION

Fraze Pavilion is southwestern Ohio's premiere neighborhood outdoor entertainment venue, where we celebrate "Summer's Best Live Music Under the Stars" ever since Marvin Hamlisch christened the 4300-seat amphitheater in 1991.

## CONCERT SERIES SPONSORSHIP

Season    Festivals    \$5 Friday    Throwback Thursday

**fraze**  
pavilion



CITY OF KETTERING  
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

**CITY RECREATION**  
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

Alabama • Josh Groban • Steve Martin • Alabama • Ringo Starr • Alison Krauss & Union Station • Bryan Adams  
Bob Dylan • ZZ Top • Lynyrd Skynyrd • Michael Buble • Sheryl Crow • REBA • James Taylor • Crosby, Stills &  
• B.B. King • The Doobie Brothers • Journey • Harry Connick, Jr. • Garrison Keillor • Huey Lewis • John Mayer  
Jackson Browne • Norah Jones • Vince Gill • Earth, Wind & Fire • Willie Nelson • Bonnie Raitt • Backstreet Boys  
Gregg Allman • Santana • Josh Groban • Steve Martin • Alabama • Ringo Starr • Alison Krauss & Union Stati  
• Bryan Adams • Bob Dylan • ZZ Top • Lynyrd Skynyrd • Michael Buble • Sheryl Crow • REBA • James Taylor  
Crosby, Stills & Nash • B.B. King • The Doobie Brothers • Journey • Harry Connick, Jr. • Garrison Keillor • Hue  
Lewis • John Mayer • Jackson Browne • Norah Jones • Vince Gill • Earth, Wind & Fire • Willie Nelson • Bonnie  
• Backstreet Boys • Gregg Allman • Santana • Josh Groban • Steve Martin • Alabama • Ringo Starr • Alison



# FRAZE PAVILION

Fraze Pavilion is southwestern Ohio's premiere neighborhood outdoor entertainment venue, where we celebrate "Summer's Best Live Music Under the Stars" ever since Marvin Hamlish christened the 4300-seat amphitheater in 1991.



## FULL SEASON SPONSOR ..... \$40,000

### NAME/LOGO AS FULL SEASON SPONSOR ON:

- WEBSITE: Fraze and PlayKettering websites
- PRINT ADVERTISING:
  - Season calendar (225,000+ distributed in region)
  - Newspaper advertising (100+ ads)
  - Park posters with season calendar in Lincoln Park and at Fraze FanFare (Town & Country Shopping Center)
  - Full page advertisement in *Play Kettering Guide*
- RADIO/INTERNET/SATELLITE ADVERTISING
- SOCIAL MEDIA: Facebook, Twitter, Instagram, Snapchat, YouTube
- EMAIL BLASTS: Weekly e-newsletters sent to 20,000+ subscribers
- PRESS RELEASES: Concert announcements and weekly in-season show reminders
- BANNER: One (1) color banner hanging in Lincoln Park throughout concert season
- SIGNAGE: Two (2) signs posted at amphitheater seating entrance, window treatments at concession building and signage wrapping around fountain patio in Lincoln Park
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls

#### ADDITIONAL BENEFITS:

- PRINT AT HOME TICKETS: Sponsor may provide messaging on select concert tickets/seat back tickets/box supper tickets printed at home by ticket buyer
- FANFARE TICKET OFFICE SLIDE SHOW: Sponsor may provide up to three (3) PowerPoint slides for video messaging at Fraze FanFare in Town & Country Shopping Center
- BOOTH SPACE: 10'x10' tent provided at every Fraze Pavilion produced event for sponsor's exclusive use
- VIP HOSPITALITY AREA: Exclusive use, subject to availability, for Sponsor to entertain clients, employees, families, etc. prior to concert
- ON STAGE RECOGNITION: Verbal recognition of season sponsors prior to the start of each performance, subject to artist approval
- TICKETS: 18 orchestra seats for every Fraze Pavilion produced performance with the opportunity, subject to availability, to purchase additional tickets
- EXCLUSIVITY: Exclusivity in category or service
- RENEWAL: First right to renew agreement for following season



## FESTIVAL STAGE SPONSOR ..... \$25,000

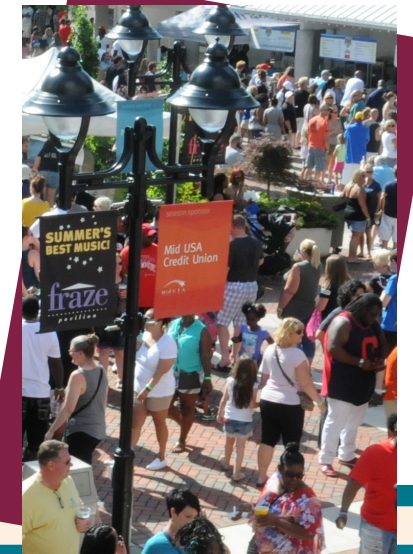
Naming of the "performance stage" in Lincoln Park for all Fraze Pavilion produced festivals. Past festivals have included Boulevard Bash Food Truck Festival; Blues Festival; Kickin' Chicken Wing Fest; Sliders, Sides & Suds; Festival of the Vine and Bacon Fest. (Average total season attendance is 65,000.)

### NAME/LOGO AS FESTIVAL STAGE SPONSOR ON:

- WEBSITE: Fraze and PlayKettering websites
- PRINT ADVERTISING:
  - Season calendar (225,000+ distributed in region)
  - Newspaper advertising (100+ ads)
  - Park posters with season calendar in Lincoln Park and at Fraze FanFare (Town & Country Shopping Center)
  - ¾ page advertisement in *Play Kettering Guide*
- RADIO/INTERNET/SATELLITE ADVERTISING
- SOCIAL MEDIA: Facebook, Twitter, Instagram, Snapchat, YouTube
- EMAIL BLASTS: E-newsletters sent to 20,000+ subscribers promoting festivals
- PRESS RELEASES: Pre-festival announcements/reminders
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls

#### ADDITIONAL BENEFITS:

- BANNER/SIGNAGE: Sponsor may provide up to four (4) 2'Hx10'W banners to hang at performance stage and fountain patio
- FANFARE TICKET OFFICE SLIDE SHOW: Sponsor may provide one (1) PowerPoint slide for video messaging at Fraze FanFare in Town & Country Shopping Center
- ON STAGE RECOGNITION: Verbal recognition of Festival Sponsors prior to the start of each festival, subject to artist approval
- BOOTH SPACE: 10'x10' tent provided at Fraze Pavilion produced festivals for sponsor's exclusive use
- EXCLUSIVITY: Exclusivity in category or service
- RENEWAL: First right to renew agreement for following season



## \$5 FRIDAY SPONSOR ..... \$15,000

\$5 Friday Sponsorship consists of three to five shows on select Friday nights through the concert season. A great night of fun with friends and family featuring popular regional/national artists for just \$5 a ticket! (Average total season attendance is 10,000.)

### NAME/LOGO AS \$5 FRIDAY SPONSOR ON:

- WEBSITE: Fraze and PlayKettering websites
- PRINT ADVERTISING:
  - Season calendar (225,000+ distributed in region)
  - Newspaper advertising (100+ ads)
  - Park posters with season calendar in Lincoln Park and at Fraze FanFare (Town & Country Shopping Center)
  - ½ page advertisement in *Play Kettering Guide*
- RADIO/INTERNET/SATELLITE ADVERTISING
- SOCIAL MEDIA: Facebook, Twitter, Instagram, Snapchat, YouTube
- EMAIL BLASTS: Weekly e-newsletters sent to 20,000+ subscribers
- PRESS RELEASES: Concert announcements and weekly in-season show reminders
- SIGNAGE: Two (2) banners, provided by sponsor, posted on each side of amphitheater seating entrance
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls
- SPONSOR NAME ON ALL \$5 FRIDAY TICKETS PRINTED (i.e. ABC Widgets Presents)

#### ADDITIONAL BENEFITS:

- FANFARE TICKET OFFICE SLIDE SHOW: Sponsor may provide one (1) PowerPoint slide for video messaging at Fraze FanFare in Town & Country Shopping Center
- BOOTH SPACE: 10'x10' tent provided for every \$5 Friday performance for sponsor's exclusive use
- ON STAGE RECOGNITION: Verbal recognition of \$5 Friday Sponsors prior to the start of each performance, subject to artist approval
- TICKETS: 50 tickets to each \$5 Friday concert of the season
- EXCLUSIVITY: Exclusivity in category or service
- RENEWAL: First right to renew agreement for following season

