

City of Lowell

2022 Sponsorship Opportunities



How Sponsoring City of Lowell Community Events and Youth Athletics will Benefit Your Company:



- ◆ Great publicity for your business/organization
- ◆ Relationship building with Participants & Attendees
- ◆ Helping to offer affordable & quality family friendly programs to our community including youth athletics and community events



Community Events Sponsorship Opportunities

Concert Series Sponsor - Gold Sponsor \$5,500

- Name/Logo on stage for all 6 of our monthly concerts, this includes at our popular Fall Festival!
(Options: May, June, July, August, September, October Fall Festival)
- Verbal Recognition all of our Concert Series and Fall Festival
- Name/Logo on social media and City's website for each monthly event
- 10x10 vendor space at each event

Concert Sponsor - Single Event \$1,000

- Name/Logo on stage - Your choice of concert - this includes our popular Fall Festival!
(Options: May, June, July, August, September, October Fall Festival)
- Verbal Recognition at the event of your choice
- Name/Logo on social media and City's website
- 10x10 vendor space

Fall Festival Silver Sponsor \$125

- Name/Logo on social media and City's website
- 10x10 vendor space

Light Up Lowell Christmas Parade Sponsor \$125

- Banner on Santa's float
- Name/Logo on social media and City's website

Senior Luncheon Sponsor \$125

(Your choice of Valentines Day, Easter, Summer, or Thanksgiving)

- Verbal Recognition at Senior Luncheon
- Name/Logo on social media and City's website
- 10x10 vendor space
- Opportunity to speak to group for a 10 minute window before lunch is served

Easter Egg Hunt Sponsor \$125

- Verbal Recognition at this event
- Name/Logo on social media and City's website
- 10x10 vendor space



We will be glad to work with your organization to create a customized package that will fit your current goals to market your brand to our audience.



Youth Sports Sponsorship

Youth Sports Yearlong Sponsorship \$1,800

- Logo on ALL team jerseys for every season for one year (baseball, soccer, and basketball)
- 8x10 team photos
- Logo on promotional opportunities
- One of our team's jerseys from each sports season with your logo on it

Youth Sports Season Sponsorship \$700

- Logo on ALL team jerseys for one season of your choice (baseball, soccer, and basketball)
- 8x10 team photos
- Logo on promotional opportunities
- One of our team's jerseys with your logo on it

Youth Sports Team Sponsor \$150 per team

- Logo on team jerseys for one team for a season of your choice (baseball, soccer, or basketball)
- 8x10 team photo
- Logo on promotional opportunities
- One of our team's jerseys with your logo on it



Sponsorship Letter of Intent

Business/Organization/Individual Name: _____

Contact Person's Name: _____

Address: _____

City, State, Zip: _____ Phone #: _____

Email: _____ Website: _____

Facebook Page Name: _____

Community Events Sponsorship Options:

- | | | | | | |
|------------------------|---------|--------------------------|--------------------------------|-------|--------------------------|
| Concert Series Sponsor | \$5,500 | <input type="checkbox"/> | Light Up Lowell Parade Sponsor | \$125 | <input type="checkbox"/> |
| Concert Single Event | \$1,000 | <input type="checkbox"/> | Senior Luncheon Sponsor | \$125 | <input type="checkbox"/> |
| Fall Festival Silver | \$125 | <input type="checkbox"/> | Easter Egg Hunt Sponsor | \$125 | <input type="checkbox"/> |

Youth Sports Sponsorship Options:

- | | | | | | |
|----------------------|---------|--------------------------|------------------|-------|--------------------------|
| Yearlong Sponsorship | \$1,800 | <input type="checkbox"/> | Team Sponsorship | \$150 | <input type="checkbox"/> |
| Season Sponsorship | \$700 | <input type="checkbox"/> | | | |

Sponsorship Package Request (please specify particular event features/items you would like to sponsor if your sponsorship level gives you that option.) _____

Payment Option (Check One)

Check Included Please send me an invoice

Please submit this completed form to:

City of Lowell
Attention: Parks and Recreation Department
101 W. 1st Street
Lowell, NC 28098

or email to ccummings@lowellnc.com



If sponsorship is approved, City staff will work with your organization to obtain needed information for promotional items.

Sponsor Signature

Printed Signature

Date