



Downtown Summer Nights Sponsorship Packages 2022

Event dates: Every Thursday from June 9 – August 11, 2022 (Except June 23)

Event hours: 5:30pm – 9pm

Location: Historic North Front Street, Yakima

Estimated weekly draw: 2,000 to 2,500 people

Target demographic: Families and the community as a whole





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Event Description: Downtown Summer Nights is celebrating its eighth year of bringing local and nationally touring bands, local food & art vendors, and local craft beverages to Downtown Yakima on a weekly basis. This concert series has become a summer staple in Yakima and the community continues to embrace it. In 2019, the last year the event was held, average crowds surpassed 2,000 people, sometimes reaching upwards of 3,500 attendees. Downtown Summer Nights is currently seeking sponsors for the 2022 season after being canceled 2 consecutive years due to the pandemic. Interest is at a peak because of the 2-year absence. Sponsors of this event are viewed as community supporters. Your sponsor dollars assist in producing this treasured weekly event, and your support is essential to the successful continuation of Downtown Summer Nights and the revitalization of Downtown Yakima.

TITLE SPONSORSHIP \$12,500 -- SOLD to CASHMERE VALLEY BANK

BEER GARDEN SPONSORSHIP \$7,500:

- Weekly recognition with Exclusive Beer Garden Banner over Beer Garden entrance.
- Logo included on website, event posters and 100 % of radio mentions running 9 weeks. (\$2,500 Value)
- Sponsor's name will be associated with the local and nationally touring acts that will be playing each week, as well as shared via social media and photos weekly.
- Sponsor will receive weekly recognition with mentions from the stage.



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SILVER SPONSORSHIP \$5,000:

- Opportunity to create a brand activation station within the event each week (10' x 10' booth space) (\$600 Value)
- Logo included on website and event posters and 100% of radio mentions running 9 weeks. (\$1,750 Value)
- Logo on Stage Banner
- Weekly recognition with mentions from the stage
- Sponsor's name will be associated with the local and nationally touring acts that will be playing each week, as well as shared via social media and photos weekly.

KIDS TENT SPONSOR \$2,500:

The Designated Kids Tent at Downtown Summer Nights will be named after the sponsor each week. Sponsor will provide an interactive booth for kids at each Downtown Summer Nights. Past activities include coloring, making small crafts and science experiments!

- Weekly mentions from stage to drive traffic to the tent. Tent and table will be provided by DAY each week.
- Logo included on website, event posters and 25% of radio mentions running 9 weeks. (\$1,250 Value)



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MISTING TENT SPONSOR \$2,500:

The only misting tent at Downtown Summer Nights will carry the name of the sponsor each week. This popular tent offers a cool escape for event goers on the hot summer nights!

- Exclusive banner placement on the misting tent and/or use of sponsor branded tent to use as the misting tent (Downtown Association of Yakima will provide misters within the tent)
- Logo included on website and event posters and 25% of radio mentions running 9 weeks. (\$1,250)

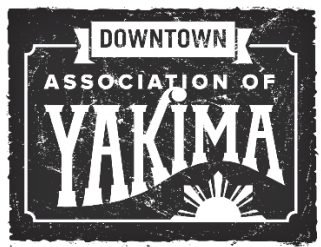
SELFIE STATION SPONSOR \$2,500:

A 10' x 10' booth will have an event backdrop featuring the sponsor logo. Hundreds of attendees will take photos in front of the selfie station and share via social media each week.

- Weekly mentions from stage to drive traffic to the tent.
- Logo included on website, event posters and 25% of radio mentions running 8 weeks. (\$1,250)



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The event is produced by the Downtown Association of Yakima, a 501(c)(3), thus, sponsorship dollars are tax deductible.

Contact:

Andrew Holt
Downtown Association of Yakima
509-571-1328
director@downtownyakima.com