

SUNTREE Concerts in the Park

PRESENTED BY THE
SPACE COAST SYMPHONY

February 1, 2011

Dear Friends,

Suntree Master Homeowners Association, Inc. (*Suntree*) is thrilled to announce our first annual *Suntree Concerts in the Park* in partnership with the Space Coast Symphony Orchestra. **We have an exciting marketing opportunity for you.** We at Suntree are committed to changing lives through music's extraordinary power to communicate and inspire, uplift, educate and entertain. In addition, we are committed to establishing a relationship with local businesses and corporations in our community. For a very modest charge, *your business* can access thousands of concertgoers who are very loyal to businesses that support the arts. Through your support, *your business* becomes coupled with arts and culture.

Benefits of Sponsoring the Suntree Concerts in the Park:

- ✓ Company Banners Displayed
- ✓ Name/logo recognized in press/media releases
- ✓ Recognition from the podium as a sponsor
- ✓ On site sampling / booth opportunities
- ✓ Through our exciting partnership with the Space Coast Symphony Orchestra, we will reach an additional twelve thousand members in the Central Florida community.
- ✓ Over the 2011 Concert Series, we will provide over five thousand members in our community with four exciting and rewarding programs.
- ✓ Unlike other concert series, advertising does not cease with our programs. All businesses who choose to advertise with us will be promoted through:
 - ⇒ Our Website, www.SuntreeFlorida.com
 - ⇒ The Space Coast Symphony Orchestra's Website, www.SpaceCoastSymphony.org. Rather than just logo or name recognition, the SCSO will provide the opportunity for businesses to have description and information (300 words or less) on our website, www.SpaceCoastSymphony.org.
 - ⇒ Monthly Online Newsletters (2,400 subscribers)

With our bold goal of providing the community with free concerts featuring diverse arts organizations, the *Suntree* Concert in the Park Series requires the support of sponsors, individual donors, and patrons. Enclosed in this packet is information regarding our sponsorship program.

We at *Suntree* truly value the businesses and people who make up our thriving community and the contributors who support our activities. We will work hard to make this a fruitful and beneficial collaboration. We appreciate your support.

Sincerely,

Frank Kneiser
General Manager at *Suntree* Master Homeowners Association, Inc.

www.SuntreeFlorida.com, Kaye@SuntreeFlorida.com



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2011 Sponsorship Packet
Reaching an estimated 5,000 Families

Benefits of Sponsorship:

“Over one-half (56%) of those with an interest in the Arts say they would almost always or frequently buy a product sponsoring arts or cultural events over one that does not.”

“One-half (51%) of Americans with an interest in arts and cultural events expressed higher trust in companies that sponsor these events.”

- Performance Research, Inc.

Suntree Concerts in the Park will offer unique opportunities to reach our patrons and the Central Florida community through concert sponsorships. As a Sponsor, area businesses are able to:

- ⇒ Develop and/or strengthen corporate branding and awareness efforts
- ⇒ Generate high impact results through tangible marketing and promotions programs
- ⇒ Reach highly desirable, affluent and loyal audiences with a message about your company, brand, product and/or service
- ⇒ Maximize your corporate advertising investment by utilizing a cost-effective alternative to traditional advertising vehicles - the audience defines the relevance of your message and therefore guarantees likely acceptance and success
- ⇒ Enhance your current marketing efforts through grass roots, lifestyle-based marketing

Making our community a better place to live and work really is a group effort. We look forward to having you as a partner with us in this. Be a champion of the performing arts. Be a champion of our youth...of our future. This Concert Series offers a unique way for your company to make a difference in the quality of life in our community and region.

We have three levels of sponsorship:

GOLD - \$2,500

SILVER - \$1,000

BRONZE - \$350

GOLD

Contribution Amount **\$2,500**

- Naming opportunity for corporate recognition for the entire 2011 Series.
- Name/logo recognition as a sponsor on the Suntree (www.SuntreeFlorida.com) home page and link to your website.
- Name/logo recognition as a sponsor on the Space Coast Symphony (www.SpaceCoastSymphony.org) sponsors page and link to your website.
- On-stage recognition, prior to each sponsored performance in the series.
- Name/logo recognized in press/media releases for the season.
- Prominent recognition as a performance series sponsor, via signage throughout the course of the series.
- VIP parking benefits during the course of the series.
- Inclusion of corporate logo in section of the series programs, brochures, posters, and websites pertaining to sponsored performances.
- Free on site sampling / booth opportunities .
- Fifteen (15) General Admission Season Tickets to the Space Coast Symphony 2011/12 Season (\$1,500 value).

SILVER

Contribution Amount **\$1,000**

- Name/logo recognition as a sponsor on the Suntree (www.SuntreeFlorida.com) home page and link to your website.
- Name/logo recognition as a sponsor on the Space Coast Symphony (www.SpaceCoastSymphony.org) sponsors page and link to your website.
- On-stage recognition, prior to each sponsored performance in the series.
- Name/logo recognized in press/media releases for the season.
- Prominent recognition as a performance series sponsor, via signage throughout the course of the series.
- VIP parking benefits during the course of the series.
- Inclusion of corporate logo in section of the series programs, brochures, posters, and websites pertaining to sponsored performances.
- Free booth opportunities.
- Eight (8) General Admission Season Tickets to the Space Coast Symphony 2011/12 Season (\$800 value).

BRONZE

Contribution Amount **\$350**

- Name/logo recognition as a sponsor on the Suntree (www.SuntreeFlorida.com) home page and link to your website.
- Name/logo recognition as a sponsor on the Space Coast Symphony (www.SpaceCoastSymphony.org) sponsors page and link to your website.
- Inclusion of corporate logo in section of the series programs, brochures, posters, and websites pertaining to sponsored performances.
- Free booth opportunities.



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Corporate Sponsorship Form
"Changing the Community One Concert at a Time"

Yes, I want to show my support of the Suntree Concerts in the Park by being recognized as a sponsor at the level indicated below:

Submit Sponsor Form no later than five days prior to an event

- Gold \$ _____ (\$2,500 or more)
- Silver \$ _____ (\$1,000 to \$2,499)
- Bronze \$ _____ (\$350 to \$999)

I understand that my sponsorship entitles the undersigned to all the benefits set forth in the accompanying description of the Suntree Concerts in the Park Sponsorship Program.

COMPANY NAME _____
(as you wish it to appear in the press material and other recognition)

ADDRESS _____

PHONE _____
Preferred method of payment: Credit Card____ Check____ Cash____

EMAIL _____

WEB ADDRESS _____

SIGNATURE _____

PRINTED NAME _____

DATE _____

PLEASE MAIL PACKET TO:

Suntree Master Homeowners Association, Inc., 750 Spyglass Hill Road, Suntree, Florida 32940