



Main Street Villa Rica
 571 W. Bankhead Highway
 Villa Rica, GA 30180
 678.840.5959

Dear Potential Sponsor/Vendor:

The Villa Rica Parks and Recreation Department is known throughout the State of Georgia for providing innovative, quality leisure programs, facilities and activities that are designed to meet the diverse needs of the families it serves.

In May 2010, our new amphitheater will open in historic downtown Villa Rica. The purpose of the amphitheater is to encourage citizens and visitors to spend time in Downtown Villa Rica to experience the restaurant and retail offerings. With a wealth of quaint eateries and shops in the downtown area, the business community is supportive of an amphitheater to serve as a catalyst for increased visibility and quality of life for Villa Rica residents and tourists. Every city or town has a location that is considered a central gathering place for activity and energy. Our new amphitheater will be downtown Villa Rica's central gathering place. Events at the amphitheater will bring pride and quality of life to our community.

A number of free, family-friendly concerts and community events are scheduled. This is a partial listing.

May 8	Amphitheater Grand Opening Headline entertainment: League of Decency Quintet Featuring Toni Byrd	August 21	Beach Blanket Theater (movie in the park) tbd
May 21	FUNcert Friday Entertainment: the Del Baroni Orchestra	September 11	Gold Rush Festival Concert Entertainment: tbd
June 5	Summer Concert Series Entertainment: Lola Gulley	September 18	Golden City Cruisers Car Club Sock Hop
June 18	Beach Blanket Theater (movie in the park) Where the Wild Things Are	October 30	Downtown Trick-or-Treat
July 10	Summer Concert Series Entertainment: broadBAND	November 6	Pet Parade
July 24	Beach Blanket Theater (movie in the park) Alvin & The Chipmunks – The Squeakquel	December 4	Lighting of Christmas Tree & Arrival of Santa
August 7	Summer Concert Series Entertainment: Tropical Steel Vibes		...and more

As part of our 2010 concert lineup, we would be grateful if individuals, businesses and companies sponsor or make a contribution toward one or more concerts.

2010 Sponsorship Packages:

Give Back Level	a minimum of \$250/year	<ul style="list-style-type: none">• VIP parking
Patron Level	a minimum of \$500/year	<ul style="list-style-type: none">• VIP parking• VIP table seating at stage at FUNcert Friday and three Summer Concert Series concerts
Bronze Level	a minimum of \$1000/year	<ul style="list-style-type: none">• VIP parking• VIP table seating at stage at FUNcert Friday and three Summer Concert Series concerts• Special thanks to (mention of name/business name) on www.villaricaparks.com, www.villarica-mainstreet.com• Local newspaper ads will include your company logo
Gold Level	a minimum of \$2000/year	<ul style="list-style-type: none">• VIP parking• VIP table seating at stage at FUNcert Friday and three Summer Concert Series concerts• Special thanks to (mention of name/business name) on www.villaricaparks.com, www.villarica-mainstreet.com• Local newspaper ads will include your company logo• Stage banner with your business name – sample (Southwire presents...Tropical Steel Vibes)
Vendor Sponsor* (within Main Street district)	<ul style="list-style-type: none">• \$30/ event (non-food)• \$100/event (restaurant vendor)• \$50/event (non-restaurant food vendor)	Choose from thirteen + events from May – December (i.e., boiled peanut stand, etc.)
Vendor Sponsor* (outside Main Street district)	<ul style="list-style-type: none">• \$40/ event (non-food)• \$150/event (restaurant vendor)• \$50/event (non-restaurant food vendor)	Choose from thirteen + events from May – December (i.e., boiled peanut stand, etc.)

*For vendor convenience, a 6 ft. table and two chairs can be rented at a cost of \$10.00. Pre-book with manager.

This new amphitheater will have capacity for approximately 700 people, and we expect this facility to be at or close to capacity throughout 2010. Graddick Communications will host three live radio remotes. We will also advertise these events via radio spots, city websites, various publications and banners throughout the year.

Please get back with me at kstovall@villarica.org or call 678-840-5959 Monday through Friday, 9:00am – 5:00pm. You may make checks payable to the Villa Rica Parks & Recreation Department. Thank you for your consideration.

Sincerely,



Kimberly Stovall