

Alive at Five Summer Concert Series 2019 SPONSORSHIP OPPORTUNITIES

Downtown Helena, Inc. is pleased to announce the 2019 Alive at Five summer concert series. There may be snow on the ground but we already have visions of those classic long and warm Montana nights. Planning for the 22nd season of Alive at Five here in Helena gives us hope for what's to come, and we want to share that hope with you as we welcome you to partner with us. This Helena summertime tradition is only possible with the help of this amazing community and our generous sponsors.

This year we have six different sponsorship levels, including our brand new Green Sponsor! Sponsorship levels range from \$10,000 to \$100 so there's something for everyone! Here is a quick snapshot of this year's sponsor levels:

- *Season Sponsor - \$10,000
- *Stage Sponsor - \$5,000
- *Green Sponsor - \$3,500
- *Kid's Corner Sponsor - \$2,000
- *Weekly Band Sponsor - \$1,200
- *Friend of Alive @ 5 - \$100 and up

Alive at Five will be held on Wednesday evenings from June 5-August 14, providing Helena with a family-friendly live music experience all summer long.

We'd like to thank you for your consideration in supporting Downtown Helena, Inc. and making it possible for us to offer this classic Helena event year after year.

Sincerely,

Cassidy Mercer

Season Sponsor - \$10,000

- **Alive at Five posters listing sponsor name “22nd Season of Alive at Five presented by”**
- **Business banner displayed prominently each week**
- **Logo on the back of Alive at Five staff t-shirts**
- On-stage name mentions with weekly attendance averaging 1500+ individuals
- Weekly radio name mentions on four local stations
- TV name mentions & logo
- Prominent recognition on Downtown Helena web page
- Regular Downtown Facebook postings with over 6400 likes
- Opportunity for prominent table or seating area reserved for your company at every week

Stage Sponsor - \$5,000

- **Alive at Five posters listing sponsor name**
- **Logo on back of Alive at Five staff t-shirts**
- Business banners displayed at the sound engineer’s booth every week (please provide your banner)
- On-stage name mentions with weekly attendance averaging 1500+ individuals
- TV name mentions & logo
- Prominent recognition on Downtown Helena web page
- Regular Downtown Facebook postings with over 6400 likes

Green Sponsor - \$3,500

- **Logo on Alive at Five reusable tin cups**
- **Logo on the back of all Alive at Five staff t-shirts**
- **Yard signs with logo near recycling**
- On-stage name mentions with weekly attendance averaging 1500+ individuals
- TV name mentions & logo
- Downtown web page name mention & logo

Kids’ Corner Season-Long Sponsor - \$2,000

- **Alive at Five posters listing sponsor name “2019 Alive at Five Kids’ Corner Presented by”**
- On-stage name mentions with weekly attendance averaging 1500+ individuals
- Opportunity to hang business banners at kids’ corner
- TV name mentions & logo
- Downtown web page name mention & logo
- Downtown Facebook postings with over 6400 likes

Weekly Band Sponsor - \$1,200

- **Your own banner featured front and center of the stage (please provide your banner)**
- **The opportunity to get up on stage and speak at the event**
- **Table or booth at the event to promote your business**
- On-stage name mentions
- Radio name mentions on your sponsorship week on four local stations & opportunity to record radio ad
- TV name mentions & logo
- Downtown web page name mention & logo
- Downtown Facebook postings with over 6400 likes
- Alive at Five posters listing sponsor name and announcing Band

Friends of Alive at Five - \$100 and up

- Your logo on a “Friends of Alive at 5” banner at every show
- Social media promotion throughout the season, including Facebook and Instagram