July 26, 2022

Dear Business Owner,

The Borough of Dormont will be hosting the 14th Annual Dormont Street and Music Festival on Saturday, October 8, 2022 from 1pm-8pm on Potomac Avenue. This exciting event had **record attendance** in 2021 and we continue to aim to celebrate the success and growth of Dormont's Central Business District with a day of music, vendors, food and fun.

Participating as sponsor, you have an ideal opportunity to partner with the Borough of Dormont to ensure that this event is a great success and in return, receive exposure and promotion as a community supporter and partner.

Building off record attendance in the thousands, and **the Facebook event alone reaching over 60,000 people,** we expect this year's event to reach even more people within all communities of southwestern Pennsylvania. There will be live music all day, including a variety of genres featuring nationally recognized artists.

There are several sponsorship levels detailed on enclosed sponsorship form to help you find the right fit for your business. Please select the level of participation that best meets your needs, and feel free to contact me with any ideas or additional ways you would like to be involved with this event.

It is more important than ever to show your support for our community, and this event. That includes even a small donation. Your support and contributions help bring in top notch talent and grow this event to reach more people. Your contribution also shows your continued support for this event.

We appreciate your financial support for this event and hope to continue to cultivate community partnerships. Contact me with any questions you may have. Please return your sponsorship form by Monday, August 22, 2022 to ensure inclusion on promotional materials. Sponsorships and donations will be accepted past this date and added to materials as soon as possible upon payment. Sponsorships/donations must be received by September 1 for stage banner addition.

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
BBachman@boro.dormont.pa.us

Dormont Street and Music Festival Sponsorship Form 2022

Business Name _____ Contact Person _____

Address _____

Phone Number _____ Email Address _____

Social Media Handles _____ Website _____

Sponsorship and Donation Levels

~~***Premier Event Sponsor:* Only 1 available! Contact Beth for details***~~ **CLAIMED**
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:* $1,500 +** **Amount: $ _____**
All Opening Act benefits plus added as **co-host on Facebook event (reach of over 60,000 people)**
Prominent placement of logo on all programming & printed materials including top of stage banners

***Opening Act:* $750 +** **Amount: $ _____**
All Sound Crew benefits plus verbal thank you on main stage at least 3 times during event
Larger logo presence on all programming & printed materials including stage banners

***Sound Crew:* $500 +** **Amount: $ _____**
All Stage Crew benefits with upgrade to **logo** instead of name

***Stage Crew:* $250 +** **Amount: $ _____**
All Fan Club benefits with upgrade to all promotional materials, listed on side stage banner, clickable link on website

***Fan Club:* $100 +** **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 on printed materials and web site placement (based on value of donation)
What amount would you like to donate or what type of goods or services can you donate to the event?

_____

Please respond by Monday, August 22, 2022 Contact: Beth Bachman – BBachman@boro.dormont.pa.us
Re: Dormont Street and Music Festival
1444 Hillsdale Ave Pittsburgh, PA 15216