



### GIG IN THE PARK Spring Concert Series

This concert series is one of Wilson’s most anticipated annual events. The series, held at the Vollis Simpson Whirligig Park, draws thousands of residents and visitors for regional bands, food trucks, frosty beverages, and community FUN!

#### PRESENTING SPONSOR \$10,000

- EXCLUSIVE: ONE ONLY!
- Tier 1 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- Exclusive logoed wristband sponsor
- Exclusive photo booth sponsor - logoed memento photo prints
- On-stage recognition and promotion during concert
- Individual sponsor tent with premium location
- Sponsor’s web link on HDW/VSWPM event web pages
- 30 beverage tickets

#### NIGHTLY SPONSOR \$3,000

- Choose 1 of 5 concerts to be “Yours”
- Tier 2 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- On-stage recognition and promotion during concert
- Individual sponsor tent to distribute promotional items, coupons, etc. during all concerts
- Sponsor’s web link on HDW/VSWPM event web pages
- 20 beverage tickets

#### COMMUNITY SPONSOR \$1,500

- Tier 3 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- On-stage recognition and promotion during concert
- Individual sponsor tent to distribute promotional items, coupons, etc. during all concerts
- Sponsor’s web link on HDW/VSWPM event web pages
- 10 beverage tickets

#### FRIEND OF DOWNTOWN SPONSOR \$500\*

(\*50% Discount for businesses/organizations within the Municipal Service District (\$250))

- Tier 4 company name displayed in digital advertising, print ads, and on venue banners
- Company name on advertising materials with available space
- Table space in shared sponsor tent to distribute promotional items, coupons, etc. during all concerts
- Sponsor’s web link on HDW/VSWPM event web pages
- 5 beverage tickets

### ELECTRIC LIGHT FANTASY (ELF) - A Holiday Laser & Music Extravaganza

Launched in December of 2020, Electric Light Fantasy (ELF) is a unique, innovative, COVID-safe event designed to draw residents and regional visitors to the Vollis Simpson Whirligig Park and Historic Downtown Wilson. The drive-in laser show, set to holiday music against a backdrop of spinning whirligigs, was an immediate regional HIT! About 1/3 of attendees were Wilson residents and over 60% were from outside of Wilson County. The 2021 show is back, even bigger, with a new program and eight nights of exciting shows.

#### PRESENTING SPONSOR \$10,000

- EXCLUSIVE: ONE ONLY!
- Tier 1 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- Recognition on audio feed and card handout during event
- Sponsor’s web link on HDW/VSWPM event web pages
- 20 vehicle tickets for Sponsor Night
- Logo will go on any digital and print advertising with available space for logos

#### NIGHTLY SPONSOR \$3,000

- Choose 1 of 8 nights to be “Yours”
- Tier 2 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- Recognition on radio feed and card handout during event
- Sponsor’s web link on HDW/VSWPM event web pages
- 15 vehicle tickets for Sponsor Night

#### COMMUNITY SPONSOR \$1,500

- Tier 3 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- On-stage recognition and promotion during concert
- Sponsor’s web link on HDW/VSWPM event web pages
- 10 tickets for Sponsor Night

#### FRIEND OF DOWNTOWN SPONSOR \$500\*

(\*50% Discount for businesses/organizations within the Municipal Service District)

- Tier 4 company name displayed in digital advertising, print ads, and on venue banners
- Company name on advertising materials with available space
- Sponsor’s web link on HDW/VSWPM event web pages
- 2 vehicle tickets for Sponsor Night

### CANDYLAND CHRISTMAS-Holiday Event and Decor

Each year, our goal is to add additional lights and sounds of the holiday season downtown. In past years, we have added additional height to the Courthouse Plaza tree, as well as colored lights and ornaments, street lamp banners and bows, and park décor.

2021 goals are to provide:

- Holiday music equipment module for Courthouse Plaza tree
- Light Up the “Christmas Tree” whirligig in Vollis Simpson Whirligig Park
- Signage and décor for Candyland Christmas celebration
- Moving lights for select storefronts
- Lighting for Courthouse Plaza

#### PRESENTING SPONSOR \$10,000

- EXCLUSIVE: ONE ONLY!
- Tier 1 Sponsor signage by the “Christmas Tree” whirligig in the Whirligig Park and on the Courthouse Plaza
- Tier 1 logo on digital advertising, venue banners, posters, flyers, and other advertising
- Sponsor acknowledgment in Candyland Christmas ads, posters, flyers, and any other advertising material with available space
- Sponsor’s web link on HDW event web page
- Sponsor “thank-you” video on HDW social media pages
- 10 vehicle tickets for Electric Light Fantasy Sponsor Night

#### COMMUNITY SPONSOR \$1,500

- Tier 2 logo on digital advertising, venue banners, posters, flyers, and other advertising material with available space for logos
- Sponsor’s web link on HDW event web pages
- 5 vehicle tickets to Electric Light Fantasy Sponsor Night

#### FRIEND OF DOWNTOWN SPONSOR \$500\*

(\*50% Discount for businesses/organizations within the Municipal Service District (\$250))

- Tier 3 company name displayed in digital advertising, print ads and on venue banners
- Company name on advertising materials with available space
- Sponsor’s web link on HDW event web pages
- 2 vehicle tickets for Electric Light Fantasy Sponsor Night



# SPONSORSHIP SELECTION

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**Company/Organization/Individual Name**

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**Contact Name**

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**Address**

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**City**

**State**

**Zip**

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**Phone**

**Email**

## SPONSORSHIP LEVEL (MARK THE SELECTED LEVEL/S)

	ELF	GITP	Holiday	ALL
<b>Presenting:</b>	___	___	___	___
<b>Concert:</b>	n/a	___	n/a	n/a
<b>Nightly:</b>	___	___	n/a	n/a
<b>Community:</b>	___	___	___	n/a
<b>Downtown Friend:</b>	___	___	___	n/a
<b>Payment:</b> Check _____ Online _____				

### SUBMIT

**Mail:** Check and completed form to:  
Vollis Simpson Whirligig Park  
P.O. Box 6161  
Wilson NC 27894

**Online:** [wilsonwhirligigpark.org/events/sponsor](http://wilsonwhirligigpark.org/events/sponsor)

### QUESTIONS?

Call Jeff Bell, Vollis Simpson Whirligig Park  
Executive Director, at 919-423-2669