



2020 Sponsorship Packet

Dear Potential Sponsor,

We invite you to be an inaugural sponsor of **Imagine Hagerstown**, the City's signature arts and entertainment event. Imagine Hagerstown 2020 includes the **Fourth Friday Music Series** in University Plaza (May 22, June 26, July 24, and August 28, 5-8 pm) and the **Saturday Street Festival** on South Potomac Street (all day on September 26). We are excited to offer new and diverse programming – all free and open to the public - which enlivens the Arts & Entertainment District over five months.

We can help your business get noticed through our comprehensive marketing plan. With digital, print, radio, and television promotions and a solid social media presence, we are reaching out to a wide demographic and creating programming to get them to spend hours – not just minutes – at this event. A full day of music, activities for people of all ages, great food and drink, and amazing vendors is planned that will draw the attention of a lot of people.

Your support in the form of a sponsorship allows us to dream big, and it shows that your business is committed to the ongoing revitalization of downtown Hagerstown and cares about enlivening our community with top quality arts and entertainment.

Please contact Kitty Clark at kclark@hagerstownmd.org or 301-739-8577, x. 116 with questions.

Thank you.

Sincerely,

THE CITY OF HAGERSTOWN

A handwritten signature in black ink, reading 'R E Bruchey II'.

Robert E. Bruchey, II
Mayor



Sponsorship levels

\$10,000

- Naming rights (stage, shirts, hats) (limited availability)
- Logo placement on TV advertisements
- Named on radio advertisements
- Social media shout outs
- Named as sponsor in press releases
- Booth space at event
- Logo on print material (poster, rack card)
- Full page ad in street festival program
- Listed in print street festival program
- Audio announcements from stage
- Business logo hyperlinked on IH website
- Affiliation with the City's signature arts and entertainment event

\$5,000

- Named on radio advertisements
- Social media shout outs
- Named as sponsor in press releases
- Booth space at event
- Logo on print material (poster, rack card)
- Half page ad in street festival program
- Listed in print street festival program
- Audio announcements from stage
- Business logo hyperlinked on IH website
- Affiliation with the City's signature arts and entertainment event

\$2,500

- Booth space at event
- Logo on print material (poster, rack card)
- Quarter page ad in street festival program
- Listed in print street festival program
- Audio announcements from stage
- Business logo hyperlinked on IH website
- Affiliation with the City's signature arts and entertainment event

\$1,000

- Eighth page ad in street festival program
- Listed in print street festival program
- Audio announcements from stage
- Business logo hyperlinked on IH website
- Affiliation with the City's signature arts and entertainment event

\$500

- Listed in print street festival program
- Audio announcements from stage
- Business logo hyperlinked on IH website
- Affiliation with the City's signature arts and entertainment event



We would like to sponsor Imagine Hagerstown 2020

Company/Name: _____

Contact Person: _____

Billing Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Company Name to appear in print/web: _____

URL for hyperlink: _____

Social Media links: _____

Select your sponsorship level:

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$1,000 |
| <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$500 |
| <input type="checkbox"/> \$2,500 | |

Description of sponsorship:

- ☐ Cash
- ☐ In-Kind : _____

Authorized Signature: _____

- ☐ JPG of company logo sent to kclark@hagerstownmd.org
- ☐ Check made payable to the City of Hagerstown enclosed
- Contact kclark@hagerstownmd.org to pay by another method

Questions: Kitty Clark, Community Events Coordinator: kclark@hagerstownmd.org; 301-739-8577, x. 116

Email, mail, or drop off your Sponsorship Agreement to:

Kitty Clark
Community Events Coordinator, City of Hagerstown
14 N. Potomac Street, Suite 200A
Hagerstown, MD 21740
kclark@hagerstownmd.org