



# MUSIC, MARKET & MUNCHIES



## **M3 Level Sponsor: \$5,000** *(Only one available)*

Title sponsor of the Music, Market, & Munchies event, providing the highest level of exposure leading up to and during the event.

- Promoted as the title sponsor with logo on New Haven Parks & Recreation website and all social media pages with company/organization's link
- Vendor spot at the market each week for owner supplied promotional material
- Weekly social media feature post that promotes and links to the company/organization and regular social media shout outs
- Sponsor announced at every concert in front of audience
- Acknowledgement as "Title Sponsor" in media releases
- Acknowledgement in all promotional material, including:
  - Full page advertisement in the Parks & Recreation digital program brochure which is emailed to more than 5,000 households
  - Featured on Summer Concert Series posters with prominent placement of company/organization's logo and displayed around the City of New Haven
  - Company logo has prominent placement on banner that will hang on stage during the concert series
  - Company/Organization logo on special sponsorship signage at the event

## **M2 Level: \$1,000+**

M2 Level sponsorship provides a high level of sponsorship, providing significant exposure up to and during the event.

- Sponsor of one band and opportunity for your company representative to introduce those bands
- Acknowledgement as a sponsor in media releases
- Three social media features posts promoting and linking to the company/organization and regular social media shout outs
- Vendor table with promotional material opportunity at the market during one week of the M3
- Acknowledgement in all promotional material, including:
  - Logo displayed prominently on a sponsor thank you page in the Parks & Recreation digital program brochure and emailed to more than 5,000 households
  - Featured on Summer Concert Series posters with company/organization's logo and displayed around the City of New Haven
  - Company/organization logo will have secondary placement on banner that will hang on stage during the concert series

## **M1 Sponsor: \$500 and under**

M1 Level sponsorship provides needed support for the community event.

- Acknowledgement on promotional posters
- Social media shout outs and one social media feature post
- Logo displayed on a sponsor thank you page in the Parks & Recreation digital program brochure and emailed to more than 6,000 households

## **Community Sponsor: Any amount under \$500**

Community sponsorship level provides appreciated support for the community event and is acknowledged with a social media shout out.



# MUSIC, MARKET & MUNCHIES



The M3: Music, Market, & Munchies Event, is New Haven Parks and Recreation's premier summer music series and open-air market held at Schnelker Park in downtown New Haven. This event enriches the community with good food, local goods and produce, live music, and a fun, family-friendly environment. It is a place for friends and neighbors to gather, shop, and relax in a pleasant outdoor atmosphere. With free admission, the M3 makes a fun and affordable outing for all. The M3 has the support of the City of New Haven, the Chamber and local businesses. This support has led to event's success in the past few years with attendance averaging 300 visitors each week, increasing each year.

This program actively supports the New Haven Parks' Mission to enhance the quality of life for people in our community. We are seeking sponsors to support this event and make the 6<sup>th</sup> annual M3 an even bigger success. On behalf of the New Haven Parks and Recreation Department, we are asking that you consider supporting the Music, Market, & Munchies Event at some level.

We invite you to follow us on Facebook and Instagram to check out what we have done in the past and to stay informed about upcoming vendors and features. Should you have any questions or concerns, please contact Angela Daniel via email [adaniel@newhaven.in.gov](mailto:adaniel@newhaven.in.gov) or by calling (260)749-2212.

