



Bartlem Beats is our rebranded outdoor summer concert series that typically consists of 4 dates in July and August. The combination of high-quality acts and a variety of food trucks ensures that every event draws a large crowd! There are many sponsorship levels, ensuring that there should be something for every budget.

The perks of participation vary by the level of sponsorship, but include weekly social media concert promotions, weekly email blasts reaching over 2,000+ subscribers, a place in our fall program brochure that is direct mailed to approximately 11,000 addresses in town and distributed to any town buildings, being announced as a sponsor to the concert crowd, and placement **on one of the five (5) banners on the stage for each weekly concert (see attachment in this packet of information)**. Presenting sponsor, Diamond sponsor, VIP sponsor, and Platinum sponsors can set up a table at each concert to display company information. Sponsorships range from \$250.00 to \$5000.00.

2024 Concert Dates:

July 19, July 26, August 2, August 9 (all Fridays) Rain dates – July 23, July 30, August 6, August 13 (all Tuesdays)

Concert Lineup:

July 19 –	July 26-
August 2 –	August 9 –

As of this date of promotion entertainment is still being finalized.

CHESHIRE

Parks & Recreation



2024 Bartlem Beats Concert Series Sponsor Information

The Town of Cheshire Parks & Recreation Department is thrilled that you have made the decision to help us put on a great event for our community. Your generous financial support helps us make the Bartlem Beats Concert Series a place where Cheshire friends and families can come together and enjoy a great event.

To officially become a 2024 Bartlem Beats Series Sponsor, please complete the sponsorship agreement and attach a check made out to Cheshire Parks and Recreation Department. Completed forms and checks should be mailed to:

Cheshire Parks & Recreation Department
Attn: Sarah Straker
559 South Main Street
Cheshire, CT 06410

Note: Sponsorship Agreement and check must be received by no later than May 17, 2024 to ensure full publicity.

Direct questions to Sarah Straker: sstraker@cheshirect.org.

Prospective sponsors will be reviewed on a first come, first served basis.

All sponsorship agreements are subject to review and final approval by Recreation Director, John Gawlak.



SPONSORSHIP AGREEMENT

Please Include payment and supply a digital image of your logo suitable for reproduction.

SPONSOR: _____

REPRESENTATIVE (DULY AUTHORIZED): _____

MAILING ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: _____

SPONSORSHIP BEING PROVIDED TO: Parks & Rec. Department: Bartlem Beats 2024 Concert Series

CHECK LEVEL OF SPONSORSHIP:

- Level 1: Presenting** (\$5000.00) *0 opportunity*
- Level 2: Diamond** (\$4,000) *2 opportunities (1) Rear Banner (1) Skirt Banner*
- Level 3: VIP** (\$3,000.00) *2 opportunities*
- Level 4: Platinum** (\$1,000.00) *8 opportunities*
- Level 5: Gold** (\$500.00) *12 opportunities*
- Level 6: Silver** (\$250.00)
- Friend of Bartlem Beats** *unlimited opportunities!* Indicate Amount: _____

TERMINATION PROVISIONS: The Town may terminate this agreement in the event that the Town, in its sole discretion, determines that the Sponsor has violated any of the terms of the Town of Cheshire Sponsorship Policy and/or any other Town ordinances, policies or laws, and in this scenario, the Sponsor shall not be reimbursed its sponsorship fee. The Town may terminate this agreement in the event that the Town determines, in its sole discretion that termination is in its best interest, and in this scenario, the Town shall reimburse the Sponsor its sponsorship fee.

MARKETING RIGHTS: The Sponsor shall not market this agreement, or the event subject to this agreement, without the written consent of the Town.

PUBLICITY MATERIALS: All sponsorship materials furnished by the Parks & Recreation Department remain the property of the Parks & Recreation Department.

SPONSOR REPRESENTATIVE

SIGNATURE: _____ **DATE:** _____

TOWN OF CHESHIRE REPRESENTATIVE

SIGNATURE: _____ **DATE:** _____