



Country in the Park
England Brothers Park

Date(s):

March 16, 2019

A Pinellas Park tradition that enriches our community and delivers your message to an invested audience of all ages.

Venue Information:

The mission of the Communications and Marketing Department is to plan, promote, and produce annual events including Country in the Park for the residents and visitors from Pinellas County as well as surrounding counties which include Hillsborough, Pasco, and Manatee Counties.

Country in The Park helps local Pinellas Park nonprofits raise money for their organizations. These nonprofits include Girls, Inc., Pinellas Park Kiwanis Club, Pinellas Park Gateway Chamber of Commerce, Pinellas Park Rotary Club, Pinellas Park Boys and Girls Club, and People Helping People. This event also allows the city of Pinellas Park to give back to residents by providing a festival event that includes all-day concerts, amusement activities, food and other local business vendors, and a trade show. A family tradition that Pinellas Park and all of Pinellas County look forward to every year!

Festival Information:

Country in the Park is unique because it has been an annual fundraiser for 29 years. It has grown from a mere sidewalk event into a large-scale festival held in England Brothers Park, serving approximately 3000 residents, visitors including businesses. In 2018 the festival was headlined by Country Music's Diamond Rio, along with Ricky Skaggs, First Ladies of Country, One Night Rodeo, Pirate Flag Band, and Tobacco Road. The headliner in 2019 will be one of Country Music favorites, Lonestar.

Lonestar is an American [country music](#) group consisting of [Richie McDonald](#) (lead vocals, acoustic guitar), Michael Britt (lead guitar, background vocals), Dean Sams (keyboards, background vocals) and Keech Rainwater (drums). Before the group's foundation in 1992, both Rainwater and Britt were members of the group [Canyon](#). [John Rich](#) (bass guitar, lead and background vocals) was a member of Lonestar until he departed in 1998, and went on to co-found [Big & Rich](#). Between 2007 and 2011, McDonald exited the band for a solo career, with former [McAlyster](#) lead singer Cody Collins replacing him until McDonald rejoined.

Lonestar has charted more than 20 singles on the [Hot Country Songs](#) chart, including 9 that reached No. 1: "[No News](#)", "[Come Cryin' to Me](#)", "[Amazed](#)", "[Smile](#)", "[What About Now](#)", "[Tell Her](#)", "[I'm Already There](#)", "[My Front Porch Looking In](#)", and "[Mr. Mom](#)". "Amazed" also charted at No. 1 on the [Billboard Hot 100](#), becoming the first country song to do so since "[Islands in the Stream](#)" in 1983.

SPONSORSHIP PACKAGE OPPORTUNITIES

Cowboy Boots Presenting Mainstage Sponsor \$5,000

- Recognized as a Presenting Mainstage Sponsor for our 2 events; include banner ad on the event website, along with logo on all media advertisements, festival banners, and marketing materials.
- Placement of 4 of your company banners in front of the stage.
- Access to VIP Tent near the stage with exclusive concert seating and food.
- 10'x20' sponsor booth placed with tent at festival.
- Opportunity to make 4 stage announcements during the event.
- Naming rights on giveaways (if applicable).
- Sponsorship gifts to include, 6 VIP tickets, 6 VIP Parking Passes, 4 Meet and Greet passes, and a signed Guitar.

Howdy Ya'll Family Fun Zone Sponsor \$3,000

Will include inflatables, quad jumper, blowup obstacle courses, rock wall and more.

- Recognized as Premier Sponsor with logo and link on website, all media advertisements, and marketing material.
- Placement of 2 of your banners around the Family Fun Zone Area
- Access to VIP Tent near the stage with exclusive seating and food
- 10'x10' sponsor booth with tent at festival
- Opportunity to make 2 stage announcements during event.
- Naming right on possible giveaways.
- Sponsorship gifts to include, 4 VIP tickets, 4 Parking Passes, 2 Meet and Greet passes, and 1 autographed band photo.

Yeehaw VIP Tent Sponsor \$1,000

- Recognized as a Platinum Sponsor with logo and link on website, all media advertisements, and marketing materials
- Placement of 2 of your banners on the VIP tent and entrance/exit of park.
- 10'x10' sponsor booth with tent at festival
- Access to VIP Tent near the stage with exclusive seating and food.
- Sponsorship gifts to include, 4 VIP tickets, 4 VIP Parking Passes and 2 Meet and Greet passes, and 1 autographed band photo.

Country Road Sponsor \$500.00

- Recognized as a Select Sponsor with your logo on the event website.
- 10'x10' space onsite during festival
- Sponsorship gifts include 2 VIP Tickets and 2 VIP Parking Passes.

Sweet Tea Sponsor \$250.00

- Recognized as a Power Sponsor with logo on event website
- 10'x 10' space at event for promotion

Sponsorship media presence breaks down in the following:

EXCLUSIVE EVENT BRANDED FOR TOP 3 (Mainstage, Family Fun Zone, VIP)
SPONSORSHIP LEVELS

Country in the Park

(Your name here to be mentioned and/tagged/logo in all media below with Country in the Park advertising)

Media Buys:

- The Tampa Bay Times was a partner in last year's advertising:
 - Print Circulation average of roughly 1,150,000 Households
- Inserts in Pinellas Park Beacon (22,000 Households)
- Benches around town (5,394,900 Drive-bys)
- 1,136,400 NET REACH Radio Advertising on
 - 108 Commercial Spots over a 3 week time period
- Listed Billboard; average 284,425 drive-bys daily
- Electronic Signs (200,000 drive-bys daily)

Social Media:

- 7,796+ Facebook Likes (Daily we reach over 24,000 a week)
- 474+ Twitter Followers (Daily we reach over 5,214)
- Event Boosts will be purchased through Facebook

Website:

- 6,000+ website visits leading up to event
- Listed on all National Touring Artists webpages

Note this does not include any organic media mentions, such as newscasts, newspaper articles, etc.

I, the undersigned, hereby agree to sponsor the Annual Country in the Park as indicated below.

Business Name: _____

Contact Person: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Website: _____

CHECK YOUR CORPORATE SPONSORSHIP LEVEL

- Cowboy Boots Mainstage Sponsor - \$5,000
- Howdy Ya'll Family Fun Zone Sponsor - \$3,000
- Yeehaw VIP Tent Sponsor - \$1,000
- Country Road Sponsor - \$500
- Sweat Tea Sponsor - \$250

*E-mail a copy of your business Logo & Web link information to: proberts@pinellas-park.com

Sponsorship Amount Enclosed \$ _____

Signature: _____

Printed Name: _____

Date: _____

Make checks payable to: City of Pinellas Park and mail this form along with your contribution to:

City of Pinellas Park
Park Station
Attn: Pam Roberts
5851 Park Blvd.
Pinellas Park, FL 33781

The City of Pinellas Park or the Country in the Park event assumes NO liability for damage to sponsor's property or for any injury to someone working for the sponsor at the event. The sponsor assumes all liability for any damages to sponsor's property or for any injury to a person working for the sponsor during the event. Sponsor and all parties related to said sponsor agree to abide by all rules and regulations of the event. Any violation of rules or policies of the City of Pinellas Park, or the Country in the Park event, could result in removal of sponsor from the event. Upon execution of this agreement all fees are non-refundable. No refunds will be made in case of rain or other natural disaster.