



# ***Fridays on the Canal***

## **SPONSORSHIP OPPORTUNITIES!**

### **About Fridays on the Canal**

Fridays on the Canal is a brand-new, family-friendly summer concert series created to bring our community together. Held along the scenic canal in the heart of Albemarle County, this event is designed to serve our neighbors in surrounding counties and nearby cities as a space to gather, relax, and enjoy live music, food, and local flair.

Our mission is simple: create an inclusive, welcoming Friday night experience that celebrates connection, local culture, and summertime fun—for free.

By sponsoring this inaugural series, you're helping us set the tone for what we hope becomes a beloved tradition in years to come.

### **Why Sponsor?**

Sponsoring Fridays on the Canal connects your brand with:

- Hundreds of local residents and visitors from Albemarle County and surrounding areas
- Families, music lovers, and shoppers eager to support local
- A vibrant community spirit that values small business
- Multi-channel promotion through social media, email, posters, banners, and more

You're not just a name on a banner—you're a partner in launching something meaningful for our community.





# Sponsorship Levels

## 1 Presenting Sponsor – \$5,000 (1 Available)

Limit: 1 Sponsor – Exclusive Naming Rights

"Fridays on the Canal – Presented by [Your Business]"

Includes:

- Top-tier logo placement on:
  - All event branding
  - Posters & print materials
  - Event banners (entry points & stage)
- Social Media Promotion:
  - 3+ dedicated posts about your business
  - Video feature on socials (with optional interview or promo reel)
- Vendor booth at all 5 events (if desired)
- Business mentioned in all media/radio promotions
- Prominent signage at entry points and stage

## 2 Premier Sponsor – \$1,000

Be a featured partner and spotlight your brand during all five events.

Includes:

- All benefits from Supporting Sponsor level
- Business logo included on:
  - Posters, Printed materials, Banner
  - Digital Promotions
- Social Media Promotion:
  - 2 dedicated posts about your business
- Exclusive branded signage at the event (sponsor-provided)



# Sponsorship Levels

## Supporting Sponsor – \$500

Great for businesses looking to gain consistent visibility throughout the series.

Includes:

- Business name announced at each event
- Social Media Promotion:
  - 1 dedicated post about your business
- Vendor booth at all 5 events
- Business name on:
  - Website
  - Event banner (if committed before print deadline)
  - Social media

## Community Sponsorship – \$250

For local businesses, artisans, and service providers.

Includes:

- Business name listed on:
  - Website
  - Grouped social media posts
- Vendor booth at 2 events (first-come, first-served)

## Personal Sponsorship – \$50+

Perfect for families, individuals, and supporters who want to show their love for Scottsville! Your name will be listed on the website.



# Sponsorship Details

## Timing & Deadlines

- To be included on printed materials, sponsors must commit by April 25, 2025.
- Early commitment ensures better placement and promotion opportunities

## Custom Add-Ons

Want to do something unique? Sponsor a special activation:

- Stage sponsor
- Wine/beer garden area
- Branded fan giveaways or cooling stations. Let's brainstorm together!



## Ready to Sponsor?

Contact us at [fridaysonthecanal@scottsville.org](mailto:fridaysonthecanal@scottsville.org) or visit [fridaysonthecanal.com](http://fridaysonthecanal.com) to reserve your spot and help make Fridays on the Canal 2025 unforgettable.