



FREDERIK MEIJER
Gardens & Sculpture Park



Summer Concert Series



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Headliner Sponsorship Opportunity

Event Summary

In June 2003, the Frederik Meijer Gardens Amphitheater opened as a destination for musical events. The outdoor venue boasts brilliant acoustics and tiered lawn seating for 1,750 guests. The *Summer Concert Series* includes an eclectic mix of music for all ages and tastes – ranging from Grammy Award-winning musicians to local favorites. The *Summer Concert Series* has presented performers such as Bonnie Raitt, the Doobie Brothers, Lyle Lovett, Cake, BB King, Willie Nelson, Jonny Lang and Kenny Loggins to name a few. The series continues to grow in popularity and audience loyalty and in 2009 drew more than 20,000 guests.

Projected Attendance

Up to 1,750 people at each concert with additional visibility to guests touring Meijer Gardens throughout the season

Headliner Sponsor

Sponsorship of one designated concert in the *Summer Concert Series* line-up

Sponsorship Benefits

- Recognition as sponsor of the designated *Summer Concert Series* performance includes:
 - Logo recognition on two stage banners at sponsored concert
 - Logo recognition on concert welcome sign at the Amphitheater gates at sponsored concert
 - Text recognition in one issue of *Seasons* membership magazine – more than 18,000 circulated (written commitment must be received by Friday, April 16 to be included in *Seasons*)
 - Verbal recognition from the stage at sponsored concert
 - Text recognition on Meijer Gardens Web site as sponsor of designated concert
- 24 tickets to the *Summer Concert Series* with access to the Sponsor Seating and Hospitality Areas to be allocated as desired (no more than eight (8) tickets per show, with exception of sponsored concert). ALL TICKET ALLOCATIONS MUST BE SUBMITTED BY FRIDAY, MAY 28, 2010.
 - Sponsor Seating and Hospitality Areas include a reserved seating section, complimentary beverages and snacks. Seating within the reserved section is first come, first served.
- 12 parking passes (one pass for every two tickets, same designation as tickets)
- Opportunity to distribute information to guests, provide giveaways or implement a promotion at sponsored concert. All promotions or disseminated materials must be approved by Frederik Meijer Gardens & Sculpture Park prior to implementation.
- Recognition as Patron Level Corporate Partner with Frederik Meijer Gardens & Sculpture Park for one year. Benefits include:
 - Invitations to special corporate events and annual Family Evening for employees and their families
 - \$5 off the cost of Meijer Gardens memberships for your employees
 - Corporate subscription to *Seasons*, our quarterly member magazine
 - 75 complimentary admission passes to Meijer Gardens
 - Name recognition on Web site, annual report and *Seasons* annual corporate acknowledgement
 - Name recognition on Meijer Gardens Annual Donor Wall
 - 4 complimentary general membership vouchers (choice of individual, dual, family or grandparent level membership)
 - 2 Executive Corporate Memberships – this membership allows admission for up to six guests and is transferable within the company. Proof of association with the company will be required (i.e. name badge or business card)
 - 10% discount on facility rentals for one year
 - Top company executive invite to exclusive exhibition openings

Investment: \$10,000