



Symphony

BY THE

Lake²

AT CHETOLA

Sponsorship & Marketing Opportunities
July 26, 2013

www.symphonybythelake.com



About the Event

The Symphony by the Lake at Chetola has long been considered the “centerpiece” of the summer season in Blowing Rock. Each year, **over 3000 attendees** assemble on the surrounding lawn to enjoy music, food and drink under the open sky. The symphony scheduled to perform for the 2013 event is once again The **Symphony of the Mountains** of Kingsport, Tennessee. An opening band entertains the crowd before the main symphony performance. A spectacular fireworks display serves as a grande 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 great evening and an opportunity to meet and greet new friends, clients and contacts. We already have several sponsors for the 2013 event!



The Chamber has a number of involvement opportunities that allow you and your company to be noticed, reach new and existing customers and, at the same time, support 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!





2013 Sponsorship and Marketing Opportunities

Presenting Sponsor – \$10,000

Top billing on all Event signage. Event will be referred to as “(Your Company) Presents Symphony by the Lake at Chetola.” Additionally, you company will have top billing on all printed and on-line promotional materials including logo recognition in event program and in all media advertising.

Recognition and Brand Opportunities

- Billing logo will appear in all print advertising and our website and linked to the Chamber’s website and in the monthly e-newsletter with a link to your website through the end of the year 2013.
- Your company will be verbally recognized during the introductions, and your company’s representative will be given an opportunity to make a brief statement welcoming attendees at the event.
- One vertical banner on the side of the main orchestra tent (provided by the Chamber)
- 3*5 banner with your logo located on the at the Tanger gate entrance.
- Priority visibility and link on symphonybythelake.com homepage and Facebook page.
- Full panel advertisement in Symphony program.
- Presenting Sponsor Logo in Symphony program.

Other Benefits

- Complimentary Grand Patron double tent, 8 VIP parking passes and all tent inclusions
- Ride for 8 guests in a Mercedes Executive Limosine to and from the event from a Boone town limits or Blowing Rock location.

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 and our website and linked to the Chamber’s website and in the monthly e-newsletter with a link to your website through the end of the year 2013.
- Your company will be recognized during the introductions, and a company representative will be given an opportunity to make a brief statement welcoming attendees at the event.
- Vertical banner located on the side of the stage front with your logo.
- 3*5 banner with your logo located on the at the Tanger gate entrance.
- Priority visibility and link on symphonybythelake.com homepage and Facebook page.
- Full panel advertisement in Symphony program.
- Contributing Sponsor Logo in Symphony program.

Other Benefits

Priority placement of a 10*10 tent on the main grounds of Chetola lawn including 13 tickets (one for a caterer if you choose), 12 chairs, 1 banquet table and cloth and 4 VIP parking passes.

Balloons Sponsor - \$1500 (two available)

Sponsor banner will be displayed on a hot air balloon basket and the fence surrounding the balloon area. Tethered ride for four is also included.

Entrance Banner and Program Sponsors - \$1500

A custom banner (2’ by 4’) 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 1/4 panel advertisement in the Symphony Program. Limited Space Available - first come first serve.





Patron Tent Decorating Award Sponsor - \$300 (two available)

Award to be presented during concert by the sponsor to the winning Patron Tent.

Bar Sponsor - \$250 (one space available)

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

Trolley Banner Sponsorships - \$250 each (two spaces available)

Trolley used to shuttle guests from satellite parking at Food Lion and Downtown parking deck, allowing visibility along trolley route as well. Two sides available for sponsor's own banner (must meet size and design specifications).

Tent Patron – starting at \$700 based on location (limited space available)

Single tents come with reserved space, tent, seating and tickets for thirteen, an eight foot banquet table & cloth as well as a sign to display on tent. Patrons are also granted special parking and recognized in program.

(There is waiting list for this opportunity. Please see Billie for information.)

YES! Include us as a sponsor for the 2013 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 by fax: 828-295-7651. Sponsorships are non-refundable. Must be a Chamber member in good standing. Receiving all benefits of sponsorship is dependent upon time of sponsorship agreement, so please sign up early. For information contact Billie Rogers at 828-295-7851 or Billie@blowingrock.com.

