

Friday Night Live *at the plaza*

Fact Sheet

Overview: The Cloverdale Arts Alliance is a non-profit organization dedicated to bringing cultural arts to Cloverdale and the surrounding Sonoma County communities. We are planning the 2nd season of our highly successful “Friday Night Live” concert series, which will be held outdoors in the Cloverdale downtown plaza and along N. Cloverdale Blvd between 1st and 2nd Streets on Friday evenings throughout the summer.

The concerts are provided free of charge to those who attend, so we depend on our local families and businesses to help defray concert expenses. Sponsors receive marketing benefits, and in turn, help the Cloverdale Arts Alliance to continue to offer the high caliber free programming that has made Friday Night Live Cloverdale’s most popular and eagerly anticipated annual event.

Dates: Fridays May 24 – August 30, 2024 (dark July 5)
Hours: 6:00 – 9:30 pm
Location: Cloverdale’s Downtown Plaza and N. Cloverdale Blvd. between 1st and 2nd Street
Attendance: 35,000+ over the season
Admission: FREE family friendly event
Produced by: Cloverdale Arts Alliance, a 501 (c) (3) non-profit organization
EIN 68-0466983 – Donations may be tax deductible.

2023 Community Supporters: Barbara McGuinness & John Mingo, Bob Scott & Tim McDonald, Bob & Jennifer Jordan, City of Cloverdale, Cloverdale Chamber of Commerce, County of Sonoma – Board of Supervisors, David McChesney, Delores & Gary Arabian, Dolph Green, Geoff & Nancy Dalwin, Kristin Kurpinsky, Mark & Rani Bella Jain, Danielle Civitillo, Neena Hanchett, Rich & Amy Schaefer, Rotary Club of Cloverdale, Russ Bertuccelli & Joanne Menapace, Steve Kawa & Dan Henkle, Tom & Cynthia LaConte

2023 Business Sponsors: Calpine at the Geysers, Cloverdale Ace Hardware, Cloverdale Edward Jones, Eagle Distributing, Eagle Tech Collision & Towing, Estrella Jalisco, Exchange Bank, Karma Dog Construction, Michelob Ultra, MoE’s Eagles Nest Deli, Papa’s Pizza Café, Ray’s Food Place, Redwood Empire Sawmill, Reuser Inc, Sonoma Clean Power, Wine Industry Network

2023 Winery Sponsors: Amista Vineyards, Carpenter Wines, Chateau St Jean, Dry Creek Vineyard, Ferrari-Carano, Goldeneye, Kelley & Young, Murphy-Goode, Orsi Family Vineyards, Palmeri Wines, Pellegrini Olivet Lane, Pine Mountain Cloverdale Peak AVA, Reynoso Family Vineyards, Rodney Strong, Roth Estates, Saini Vineyards, Unti Vineyards

2023 Media Sponsor: Cloverdale Connect

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2024 Sponsorship Opportunities

Platinum “Headliner” Sponsor (donation of \$5,000)

- Designation as the Underwriting Sponsor for one of the “Headliner” concerts
- Most prominent Sponsor recognition for the series (14 concerts)
- Most prominent Sponsor logo included on Event Post Cards
- Most prominent Sponsor logo included on Event Posters
- Most prominent Sponsor logo included on banner signage displayed
 - Main Entertainment Stage - 8’ x 18’ for 14 weeks
 - Highway 101 North - 4’ x 14’ for 14 weeks
 - Plaza Entrance - 4’ x 10’ for 14 weeks
- Platinum Sponsor recognition in all press releases
- Platinum Sponsor recognition on the event website www.cloverdaleartsalliance.org
- Platinum Sponsor acknowledgment from the entertainment stage throughout the series
- Special Concert Sponsor acknowledgment from the entertainment stage at your sponsored “Headliner” concert
- Reserved 10’ x 10’ promotional space at up to four (4) concerts during the season
- Complimentary 1-year Business Membership in the Cloverdale Arts Alliance
- Community Goodwill as a Platinum Sponsor of Cloverdale’s premier community event

Presenting Concert Sponsor (donation of \$3,000)

- Designation as the Concert Sponsor for one performance
- Recognition as a Presenting Sponsor for the entire concert series (14 concerts)
- Presenting Sponsor logo included on Event Post Cards
- Presenting Sponsor logo included on Event Posters
- Presenting Sponsor logo included on banner signage displayed
 - Main Entertainment Stage - 8’ x 18’ for 14 weeks
 - Highway 101 North - 4’ x 14’ for 14 weeks
 - Plaza Entrance - 4’ x 10’ for 14 weeks
- Presenting Sponsor recognition in all press releases
- Presenting Sponsor recognition on the event website www.cloverdaleartsalliance.org
- Presenting Sponsor acknowledgment from the entertainment stage throughout the series
- Special Concert Sponsor acknowledgment from the entertainment stage at your sponsored concert
- Reserved 10’ x 10’ promotional space at two (2) concerts during the season
- Complimentary 1 year Business Membership in the Cloverdale Arts Alliance
- Community Goodwill as a Presenting Sponsor of Cloverdale’s premier community event

cloverdale *arts* alliance

26805 Oak Knoll Terrace, Cloverdale, CA 95425

mark@cloverdaleartsalliance.org

Major Concert Sponsor (donation of \$2,000)

- Designation as the Concert Sponsor for one performance (shared with one other sponsor)
- Recognition as a Major Sponsor for the entire concert series (14 concerts)
- Major Sponsor logo included on Event Post Cards
- Major Sponsor logo included on Event Posters
- Major Sponsor logo on Banner signage displayed on the Entertainment Stage (8' x 18')
- Major Sponsor recognition on the event website www.cloverdaleartsalliance.org
- Concert Sponsor acknowledgment from the entertainment stage at your sponsored concert
- Concert Sponsor recognition in press releases for your sponsored concert
- Reserved 10' x 10' promotional space at one (1) concert during the season
- Complimentary 1 year business membership in the Cloverdale Arts Alliance
- Community goodwill as a Major Sponsor of Cloverdale's premier annual community event

Official Concert Sponsor (donation of \$1,000)

- Designation as a Concert Sponsor at one performance (shared with two other sponsors)
- Recognition as an Official Sponsor for the entire concert series (14 concerts)
- Official Sponsor listing included on Event Post Cards
- Official Sponsor listing included on Event Posters
- Logo on Entertainment Stage Sponsor Marquee banner at every concert
- Concert Sponsor acknowledgment from the entertainment stage at your sponsored concert
- Concert Sponsor recognition in press releases for your sponsored concert
- Official Sponsor recognition on the event website www.cloverdaleartsalliance.org
- Reserved 10' x 10' promotional space at your sponsored concert
- Community Goodwill as a Concert Sponsor of Cloverdale's premier community event

Event Supporter (donation of \$600)

- Recognition as an Event Supporter for the entire concert series (14 concerts)
- Recognition on the event website www.cloverdaleartsalliance.org
- Listing on stage sponsor marquee banner at every concert
- Community Goodwill as an Event Supporter

Trade Sponsor – Sponsor benefits determined on a case-by-case basis depending on what and how much is being traded.

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2024 Sponsor Registration Form

Donor Information (Your personal information is kept confidential)

Business Name (if applicable): _____

Last Name: _____ First Name: _____

Street Address: _____ City: _____ State _____ Zip _____

Email Address: _____

DONATION:

A One-time Donation in the Amount of:

\$5,000 (Platinum "Headliner" Sponsor)

\$3,000 (Presenting Concert Sponsor)

\$2,000 (Major Concert Sponsor)

\$1,000 (Concert Sponsor)

\$600 (Event Supporter)

Other amount: \$ _____

METHOD OF PAYMENT:

Check enclosed (please make checks payable to the "Cloverdale Arts Alliance")

Send me an invoice

The Cloverdale Arts Alliance is an official 501 (c) (3) non-profit organization (IRS EIN 68-0466983). Your contribution may be tax deductible. Consult your accountant for clarification.

Please forward completed form to:

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