

THE PRESCOTT PARK EXPERIENCE...



With over 80 events each summer ranging from musical theatre to concerts, food festivals to kids events, **sponsors reach the entire community.**

Recognized throughout the entire season, sponsorships provide incredible advertising and promotional benefits.

Our audiences are **large, diverse, loyal, and constantly growing** (by 24% last year alone).

Quite simply, Prescott Park has created a buzz on the Seacoast and we want you to be part of it.

From Grammy Award-winning and nationally-touring acts to the creation of new **sold-out events** like the NH Fish & Lobster Festival and NH BrewFest, Prescott Park is **full of vibrant energy and fun.**

Join our group of proud sponsors and become part of the Prescott Park Arts Festival experience.



A record best for Chowder Fest



This is where Pete Labrie is going to say something about Prescott Park for a sponsor quote and I'm just filling the space for layout purposes.

- Peter Labrie, River House Restaurant, Portsmouth, NH

In the 33 years since I've been bringing my children and now grandchildren to Prescott Park, I've never been so proud of my home city. The talent that's been gathered for the festival has been exceptional. Thank you so much!!! What a gift!!

- Debbie Morrill Grassi, Kittery, Maine. (Portsmouth Herald)

Yesterday, I drove an hour to get to Portsmouth for the concert...

Your festival is not only top notch in content, but also has a big heart. Thank You!

- David Delay, Milford, NH

THE PRESCOTT PARK AUDIENCE:

- **185,000+** attendees each season.
- **2,374 Facebook** followers; **5,864 email** subscribers.
- 70,000+ website visits each year,
- More than 33% **travel more than 30 miles.**
- Roughly 39% live within a **10-mile radius.**
- 52% come to Portsmouth **solely to attend** Festival events
- 1/3 state they **would not come** to Portsmouth as often if the Festival did not occur.
- On average, groups of four or more, **mostly families**, attend our events.



Prescott Park Arts Festival has committed 36 years to provide financially accessible, quality multi-arts festival productions to a diverse audience.

Since 1974, this **Seacoast jewel** has reached more than **3.5 million people** through **10,000 productions.**

Without a doubt, there is no other summer tradition as **valued or well-regarded** in the Seacoast as the Prescott Park Arts Festival.

This summer alone, **more than 185,000 people will attend our events.**

Join us, as a proud sponsor, and be applauded by each and everyone of them.

Be thanked from our stage, printed in our advertising, placed on event signage, displayed on our website with over 70,000 visits, broadcast weekly to over 5,000 email subscribers, and become recognized as a company that invests back in your community.

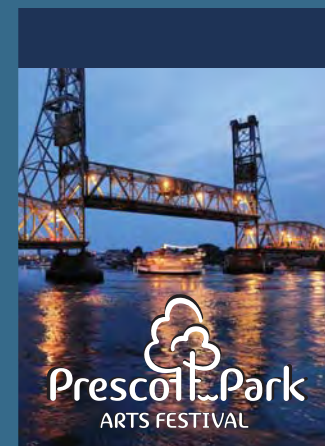
Join the best-loved Seacoast summer experience.

Thanks so much for keeping an eye out for our group and helping everyone in attendance. We certainly had a special and memorable evening...in fact, one of my board members made that very comment to me yesterday. Keep up the great work!

**- Jay Gibson, President/CEO, Piscataqua Savings Bank.
35-year Sponsor of Prescott Park**



THE SEACOAST'S FAVORITE SUMMER TRADITION • JUNE - OCTOBER 2010 • 185,000 ATTENDEES



PRESCOTT PARK ARTS FESTIVAL

DANCE FOOD FESTIVALS KIDS EVENTS CONCERTS MUSICAL THEATRE FINE ART MUSIC FESTIVALS



FULL SEASON PARTNER

\$20,000 (EXCLUSIVE)

- MainStage naming rights in all forms of publicity and for all events;
- Full partnership recognition in all publicity material (season poster, concert posters, print and radio advertising, street banners, etc.). **Your name & logo will appear in:**
 - Weekly print ads including Portsmouth Herald, The Wire, Foster's, Senior Times, Union Leader, Taste of the Seacoast Magazine, and more
 - Weekly press coverage from local newspapers to the Boston Globe.
 - Radio spots on WOKQ, NHPR, WHEB.
 - 35,000 season brochures distributed throughout the Seacoast.
 - Website (70,000+ visits in 2009).
 - Weekly emails (5,200+ opt-in subscribers), plus ability to include coupon.
 - Playbill distributed to all attendees.
 - Poster distributed throughout Seacoast and beyond.
- Light gobo of your **logo broadcasted on stage** during intermission & following each event;
- Banner displayed during each event (80+ per season);
- Two **signs permanently displayed** on park stage June through October;
- Color logo on **Playbill cover** and **Full page ad** (distributed free of charge at all events);
- Logo on **all website pages**, linked to your own;
- Logo on **street sign**, corner of State and Marcy Street and the **four Park entrances**;
- Logo on all banners and signage (downtown & Park);
- Personal acknowledgement and thanks from the stage during **each** event;
- Twenty season Memberships with associated privileges;
- Free VIP table/chair seating for guests/employees all season;
- Merchandise display opportunities;
- Ability to host a **private pre-show lobster event** on boat docked at Park;
- Ability to welcome/address audience during events.



WEDNESDAY NIGHT CONCERTS

\$15,000 (EXCLUSIVE)

- Full naming rights of popular Wednesday Night Concert Series (June – September);
- Partnership recognition from the stage at all Prescott Park productions (80+ per season)
- Recognition in all publicity material (season poster, concert posters, print and radio advertising, street banners, etc.). **Your name & logo will appear in:**
 - Weekly print ads including Portsmouth Herald, The Wire, Foster's, Senior Times, Union Leader, Taste of the Seacoast Magazine, and more
 - Weekly press coverage from local newspapers to the Boston Globe.
 - Radio spots on WOKQ, NHPR, WHEB.
 - 35,000 season brochures distributed throughout the Seacoast.
 - Website (70,000+ visits in 2009).
 - Weekly emails (5,200+ opt-in subscribers), plus ability to include coupon.
 - Season Playbill distributed to all attendees.
 - Poster distributed throughout Seacoast and beyond.
- Light gobo of your **logo broadcasted on stage** during intermission & following each concert;
- Full page Playbill ad (with insert abilities);
- Logo on **website front-page**, linked to your own;
- Logo on **street sign**, corner of State and Marcy Street, and on **Park entrance signage**;
- Twenty season Memberships with associated privileges;
- Free VIP table/chair seating for guests and employees all season;
- Ability to host a **private pre-show lobster event** on boat docked at Park;
- Ability to welcome/address audience during concerts.



For More Information, Contact:
Ellen Foord, Prescott Park Arts Festival
ellen@prescottpark.org
603-436-2848

MUSICAL SPONSOR

\$15,000 (EXCLUSIVE)

- Full naming rights of popular Peter Pan musical production (June – August);
- Partnership recognition from the stage at all Prescott Park productions (80+ per season)
- Recognition in all publicity material (season poster, concert posters, print and radio advertising, street banners, etc.). **Your name & logo will appear in:**
 - Weekly print ads including Portsmouth Herald, The Wire, Foster's, Senior Times, Union Leader, Taste of the Seacoast Magazine, and more
 - Press coverage from local newspapers to the Boston Globe.
 - Radio spots on WOKQ, NHPR, WHEB.
 - 35,000 season brochures distributed throughout the Seacoast.
 - Website (70,000+ visits in 2009).
 - Weekly emails (5,200+ opt-in subscribers), plus ability to include coupon.
 - Season Playbill distributed to all attendees.
 - Poster distributed throughout Seacoast and beyond.
- Light gobo of your **logo broadcasted on stage** during intermission & following each show;
- Full page Playbill ad (with insert abilities);
- Logo on **website front-page**, linked to your own;
- Logo on **street sign**, corner of State and Marcy Street, on **Park entrance signage**;
- Twenty season Memberships with associated privileges;
- Free VIP table/chair seating for guests and employees all season;
- Ability to host a **private pre-show lobster event** on boat docked at Park;
- Ability to welcome/address audience during events.

GOLD SEASON SPONSOR

\$5,500 (LIMITED)

- **ALL perks** associated with Silver level (*see below*) **PLUS:**
- Recognition and thanks **from the stage** at **each** event;
- Logo on season brochure (35,000 distributed);
- Logo on season poster, musical poster, and concert series poster;
- Logo on season advertisements (Portsmouth Herald, Foster's The Wire, Union Leader, etc.);
- Logo on weekly email blasts (5,000+ subscribers), ability to include coupon;
- Full page Playbill ad;
- Rotating logo on **website front-page** (70,000+ visits in 2009), linked to your own;
- Logo on **street sign**, corner of State and Marcy Street, on **Park entrance signage**;
- Fourteen season Memberships with associated privileges;
- Complimentary VIP table/chair seating for guests/employees;
- Merchandise display opportunities;
- Ability to host a **private pre-show lobster event** on boat docked at Park;
- Ability to welcome/address audience during events.

SILVER SEASON SPONSOR

\$2,500

- Silver sponsor recognition at **each event**;
- Logo on weekly email blasts (5,000+ subscribers);
- Full page Playbill ad;
- Logo on season brochure (35,000 distributed);
- Logo on **website** (70,000+ visits in 2009), linked to your own;
- Twelve season Memberships with associated privileges;
- Complimentary VIP table/chair seating for guests/employees;
- Ability to host a **private pre-show lobster event** on boat docked at Park.

More Great Opportunities Exist! Contact Us:
Ellen Foord, Prescott Park Arts Festival, ellen@prescottpark.org, 603-436-2848