

In 2019, the City of Pontiac held its first Rockin' at the River concert series which included a wide variety of opening acts, headliners, activities, and more; all free, family-friendly, and open to the public. We had plans to make 2020 bigger and better, but were bested by covid and were only able to hold one concert that summer. In 2021 we recommitted to our goal of exposing the residents of Livingston County to a variety of musical styles and genres while providing free, family-friendly entertainment and were able to host 9 acts from the region during the months of June, July, August, and September. Across the nine concerts, several thousand people were able to spend an evening enjoying new (or old) favorites. In 2022, we continued the success of the series and we are gearing up for even more fun in 2023!

To ensure the success and longevity of the Rockin' at the River concert series, in 2021 we begun to seek out grant opportunities and create a sponsorship program. We were honored to be awarded a Mirza Arts and Culture grant through the Illinois Prairie Community Foundation in 2020 and again in 2022.

We are also seeking corporate sponsorships and are hopeful that your business will consider this opportunity; in 2022 we were able to raise almost \$7,000 thanks to businesses like yours. However, even if you are unable to donate this year, we ask that you help us spread the word about these free to the public, family-friendly concerts.

Below is a listing of sponsorship levels and the benefits each will give your business. To ensure you receive all of the benefits at your sponsorship level, please return the enclosed form as soon as possible.

<u>Level</u>	<u>Amount</u>	<u>Benefits</u>
Silver	\$100-\$249	Business listed on webpage
Gold	\$250-\$499	Business listed on webpage Business thanked in opening announcements at each concert
Diamond	\$500-\$999	Business listed on webpage Business thanked in opening announcements at each concert Up to 5 social media mentions of business (across Facebook and Instagram)
Platinum	\$1000 & up	Placement of logo on line-up page of webpage Print posters, print flyers, social media events, and advertisements will include "Brought to you by (your business)"

If we are able to make announcements during concerts, all sponsors will receive recognition at each concert. And of course, sponsors will also get the satisfaction of knowing they have brought a summer of entertainment to our community.

Read on for photos and community reactions from our previous series.

Any inquiries should be directed to Liz Vincent at 815-844-5847 or liz.vincent@pontiac.org

Having a positive impact on the community is important to us. Here is some of our favorite feedback from past concerts:

“We had so much fun!! We enjoyed every show! Please keep it going! What can we do as a community to help support this? “



“It was so much fun every time! The music was always great and I loved that there were games and extra things to keep my nieces and nephews occupied as well. The games, food, dancing - it was all great!”



“After the very first concert we went to, my nephew said “when can we go back and be in the club again”. The title stuck and I can’t wait for our “club” to “assemble” next summer!”

“Such a smart and wonderful addition to Pontiac! Great diverse selection of music. Please do it again next year!! “

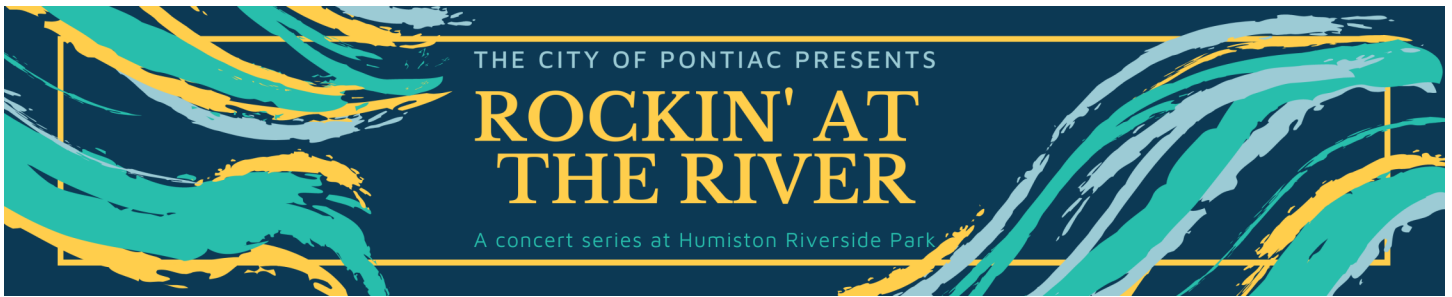
“So many great evenings and memories. Awesome lineups! Long and Winding Road was probably my favorite, but truly they were all phenomenal. Can’t wait for next summer. Hope a lot of them come back.”



“I say yes!!! Keep it going. We missed the last two of the series because of conflicts of schedule, but we thoroughly enjoyed the rest of them. I'd love to see local businesses get involved as well as the community. Thank you so MUCH for doing the concerts in the park. We cannot wait until next year to see what's in store!”



“Thanks to all who made these summer concerts a possibility! I liked the The Neverly Brothers best but they were all special. Looking forward to next summer!”



(name of business) pledges to sponsor the Rockin' at the River Concert series in the amount of \$_____ as a _____ (level of sponsorship).

Main Company Contact Information:

Name: _____

Phone number: _____

Email: _____

Company Social Media: _____

If pledging at the Platinum level, please email your company logo to liz.vincent@pontiac.org. When emailing the logo, please send the highest resolution file you have, vector preferred.

Payment can be made via company check or credit card. To pay via credit card, please email Liz to arrange payment. Checks can be made out and sent to:

City of Pontiac
115 W. Howard St.
Pontiac, IL 61764

Please include Rockin' at the River in the memo line

Since your charitable donation will be used solely for a public purpose, it may be used as a tax deduction.