



1/31/2023

Dear Business Owner,

Happy New Year! I am writing to extend an exciting opportunity to you to be an Early Bird sponsor of the **14th Annual Dormont Street and Music Festival**, set to take place on Saturday, October 14, 2023 from 1pm-8pm. This much anticipated annual celebration of Dormont's Central Business District features a day of live music, vendors, food and fun for all ages.

As an Early Bird Sponsor, you have an ideal opportunity to partner with the Borough of Dormont to ensure that this event is a great success. Last year's event attracted record attendance, and this year's event is expected to be even bigger and better. We anticipate that it will attract even more people from all communities in southwestern PA. This includes continued digital reach on social media platforms. By contributing early, your business will benefit from maximized exposure and event-day promotion, as well as an opportunity for a **discounted sponsorship deal for the Dormont Pool**.

With a variety of music genres featuring nationally recognized artists, our goal is to provide an entertainment experience unmatched in the South Hills. Thanks to generous sponsorships last year, a third performance area was added! **Your early contribution will help directly support this event and ensure we can secure in-demand, high-level talent as well as add more activities and performances to the event.**

We have several sponsorship levels detailed on the enclosed sponsorship form. **If you contribute by March 23rd at the Stage Crew level or above, you will receive 50% off your selected level of sponsorship for the Dormont Pool** (except for slide supporter level). Please review the event sponsorship levels and select the one that best meets your needs. If you have any ideas or additional ways you would like your business to be involved, please don't hesitate to contact me.

We understand it is a challenging time for businesses and we appreciate your support for this event and our community. Our aim is to continue to cultivate these critical community partnerships. Even a small donation will show your support to continue this annual event.

Please contact me with any questions or suggestions you may have. Please return your early bird sponsorship forms by Wednesday, March 22, 2023 to ensure inclusion in all promotions. Sponsorships will be accepted past this date but will not receive the Early Bird promotions and will be added to materials as soon as possible upon receipt.

Thank you in advance for your willingness to make a difference in our community and show your support for this longstanding, exciting Dormont and South Hills event.

Best regards,

Bethany Bachman

Bethany Bachman
Community Manager, Borough of Dormont
BBachman@boro.dormont.pa.us ; 412.561.8900 x227

Early Bird Dormont Street and Music Festival Sponsorship Form 2023



Business Name _____ Contact Person _____

Address _____

Phone Number _____ Email Address _____

Check here to sign up for the Borough of Dormont business email list

Support the Dormont Street and Music Festival with one of our sponsorship levels!

Please send digital logo & any special messaging desired to BBachman@boro.dormont.pa.us

~~Premier Event Sponsor: Only 1 available! Contact Beth for details~~ Amount: \$ TAKEN

All Main Event benefits plus *Stage will be named after your company*

ex: Schedule for "Business Name" Stage - **Top stage banner featuring only your company & event logos**

Main Event: \$1,600 + Amount: \$ _____

All Opening Act benefits plus added as **co-host on Facebook event**

Prominent placement of logo on all programming & printed materials including stage banners

Opening Act: \$800 + Amount: \$ _____

All Sound Crew benefits plus verbal thank you on main stage at least 3 times during event

Large logo presence on all programming & printed materials including stage banners

Sound Crew: \$550 + Amount: \$ _____

All Stage Crew benefits with upgrade to **logo** instead of name

Stage Crew: \$300 + Amount: \$ _____

All Fan Club benefits with upgrade to all promotional materials, listed on side stage banner,

clickable link on website

Fan Club: \$150 + Amount: \$ _____

Listed on selected promotional material (press releases, name on event flyer, listed on website)

Other amount not listed / In-Kind Donation of Services or Goods / Reach out to customize a package

Donors receive recognition/benefits based on value of donation

What amount would you like to donate or what type of goods or services will you donate to the event?

EARLY BIRD

Please respond by Wednesday, March 22, 2023

Please remit payment to: Borough of Dormont

Re: Dormont Street and Music Festival

1444 Hillside Ave

Pittsburgh, PA 15216