



Symphony by the Lake

Sponsorship & Marketing Opportunities July 26, 2019

www.SymphonyByTheLake.com



Event Overview

The Symphony by the Lake at Chetola has long been considered the centerpiece of the summer season in Blowing Rock. Each year, almost 4,000 attendees assemble on the surrounding lawn to enjoy music, food and drinks under the open sky. An opening band entertains the crowd before the main symphony performance. A spectacular fireworks display serves as the grand finale. The 2012 event was chosen as a Top 20 Event by the Southeast Tourism Society.

The Symphony by the Lake at Chetola has become a must-do event of the summer season for all residents and visitors. It can also be the highlight of the year for your business! There are many sponsorship opportunities available. Participation at any level offers a wonderful evening and an opportunity to meet and greet new friends, clients and contacts. We already have several returning sponsors for this year's event!

The Chamber has a number of involvement opportunities that allow you and your company to get noticed, reach new and existing customers while also supporting Chamber events, programs and services. Whether you're looking to volunteer, advertise or attend an event, the Chamber has something for you. Join us in sustaining the important work the Chamber performs on behalf of our business community!



A Blowing Rock Chamber of Commerce Event



SYMPHONY SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$15,000

The event will be referred to as “(Your Company) Presents Symphony by the Lake at Chetola.”

Recognition and Brand Opportunities:

- Logo will appear with top billing in all print advertising, on the Symphony website, linked to the Chamber’s website and in the monthly e-newsletter with a link to your website through the end of the year.
- Your company will be recognized during the event introductions and one representative is invited to serve as the Guest Conductor during the Symphony.
- Four banner placements provided by the Chamber: One vertical banner on the side of the main orchestra tent; one 3’ x 10’ banner at the entrance to Chetola Resort; one 3’ x 5’ banner at the Tanger gate entrance; and one 3’ x 5’ banner on the Chamber office building.
- Priority visibility and link on symphonybythelake.com homepage and Facebook page
- Full panel, high visibility advertisement in Symphony program
- Presenting Sponsor logo and listing in Symphony program
- Option to place promo material in audiophile giveaway bags (our highest paying customers)

Other Benefits:

Complimentary 10’ x 20’ patron tent OR use of private gazebo next to stage with electricity and all tent inclusions; 12 VIP parking passes; use of executive restroom trailer behind gazebo; 50 tickets.

Contributing Sponsor - \$5,000

This promotional advertising opportunity will be limited to only two Contributing Sponsors.

Recognition and Brand Opportunities:

- Billing logo will appear in all print advertising, on the Symphony website, linked to the Chamber’s website and in the monthly e-newsletter with a link to your website through the end of the year.
- Your company will be recognized during the introductions.
- One 3’ x 5’ banner located near the main orchestra tent
- Priority visibility and link on symphonybythelake.com homepage and Facebook page
- Half panel advertisement in Symphony program
- Contributing Sponsor logo and listing in Symphony program

Other Benefits:

Priority placement of a 10’ x 20’ patron tent on the main grounds of Chetola lawn, including 26 tickets (one for a caterer if you choose), 24 chairs, 2 banquet tables with linens and 8 VIP parking passes.

Retail Sponsor - \$3,000

Recognition and Brand Opportunities:

- Billing logo will appear in all print advertising, on the Symphony website, linked to the Chamber's website and in the monthly e-newsletter with a link to your website through the end of the year.
 - Priority visibility and link on symphonybythelake.com homepage and Facebook page
 - Full panel advertisement in Symphony program
 - Retail Sponsor logo and listing in Symphony program
 - Use of golf cart (must remain on pavement or gravel; not for use between hours of 7:00pm and the completion of the fireworks. Subject to availability - prearrange with Chamber Staff)
 - 4 VIP parking passes
 - Parking spot for catering truck (subject to availability - prearrange with Chamber Staff)
 - Option to place promo material in audiophile giveaway bags (our highest paying customers)
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Entrance Banner and Program Sponsors - \$1,500

A custom banner (3' x 5') will be created and hung at one of the two entrance areas (either Chetola Drive or Tanger Gate Entrance). Also includes 10 tickets to the Symphony and a quarter panel advertisement in the Symphony program. Limited space available - first come, first served

Patron Tent Decorating Award Sponsor - \$300

Award to be presented during the concert by the sponsor to the winning patron tent. Up to two sponsor spots available.

Chetola Bar Sponsor - \$250

Area at top of tent provided for sponsor's banner (must meet size and design specifications). Bar area located adjacent to main entrance of Timberlake's Restaurant with high visibility.

Trolley Banner Sponsorships - \$250 each

Trolley used to shuttle guests from satellite parking at Food Lion and downtown parking decks, allowing visibility along the shuttle route as well as at drop-off points inside Chetola and at Tanger. Two sides available for sponsor-provided banner (must meet size and design specifications). Four spaces available (two sides of two shuttles).

Bathroom Sponsor - \$300

You design a 3' x 5' banner and we will display it in front of our fancy bathroom trailers. A great way to advertise your business in a fun new way to a captive audience! Three spaces available.

Tent Patron - starting at \$900 based on location and membership status

10' x 10' tents come with reserved space, tent, 12 chairs, 13 tickets (1 for caterer), 1 banquet table with linen, 2 VIP parking passes and tent signage. Patrons are also recognized in the Symphony program.

There is waiting list for this opportunity.

Have an idea not listed here? Contact us at 828.295.7851.





YES! Include us as a sponsor for the 2019 Symphony by the Lake.
Please reserve our sponsorship and invoice me.

Indicate Sponsorship Level below:

Acceptance Signature

Date

Company Name

CONTRACTUAL Agreement
&
PAYMENT Due 30 days prior to event

Please sign and return either by mail to PO Box 406, Blowing Rock, NC 28605
Or by email to loni@blowingrock.com -- Or by fax to 828-295-7651
Sponsorships are non-refundable and tax deductible. Must be a Chamber member in good standing.
For more information contact Charles Hardin or Loni Miller at 828-295-7851



A Blowing Rock Chamber of Commerce Event
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