

# 2025 BROADLANDS LIVE! SPONSORSHIP



*We look forward to showcasing your company in our community!*





We are thrilled to announce that Ashburn's original Summer Concert Series is back for another year of amazing music in 2025! This will be our 21<sup>st</sup> season and we are excited to offer a fun outdoor entertainment opportunity that is both family and budget friendly. This free BYOB concert series takes place at Hillside Park in the beautiful Broadlands community, held on the first Fridays of August, September, and October:

**August 1st**

**September 5th**

**October 3rd**

The Broadlands Live! committee is committed to promoting these popular shows through various channels including road signage, social media campaigns, the HOA website, the monthly magazine, and weekly email blasts. This preeminent community event attracts hundreds of Broadlands residents. Sponsoring our successful series will provide your company with a unique, engaging, and cost-effective opportunity to build your brand with families residing in Broadlands.

**Broadlands Live! is free to the community and loyally attended by mixed demographics, resulting in a high level of exposure and recognition for our sponsors.** Our concerts feature fun, free summer entertainment that appeals to all ages, offering a range of musical genres and entertainment. We also feature food trucks, activities, and outdoor amenities that attract family members of all ages, ensuring something for everyone and a wonderful time for all!

**Broadlands Live! focuses on building relationships between local businesses and their customer base in a fun, low pressure, interactive atmosphere.**

A variety of sponsorships are available to suit any organization's budget to align themselves with one of the most popular and long-standing events in Ashburn and receive valuable appreciation as a community supporter.

- **Positive print impressions** through our targeted event marketing campaign via the Broadlands magazine and banners at the event.
- **Digital impressions** via various web and social media outlets, including message boards, Facebook (over 2,000 followers and growing), Instagram, and the Broadlands community website.
- **Build a positive image** for your company as a community-supporting business among an active family demographic.
- **Increase exposure** of your product and/or services to **Broadlands Live!** patrons.
- **Capitalize on the hours of engagement** available to your company with every patron at each of the concerts – you are welcome and encouraged to bring promotional items or activities to involve attendees.

#### **BROADLANDS LIVE! SPONSORSHIP SPACE IS LIMITED**

Please review the following sponsorship package to become part of our flagship concert series and contact us today to secure your sponsorship at [broadlandslive@broadlandshoa.com](mailto:broadlandslive@broadlandshoa.com).



# 2025 SPONSORSHIP LEVELS

## ❖ **PRESENTING GOLD SPONSOR - \$3,000 (EXCLUSIVE / LIMITED AVAILABILITY)**

As a Presenting Gold Sponsor of Broadlands Live! summer concert series, your company will receive the highest visibility and positioning. This is an exclusive sponsorship, with only one sponsor permitted for the season. Your company will be recognized as the principal sponsor of Broadlands Live! Your company will be:

- ▶ highlighted in all print and digital marketing materials as a Presenting Gold sponsor for Broadlands Live! 2025, including our full-page event ad in the Broadlands magazine (print and digital), message boards, and the Broadlands community website
- ▶ featured with your logo on Broadlands Live! banners, Broadlands website, Facebook, and Instagram
- ▶ given a clickable logo on [www.broadlandshoa.org/broadlands-live/](http://www.broadlandshoa.org/broadlands-live/) that takes website visitors to your business website or social media page of your choosing
- ▶ thanked with monthly social media “shout outs” throughout the season promoting your company and community support
- ▶ thanked multiple times on stage during each show by the emcee
- ▶ provided with a 10' x 10' booth space (tent with a table and 2 chairs) at each show where you can present information, promotional items, demos, etc. about your business
- ▶ receive two 60-second spots on stage at each show to promote your business, do a raffle or giveaway, etc.

**We will be happy to customize this sponsorship to meet your needs. Maximum of 1 sponsor accepted. The Presenting Gold sponsorship is \$3,000 for the 2025 season.**

## ❖ **SILVER SPONSOR \$1,800**

As a Silver Sponsor of the Broadlands Live! summer concert series, your company will receive highlighted recognition as one of the major sponsors of Broadlands Live! Your company will be:

- ▶ highlighted in all print and digital marketing materials as a Silver sponsor for Broadlands Live! 2025, including our full-page event ad in the Broadlands magazine (print and digital), message boards, and the Broadlands community website
- ▶ featured with your logo on the Broadlands Live! banners, Broadlands website, Facebook, and Instagram pages
- ▶ given a clickable logo on [www.broadlandshoa.org/broadlands-live/](http://www.broadlandshoa.org/broadlands-live/) that takes website visitors to your business website or social media page of your choosing
- ▶ thanked with social media “shout outs” throughout the season promoting your company and community support
- ▶ thanked on stage during each show by the emcee
- ▶ provided with a 10' x 10' booth space (tent with a table and 2 chairs) at each show where you can present information, promotional items, demos, etc. about your business
- ▶ receive one 60-second spot on stage at one show to promote your business, do a raffle or giveaway, etc.

**We will be happy to customize this sponsorship to meet your needs. The Silver sponsorship is \$1,800 for the 2025 season.**



## 2025 SPONSORSHIP LEVELS cont.

### ❖ **ENTERTAINMENT SPONSOR \$1,000**

As an Entertainment Sponsor of Broadlands Live! summer concert series, your company will be recognized as one of the valuable supporting sponsors of Broadlands Live! during the month you are sponsoring. The entertainment vendor(s) shall be chosen and contracted by Broadlands Live! committee. Available Entertainment sponsorships:

1. **Face Painter(s):** will contract a professional party makeup artist for 2-3 hours who can create artistic face painting (preferably in less than 5 minutes per patron) at each show. FREE OF CHARGE at the shows.
2. **Balloon Twister(s):** will contract a professional balloon animal twister for 2-3 hours. FREE OF CHARGE at the shows.
3. **Other entertainers may be added as suggested or appropriate.**

Your company will receive:

- ▶ signage at the show highlighting the entertainment vendor as *"Brought to you by <your company>"*
- ▶ mention as an Entertainment sponsor for Broadlands Live! with our full-page event ad in the Broadlands magazine (print and digital)
- ▶ featured with your company name on <https://www.broadlandshoa.org/broadlands-live/>, Facebook and Instagram pages
- ▶ thanked on stage during the show by the emcee
- ▶ provided with a 10' x 10' booth space (tent with a table and two chairs) at each show where your company can present information, promotional items, demos, etc. about your business

**The Entertainment sponsorship costs \$1,000 for the 2025 Season.**



# 2025 BROADLANDS LIVE! SPONSORSHIP AGREEMENT

**DEADLINE: Friday, May 16, 2025**

(To ensure inclusion in all marketing and promotional materials.)

## SPONSOR CONTACT INFORMATION

**Sponsor Company Name:**

**Sponsor Company Contact(s):**

**Street Address:**

**Phone Number:**

**Email:**

## SPONSOR'S ACKNOWLEDGEMENTS

\_\_\_\_\_ agrees to sponsor the series as a:  
(business corporate name)

**-Choose one sponsorship level-**

**GOLD (\$3,000)**

**SILVER (\$1,800)**

**ENTERTAINMENT (\$1,000)**

*In signing this agreement, I understand that Broadlands Live! is an outdoor concert series and events will be held weather permitting. Participation is voluntary and the Broadlands Association is not responsible for lost or damaged goods or property. I also understand that my sponsorship fee for the event series is non-refundable even if one or more events must be canceled/changed due to inclement weather.*

**Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Amount Paid: \$** \_\_\_\_\_

1. Email this form to [broadlandslive@broadlandshoa.com](mailto:broadlandslive@broadlandshoa.com)
2. Pay online using this link: [www.paypal.com/ncp/payment/B4KHYSABRBYP5](http://www.paypal.com/ncp/payment/B4KHYSABRBYP5) OR scan the QR Code
3. For check payments, please make payable to: **Broadlands Association, Inc.** (memo: Broadlands Live!) and mail with form to: Broadlands Association, Inc. 21907 Claiborne Parkway, Broadlands, VA 20148



### Office Use Only:

Date Received: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Check # \_\_\_\_\_

Paypal

Notes: \_\_\_\_\_