



Fridays on the Canal:

2026 Summer Concert Series

SPONSORSHIP OPPORTUNITIES

About Fridays on the Canal

Fridays on the Canal is more than just a concert series — it's a community celebration.

Hosted by the Town of Scottsville as a non-profit initiative, this free summer series brings people together for live music, local food and drink, and small-town charm. From May through September, Canal Basin Square transforms into a vibrant hub that draws thousands from across Central Virginia.

Proceeds benefit Scottsville's local programming, tourism, and economic development efforts.

Each Event Includes:

- 🎸 Live Music: Regional and nationally touring acts headlining each show
- 🎉 Family Fun: Kid-friendly games, face painting, and rotating community activities
- 🍷 Food & Drink: Local food trucks, wine, beer, mead, and other beverages
- ✨ Full Experience: Lighting for ambiance and safety and on-site security

Audience Snapshot

- Attendance: 1,000+ per event
- Age Range: Primarily 30–65
- Demographics: Middle- to upper-income professionals, families, and retirees
- Occupations: Business owners, entrepreneurs, and professionals in healthcare, education, finance, and real estate
- Reach: Scottsville, Charlottesville, Richmond, Lynchburg, and surrounding counties



Presenting Sponsorship – \$5,000 (Limit 3)

Exclusive Benefits:

- “Presented by [Your Business]” featured in all major event branding
- Stage banner with Presenting Sponsors displayed at all 5 events
- Premium branding on over-street banner, flyers, digital ads, and signage
- Booth space at all events (excluding food, wine, beer vendors)
- Social media callouts throughout the season
- Logo on event website with backlink
- Optional opportunity to address the audience on stage
- Public recognition as a presenting partner
- *Grandfathered rate for future years if committed in 2026*

Headline Sponsor – \$2,500 (Limit 5)

- Dedicated headline sponsor banner at 2 events of your choice
- Larger logo on over-street banner, flyers and digital banners
- Booth space at all events (excluding food, wine, beer vendors)
- Inclusion in sponsor highlights
- *Grandfathered for future years if committed in 2026*

Premier Sponsor – \$1,000

- Booth space at all events (excluding food, wine, beer vendors)
- Logo on over-street banner, flyers and digital banners
- Stake banner at all events
- Social media mentions
- Logo and backlink on website

Supporting Sponsor – \$500

- Booth space at 5 events (excluding food, wine, beer vendors)
- Logo on digital promotions, website and flyers
- Name listed on website

Community Sponsor – \$250

- Booth space at 3 events (excluding food, wine, beer vendors)
- Logo on digital promotions and website

Vendor Fees (Per Event)

Vendor fees are separate from sponsorships.

Beer + Wine (both)	\$100
Beer Only	\$100
Wine Only	\$50
Food Vendors	\$50
Activity Vendors (face painting, caricatures, etc)	\$20

*Vendors are limited, first-come, first-served. If you are interested in becoming a vendor, please email fridaysonthecanal@scottsville.org to apply. If approved, you will receive a vendor agreement and payment details, due at time of approval.

Sponsor Agreement Form

Business Name: _____

Primary Contact: _____

Sponsorship Level: _____

Title: _____

Phone: _____

Email: _____

Mailing Address: _____

By signing below, you agree to sponsor Fridays on the Canal: 2026 Summer Concert Series for the amount listed in the coordinating tier.

Payment is due upon confirmation of sponsorship.

Signature: _____

Date: _____

Payment Details

- Payable To: Scottsville Community Chamber of Commerce (Memo: Fridays on the Canal)
- Mailing Address: PO Box 11, Scottsville, VA 24590
- Electronic Payment: Available upon request

Contact

- Jacqueline Rullman
- Event Committee Chair
- fridaysonthecanal@scottsville.org
- [🌐 fridaysonthecanal.com](https://www.fridaysonthecanal.com)