



# Concerts at the Cove



## 2017 Sponsorship & Vendor Opportunities

### July 14th The Patsychords



Photo credit: ACT OUT Photography - Jim Norrena

After two sold out runs at Altarena Theater, Margaret Belton returns to Alameda to sing the songs of Patsy Cline

Special Guest Emcee Julie "Louise" Etzler

### June 9th The Urban Outlaws



Photo credit: Tananarive Aubert Photography

Modern country (with a few classic tunes) comes to Alameda. Yee-Hah!!

### August 11th The Up and Down



Named **Best Band** by the readers of Alameda Magazine in 2015, The Up and Down brings its "traditional music played aggressively" sound to the Cove stage in the local scene billing.

Produced by



## What is Concerts at the Cove?



Now in its 17<sup>th</sup> year, Concerts at the Cove has become an institution in the City of Alameda. Each second Friday in June, July, and August, hundreds of visitors walk or bike to Crab Cove Visitors Center to enjoy a **free** family friendly concert featuring one of the bay area's best bands. The meadow area at Crab Cove with its stunning view of the San Francisco Bay is the perfect location for a summer concert.

This year, the music lineup will be spectacular. On June 9th, the Bay Area's own **Urban Outlaws** will take the stage. Their mission: To Learn Every County Song Ever Written! Except Shania Twain! Drop by and see if it is really true.

**The Patsychords** – Vocalist Margaret Belton channeled country western superstar Patsy Cline in two sold out runs of *Always Patsy Cline* at the Altarena Playhouse. She returns to the stage on July 14<sup>th</sup> along with her good friend "Louise" who will emcee.

The August 11<sup>th</sup> concert will showcase **The Up and Down**. The band has been part of the local Alameda music scene for years. In 2015, they were awarded the Readers Choice Best Band in Alameda Magazine.



In addition to great music, local restaurants offer soft tacos, hot dogs, kettle corn, and other tasty treats for sale, and the Rotary Club of Alameda sells beverages. Stop by the designated beverage area and enjoy a glass of wine from R & B Cellars, Rosenblum Cellars, and Rock Wall Wine Company.

There are plenty of activities for younger family members. The Crab Cove Visitors Center stays open during the concert for families to explore the displays and learn more about the plants and animals that inhabit the area. There is a craft table for the small fries and one might even get to pet a snake or tortoise. Alameda's own Kenny the Clown has been known to drop by and make a few balloon sculptures while local face painter extraordinaire Alana Dill will transform a little face into a tiger or fairy.



*There is something for everyone at a Concerts at the Cove performance.  
Why Participate in Concerts at the Cove?*



Over \$15,000 raised annually  
for Community Grants



Audience of 1500  
Community Members

The Alameda Rotary Club has partnered with the East Bay Regional Park District and the Regional Parks Foundation to produce Concerts at the Cove to raise money for the Alameda Rotary's Community Grants Program.

Concerts at the Cove brings together Alameda Rotary Club members and East Bay Regional Park personnel working to create a family friendly evening at Crab Cove while raising money that goes back into the Alameda community through the 2017 Alameda Rotary Community Grants Program. Through the efforts of these committed folks, Concerts at the Cove raised over \$20,000 in 2015 that was distributed to local Alameda non-profit organizations. Past recipients of the grant program included social services organizations like Alameda Meals on Wheels, the Alameda Food Bank, Alameda Family Services for Head Start, and Alameda Point Collaborative. Additional grants went to youth service organizations such as the Alameda Educational Foundation, Boy Scouts, Alameda Boys and Girls Club, Alternatives in Action, and Girl's Inc. of the Island City. The Friends of the Alameda Animal Shelter and Rhythmix Cultural Works also received grants for the special role they play in contributing to the quality of life local residents enjoy.

For individuals, businesses, and organizations that believe in giving back to the community and are looking for a way to pool their contributions with others to multiply the impact their gift will have to a local Alameda non-profit organization, a sponsorship or donation to the Alameda Rotary Club Concerts at the Cove music series will achieve that result.

***Based on past sponsorships and beverage sales, 100% of your sponsorship or donation could go directly to the Community Grants program.***

If your business or organization is looking to reach an estimated 1,500 concert goers per event, Concerts at the Cove provides both the visibility and marketing opportunities. The Club's sponsorship team can work with your organization to maximize visual branding opportunities and create lead generation opportunities. Contact the Rotary Club of Alameda to create a program tailored to your specific needs or to book your company or organization summer party.

## **Concerts at the Cove is a GREAT event to have your company party!** How can your organization help the Rotary Club of Alameda and East Bay Regional Park District continue the Concerts at the Cove tradition of giving?

The Concerts at the Cove Music Series covered all expenses and successfully raised over \$20,000 in 2016 thanks to the efforts of Alameda Rotarians, East Bay Regional Park District Staff, over 5000 community members who attended the concerts and enjoyed locally produced wines and regional beers, and our corporate sponsors.



The Rotary Club of Alameda would like to thank Catellus Development Corporation and Alameda Landing for their support as a **Presenting Sponsor** of the August 2016 Battle of the Bands.

The Club also extends a heart felt "thank you" to the Alameda Journal, Broadway Management, and Kane & Associates Realtors for their **Stage Partner** contributions. Additional "in kind" support was provided by Alameda County Industries, R & B Cellars, Rosenblum Cellars, and Rockwall Wine Company.



Alameda Journal



Our grant recipients were more successful in helping those in need, providing leadership opportunities for youth, and contributing to the quality of life Alameda residents enjoy because of the involvement of businesses and organizations that share the common objectives of Rotary.

Businesses and organizations looking to make a difference and increase their visibility in the community should seriously consider the sponsorship opportunities available at the Concerts at the Cove music series. Presently, there are three types of participation: Direct Contribution Sponsorship, In-Kind Sponsorship, and the Rotary Supporter Sponsorship, which involves a general donation to assist the Club in its community grants efforts.

### **Direct Contribution Sponsorship:**

For companies looking for maximum visibility while partnering with Rotary to cover the costs of producing the concert series, direct financial contribution is the easiest way to get involved. Details of the various levels of sponsorship including table, media, stage, and presenting sponsor are contained on the following pages.

### **In-Kind Sponsorship:**

Do you have a spare 16' x 20' stage in your garage? Maybe a keg of Alameda's Faction Brewing locally produced beer? Check out the list of items Rotary could you to produce the concert and reduce expenses.

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*The success of the community grants program depends on sponsorships.*  
**Direct Contribution Sponsorship**

**Table Display**

at **one** of the three concerts  
 at **all three concerts**

\$150 per table location  
 \$400 per table location

Price includes one 6' rectangular table with plastic drape and two chairs w/parking pass. The Emcee will recognize your business and announce your location during the welcome speech and at the set break.

**Stage Partner**

Help defray the cost of renting the stage by having your company's 4'W x 3'H banner hung from the main stage. The stage partner sponsorship includes a table display as described above, your banner hung on the main stage, and the emcee will recognize your business and announce your location during the welcome speech and at the set break.

If your company does not have a 4' x 3' banner, Rotary can recommend a local Rotarian owned business that can produce a banner for you.



Stage Partner for any **one** of the three concerts     \$300 per 4' x 3' banner  
 Stage Partner for **all three concerts**     \$800 per 4' x 3' banner

Pricing includes 1 parking pass, but does not include costs to produce the 4' x 3' banner. Rotary volunteers will hang and take down the banner for you.

**Media Partner**

Concerts at the Cove is extensively promoted through print ads in the Alameda Sun and Alameda Journal, calendar listings on Alameda Patch, through posts on Alameda Parents Network, street banners, a dedicated Concerts at the Cove website, the official Rotary Club of Alameda website, and a city-wide poster campaign.

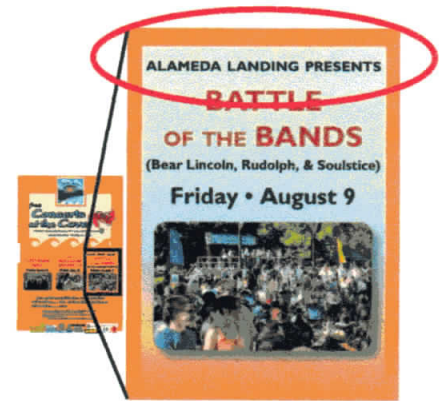
As a Concerts at the Cove Media Partner, you help us get the word out about this free event that brings together family and friends for an evening of great music, food, fellowship, and support for the Alameda Rotary Club's community grants program.

Your company's logo will appear on all promotional materials associated with the concerts publicity including print and electronic display advertising, press releases, event and Rotary websites, announcements from the stage, and recognition at the Rotary Club of Alameda's weekly lunch meetings. (Street banners are not included in the media partner.) The Media Partnership covers all advertising and publicity for three months of the concert season.

## Be a Presenting Sponsor

For individuals, companies, or organizations that wish to make a major contribution to the Alameda Rotary Club's community grants program, becoming a Presenting Sponsor for one of the concerts represents the ultimate commitment to the community.

Presenting Sponsors become partners with the Alameda Rotary Club and the East Bay Regional Park District in achieving our organizations' common objective of serving the needs of the community while providing an opportunity for families to come together, enjoy the wonderful resource known as the Crab Cove Visitors Center, and listen to great music.



As a Presenting Sponsor, your company or organization will be recognized for its commitment to the community in all media and promotional opportunities including:

- Table at all three Concerts at the Cove performances,
- Stage banner at all three Concerts at the Cove performances,
- Announcements from the stage indicating that the concert is presented by your company or organization,
- 60 second main stage message delivered by your company/organization spokesperson,
- Prominent listing of your company/organization in all print media for the sponsored concert,
- Your company logo with a link to your website on both the Concerts at the Cove and Alameda Rotary website,
- Ten drink tickets for you and your guests to enjoy a beverage from local wineries and craft breweries,
- VIP parking for two vehicles inside the park,
- Invitation to the Rotary Club of Alameda luncheon where the community grants will be presented, and
- Alameda Rotary will invite your company to one of its lunch meetings where your contribution to Concerts at the Cove Music Series and commitment to the ideals of Rotary's *Service Above Self* will be recognized. Your company will receive an invitation for four employees to attend and dine as Alameda Rotary's guest.

### **Support Alameda Rotary's Community Grants at your next company party**

Does your company have an annual summer party? Concerts at the Cove is the ideal venue for your employees and their families to spend an enjoyable evening together without the hassle of undertaking a major production. The music is in place, the picnic area reserved, and the food and beverages are ready. All you need to do is pick one of the concert dates. Rotary will reserve a designated area for your organization and tailor a package to fit any budget. Contact Jeff Cambra – Concerts at the Cove Chairman for details. (510) 865-3636.

## *In Kind Sponsorship*



In order to produce the Concerts at the Cove music series, the Rotary Club of Alameda rents equipment and purchases products and supplies. By reducing these expenses, the Club cuts costs and is able to direct more money to the community grants program. If your organization has access to any of the following items or reimburses the Club for its expenditure, the available funding for the community grants program grows dollar for dollar. The cash equivalent of each item is provided in parenthesis after the item.

The Alameda Rotary Endowment Foundation is a 501(c)(3) non-profit organization. To the extent that the donor does not receive a benefit from the donation, the full value of the donation might be deductible to qualified individuals. Check with your tax professional before donating to be sure you qualify for the deduction.

Items needed for each one of the three concerts:

- STAGE (\$1,700) - 20' W x 16' D x 3' H heavy duty stage with steps, railing, and black skirting.
- SOUND SYSTEM (\$2500) - capable of delivering high quality sound in an outdoor environment.
- GENERATOR (\$500) - 25KW(70a 3ph) Generator w/100' cable (specifications available on request).
- BAND (\$1,500) - Contact Jeff Cambra at (510) 865-3636 for qualifications.
- BEER (\$400) - Two kegs of local beer (one lighter style/one full bodied) with dispensing system.
- WINE (\$600) - Total of six cases of wine, one red and one white from each of three local wineries.
- ICE (\$75) - 150 lbs. of cubed ice.
- BEVERAGE SERVICE SUPPLIES - (\$100)
- PRINT AD (\$200 each) - Two - 3 column by 5" ads in the Alameda Sun or Alameda Journal
- PRINT AD (\$500 each) – One - 3 column by 8" ad in the East Bay Express

*OK! Sign me up. I want to be a part of the Rotary's Community Grants Program.*

Congratulations. You are about to become part of a great network of Rotarians, EBRPD staff members, other like-minded sponsors, and 5,000 concert goers that will make a difference in the lives of your neighbors.

In order to confirm your sponsorship, please contact:

Jeff Cambra – Concerts at the Cove Chairman  
510-865-3636 ([info@festivalproductions2.com](mailto:info@festivalproductions2.com))

Todd Wellnitz – President, Rotary Club of Alameda  
415-846-1521 ([todd@wellguardinsurance.com](mailto:todd@wellguardinsurance.com))

Once the exact details of your sponsorship are finalized, you will receive a letter from Alameda Rotary confirming the benefits of your sponsorship and information regarding the mechanics of participation.