



1/19/2024

Dear Business Owner,



**Get ready to crank up the volume as Dormont's renowned Street & Music Festival hits its 16th year with a triple threat of fun! Three stages erupting with nationally recognized artists await you on Saturday, October 12th, from 1pm to 8pm for our Sweet Sixteen celebration.**



Remember last year's epic downpour? Even the clouds couldn't dampen the spirits of our dedicated music lovers! Now, we're calling on you to join the encore performance. Your Early Bird sponsorship fuels even more amped-up activities, performances, and talent you won't want to miss.

As an Early Bird Sponsor, you'll bask in the glow of:

- **Record-breaking attendance:** Last year was a blast, and this year promises to be even bigger, drawing music lovers from across all of southwestern PA. Your brand will be front and center, both live and on our booming social media channels.
- **Customer acquisition:** Say hello to a whole new crowd! This festival is a magnet for new faces, ready to be charmed by your business.
- **Brand exposure:** From signage to shoutouts, your company will be rocking every corner of the festival.
- **Pool Party Bonus:** Pledge at the Stage Crew level or above by March 21, and we'll hook you up with **50% off your Dormont Pool sponsorship!** Dive into summer savings!
- **We've got a sponsorship package for every business:** work out the details on the enclosed form, but hey, this isn't a one-sided show. If you've got ideas for a custom sponsorship, we're all ears!

We've got a sponsorship package for every business, and even a small contribution showcases your support for this beloved community event. Together, we can keep the music playing and Dormont groovin' for years to come!

Ready to take center stage? Don't be shy! Email us with any questions, suggestions, or ideas. **Remember, the curtain closes on Early Bird perks on March 21, 2024.** So, grab your instrument of choice and let's rock this festival together! Make a difference in Dormont and the South Hills! We can't wait to work with you this year!

*Bethany Bachman*

Bethany Bachman  
Community Manager, Borough of Dormont  
[BBachman@boro.dormont.pa.us](mailto:BBachman@boro.dormont.pa.us); 412.561.8900 x227

*P.S. Don't forget to return your Early Bird sponsorship form by March 21 to be in all the spotlights! (Latecomers welcome, but brand exposure may be limited)*



# Early Bird Dormont Street and Music Festival Sponsorship Form 2024



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 to [BBachman@boro.dormont.pa.us](mailto:BBachman@boro.dormont.pa.us)

### ~~Premier Event Sponsor: Only 1 available!~~

Amount: \$ \_\_\_\_\_

All Main Event benefits plus *Stage will be named after your company*  
ex: Schedule for “Business Name” Stage or presented by “Business Name”  
**Stage banner featuring 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 recognition** 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?

Please remit payment to:  
Borough of Dormont  
Re: Dormont Street and Music Festival  
1444 Hillsdale Ave  
Pittsburgh, PA 15216

### EARLY BIRD PARTICIPATION

Please respond by Thursday,  
March 21, 2024



Borough of Dormont 1444 Hillsdale Avenue Pittsburgh, PA 15216 412-561-8900 x227