

City of Lowell

2023 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
- Organization can provide up to two banners that we will put on our ballfield fence for one year.

Youth Sports Season Sponsorship \$725

- 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
- For baseball or soccer season - organization can provide up to two banners that we will put on our ballfield fence for one season.

Youth Sports Team Sponsor \$175 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
- For baseball or soccer season - organization can provide up to two banners that we will put on our ballfield fence for one season.



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	\$175	<input type="checkbox"/>
Season Sponsorship	\$725	<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 tdellinger@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