

**Funky  
Fridays**  
@ The Hood



## 2017 Sponsorship Information | Sponsorships open January 17, 2017

Thank you for your interest in supporting Sonoma County Regional Parks through live music! Sponsorships for the 2017 Funky Fridays summer concert series are now available. Proceeds from Funky Fridays benefit Regional Parks projects at Hood Mansion, Hood Mountain Regional Park and Open Space Preserve, and other Sonoma Valley parks.

Funky Fridays 2016 was a tremendous success at its new location, the Hood Mansion grounds. Over the course of 15 consecutive weeks, 6000 attendees brought their lawn chairs, blankets, and dancing shoes to these upbeat outdoor concerts. Through ticket sales, beverage sales, and donations, \$50,000 was raised to benefit parks projects.

### Visibility Opportunities

Series sponsors receive five months of promotion and positive association with this popular event.

From May to September, sponsors receive recognition on the Parks Foundation and Funky Fridays websites, social media promotions, and e-newsletters.

Series sponsors also receive logo recognition on the 2017 series t-shirts, entry wristbands, event banners, printed posters, postcards, and flyers.

#### ENCLOSED PLEASE FIND:

- SPONSORSHIP LEVELS AND BENEFITS
- FREQUENTLY ASKED QUESTIONS
- SPONSOR CONFIRMATION FORM

**Limited sponsorship opportunities available. Call today!**



SONOMA COUNTY REGIONAL PARKS FOUNDATION  
(707)565-3190  
SUSAN.BRYER-SHELTON@SONOMA-COUNTY.ORG



# FUNKY FRIDAYS @ The Hood 2017 Sponsorship Information

## CHOOSE YOUR SPONSOR LEVEL

Don't delay - first come, first served!

### 2017 Series Sponsor \$3,000

15 weeks of visibility:

- Logo recognition on 2017 series T-shirt
- Logo recognition on event banners
- Logo recognition on entry wristbands
- Logo recognition and website link on Funky Fridays and Parks Foundation websites
- Recognition on Funky Fridays and Parks Foundation social media pages
- Recognition in Parks Foundation e-news
- Four VIP season passes (good for admission and parking for all 15 shows)
- Ten series t-shirts
- Positive visibility in association with Regional Parks

### 2017 Band Sponsor \$500

- One sponsor per band/show, as available. Every attempt will be made to match desired band to sponsor.
- Recognition on Funky Fridays and Parks Foundation websites. Listed as sponsor on specific band description page with website link.
- Recognition on Funky Fridays and Parks Foundation Facebook pages in relation to sponsored show
- Acknowledgement from stage
- Six single show passes (good for admission and parking for any show)
- Two series t-shirts

# 2017 SEASON SCHEDULE

MAY 26	THE BRUTHAS
JUNE 2	ROSETOWN SOUL
JUNE 9	STAX CITY
JUNE 16	VOLKER STRIFLER
JUNE 23	HOUR OF TOWER
JUNE 30	FUNKY DOZEN
JULY 7	THE BLUESBURNERS
JULY 14	GATOR NATION
JULY 21	SOUL FUSE
JULY 28	THE POYNTLYSS SISTARS
AUG 4	FROBECK (not available)
AUG 11	DYLAN BLACK PROJECT
AUG 18	THE SOULSHINE BLUES BAND
AUG 25	THE JAMI JAMISON BAND
SEPT 1	A CASE OF THE WILLYS

# Funky Fridays @ The Hood 2017 Sponsorship Information

## Frequently Asked Questions

### What is the duration of the series?

The fifth annual Funky Fridays outdoor concert series opens on Friday, May 26 (Memorial Day weekend) and runs through Friday, September 1 (Labor Day weekend). The concerts are held on 15 consecutive Fridays. Doors open at 5:30pm; music 7-9pm.

### How many people attended in 2016?

Attendance hit records in 2016 with a total series attendance at 6,000+.

### Who is the audience for Funky Fridays?

The series draws an enthusiastic and loyal audience. A high percentage of attendees live in Oakmont Village, Kenwood, the Sonoma Valley, or Santa Rosa. While many people return often, each band attracts new visitors to the event from their own fan base. The majority of the audience is over 30.

### What does the Funky Fridays Fund support?

Revenue raised at Funky Fridays through ticket, beverage, and merchandise sales benefits the Sonoma County Regional Parks Foundation ([www.SonomaCountyParksFoundation.org](http://www.SonomaCountyParksFoundation.org)). The Parks Foundation works with Sonoma County Regional Parks to identify and fund priority projects at the Hood Mansion, Hood Mountain Regional Park, and other Sonoma Valley parks.

### What about food, beer and wine?

Food is sold on site by independent food truck vendors, who subsequently donate a portion of proceeds to the Parks Foundation. Attendees are also free to pack and bring picnics. Beer and wine is sold under a liquor license and no outside alcohol is permitted. In 2016 we successfully partnered with the Rotary Club of Glen Ellen-Kenwood to operate our beer and wine sales tent. In addition to event sponsorships, winery sponsorships are available and wine donations are gladly accepted. For information please contact Susan Bryer-Shelton at (707) 565-3190.

### Where can I learn more?

Visit [www.FunkyFridays.info](http://www.FunkyFridays.info) or [www.SonomaCountyParksFoundation.org/FunkyFridays](http://www.SonomaCountyParksFoundation.org/FunkyFridays). For photos of the 2016 series, visit [www.facebook.com/funkyfridaysconcerts](https://www.facebook.com/funkyfridaysconcerts).

**Thank you for your interest in supporting parks through live music!**

Sonoma County Regional Parks Foundation  
2300 County Center Drive, Suite 120A  
Santa Rosa, CA 95403  
(707) 565-3190 [susan.bryer-shelton@sonoma-county.org](mailto:susan.bryer-shelton@sonoma-county.org)

PLEASE COMPLETE AND RETURN THIS FORM TO COMPLETE YOUR SPONSORSHIP SELECTION.



## 2017 FUNKY FRIDAYS SPONSOR CONFIRMATION FORM

Yes! I want to promote my business and support Sonoma County Regional Parks through live music! Reply deadline February 28, 2017.

\_\_\_\_ Series Sponsor      \$3000    8 Available

\_\_\_\_ Band Sponsor      \$ 500    15 Available

Please indicate top two choices of bands to sponsor (we will confirm availability)

1. \_\_\_\_\_ 2. \_\_\_\_\_

### Sponsor Name

(Please print exactly as you prefer recognition to read. We will contact you to obtain your logo.)

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Payment

\_\_\_\_ Sponsorship check enclosed

Series sponsors: \$1000 due at confirmation, \$2000 due May 1/Band sponsors: \$500 due at confirmation

\_\_\_\_ Please charge credit card as follows:

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ Sec. Code \_\_\_\_\_

Name on card \_\_\_\_\_

Billing Address \_\_\_\_\_

Please mail completed form and payment to:

Sonoma County Regional Parks Foundation, 2300 County Center Dr., Suite 120A, Santa Rosa, CA 95403.

Questions? Contact Susan Bryer-Shelton, Sonoma County Regional Parks Foundation, at

[susan.bryer-shelton@sonoma-county.org](mailto:susan.bryer-shelton@sonoma-county.org) or (707) 565-3190. Thank you for your support!

Except for value of items received, your sponsorship may be tax deductible. Please consult your tax advisor. Tax ID #68-0421813