

Prescott Park Arts Festival has committed 38 years to provide financially accessible, quality multi-arts festival productions to a diverse audience.

Since 1974, this **Seacoast jewel** has reached more than **3.75 million people** through **10,000 productions**.

Without a doubt, there is no other summer tradition as **valued** or **well-regarded** in the Seacoast as the Prescott Park Arts Festival.

This summer alone, **more than 220,000 people will attend our events**.

Join us, as a proud sponsor, and be applauded by each and every one of them.

Be thanked from our stage, printed in our advertising, placed on event signage, displayed on our website with over 80,000 visits, broadcast weekly to over 12,000 email subscribers, and become recognized as a company that invests back in your community.

Join the best-loved Seacoast summer experience.

I feel so proud to be able to support such a great organization that provides an amazing service to our community along the Piscataqua river. It is no wonder why the Portsmouth Chamber of Commerce named The Prescott Park Arts Festival as the business of the year.

-Walter Roberts, Senior Vice President, Wells Fargo Advisors



THE PRESCOTT PARK EXPERIENCE...

With over 80 events each summer ranging from musical theatre to concerts, food festivals to kids events, **sponsors reach the entire community.**

Recognized throughout the entire season, sponsorships provide incredible advertising and promotional benefits.

Our audiences are **large, diverse, loyal, and constantly growing.**

Quite simply, Prescott Park has created a buzz on the Seacoast and we want you to be part of it.

From Grammy Award-winning and nationally-touring acts to the creation of new **sold-out events** like the NH Fish & Lobster Festival and NH BrewFest, Prescott Park is **full of vibrant energy and fun.**

Join our group of proud sponsors and become part of the Prescott Park Arts Festival experience.



• THE SEACOAST'S FAVORITE SUMMER TRADITION • JUNE - OCTOBER 2012 • 220,000 ATTENDEES •




Prescott Park
ARTS FESTIVAL

SEASON
SPONSOR
GUIDE

SUMMER
2012



Prescott Park represents a valuable opportunity to connect with a terrific community, and the Festival fills an important need in our community.

Top quality cultural programs, open to all with no fixed admission? That's a mission everyone should support.

-Chip Underhill, FairPoint Communication, Manchester, NH

Prescott Park Arts Festival has demonstrated a commitment to contribute to the well-being of the Seacoast community and has expanded the cultural experience for seacoast residents and visitors alike.

-Lisa Gainty, Vice President, Branch Manager, Citizens Bank



THE PRESCOTT PARK AUDIENCE:

- **220,000+** attendees each season.
- **9,229 Facebook** followers; **12,000 email** subscribers.
- 80,000+ website visits each year,
- More than 33% **travel more than 30 miles.**
- Roughly 39% live within a **10-mile radius.**
- 52% come to Portsmouth **solely to attend** Festival events.
- 1/3 state they **would not come** to Portsmouth as often if the Festival did not occur.
- On average, groups of four or more, **mostly families**, attend our events.




Prescott Park
ARTS FESTIVAL

FESTIVAL SPONSORS

MAINSTAGE TITLE SPONSOR

Enjoy partnering with this Seacoast gem by making this your signature event. Full naming rights of the festival mainstage for the entire season.

RENEWED

\$20,000

WEDNESDAY CONCERT SERIES SPONSOR

Our signature event named after you! This popular series features exciting acts that consistently break all-time attendance records year after year.

RENEWED

\$15,000

MUSICAL SPONSOR

Be the presenting sponsor of our well-loved musical that, for generation after generation, has been a favorite and vital summer tradition for residents and visitors of the Seacoast alike.

RENEWED

\$15,000

MOVIE SERIES SPONSOR

Created by popular demand in 2011, this exciting series offers an unrivaled experience, and a never-before sponsor recognition opportunity.

- Title naming rights (**Your Company Movie Series**);
- On-screen commercial opportunity before each film;
- Highlight and thanks from the stage at all festival events (80+ per season);
- Recognition in all publicity material (season poster, print and radio advertising, street banners, etc);

Your name & logo will appear in:

- Weekly print ads
- Radio spots
- 75,000 season brochures
- Website (80,000+ visits in 2011)
- Weekly eblasts (12,000+ subscribers)
- Season Playbill (dedicated page, sponsor page and centerfold logo, and more)
- Season poster (distributed throughout Seacoast and beyond)
- Postings on Facebook page (8,500+ friends)

- **On-screen logo** projection prior and after each feature film;
- Full page Playbill ad (with insert abilities);
- Logo on **website front-page**, linked to your own, plus dedicated Movie page;
- Logo on **street sign**, corner of State and Marcy Street and at each **Park entrance**;
- Twenty season Memberships with associated privileges;
- Free VIP table/chair seating for guests/employees all season;
- Ability to host a **private pre-show catered event** on boat docked at Park;
- Ability to welcome/address audience during events.

\$10,000 (EXCLUSIVE)



For More Information, Contact:

Catherine Wejchert, Prescott Park Arts Festival
catherine@prescottpark.org
603-436-2848

MUSIC FESTIVAL SPONSOR

\$10,000 (EXCLUSIVE)

Enjoy full naming rights for one of these popular music festivals: **Folk Festival; Americana Festival, Showcase Festival, Roots & Rhythm Festival.**

- Full naming rights (**Your Company Festival**);
- Highlight and thanks from the stage at all festival events (80+ per season);
- Recognition in all publicity material (season poster, print and radio advertising, street banners, etc);

Your name & logo will appear in:

- Weekly print ads
- Radio spots
- 75,000 season brochures
- Website (80,000+ visits in 2011)
- Weekly eblasts (12,000+ subscribers)
- Season Playbill (dedicated page, sponsor page and centerfold logo, and more)
- Season poster (distributed throughout Seacoast and beyond)
- Postings on Facebook page (8,500+ friends)

- **Light gobo of your logo** broadcast on stage during Festival;
- Full page Playbill ad (with insert abilities);
- Logo on **website front-page**, linked to your own, plus dedicated Festival page;
- Logo on **street sign**, corner of State and Marcy Street and at each **Park entrance**;
- Twenty season Memberships with associated privileges;
- Free VIP table/chair seating for guests/employees all season;
- Ability to host a **private pre-show catered event** on boat docked at Park;
- Ability to welcome/address audience during events.



GOLD SEASON SPONSOR

\$5,800 (LIMITED)

Showcase your support of Prescott Park at this top season sponsor level.

- Highlight and thanks from the stage at all festival events (80+ per season);
- Logo on season brochure in prominent location (75,000 distributed);
- Logo on season musical poster, concert series poster & movie poster;
- Logo on all season print ads;
- Logo on weekly eblasts (12,000+ subscribers);
- Rotating logo on website front-page (80,000+ visits in 2011), linked to your own;
- Logo on **street sign**, corner of State and Marcy Street and at each **Park entrance**;
- Full page Playbill ad, and **centerfold logo** placement;
- Twenty season Memberships with associated privileges;
- Complimentary VIP table/chair seating for guests/employees all season;
- Merchandise display opportunities;
- Ability to host a **private pre-show catered event** on boat docked at Park;
- Ability to welcome/address audience during events.

SILVER SEASON SPONSOR

\$2,800

- Silver sponsorship recognition at each festival event (80+ per season);
- Logo on weekly eblasts (12,000+ subscribers);
- Full page Playbill ad (distributed free to all attendees);
- Logo on website (80,000+ visits in 2011), linked to your own;
- Logo at each **Park entrance**;
- Fourteen season Memberships with associated privileges;
- Complimentary VIP table/chair seating for guests/employees during season;
- Ability to host a **private pre-show catered event** on boat docked at Park;
- Ability to welcome/address audience during events.

Join one of the most loved summer traditions on the Seacoast!

