

# CREATING A VIBRANT SALISBURY BEACH

**2024 Sponsorship  
Opportunities**



**Salisbury Beach**  
PARTNERSHIP

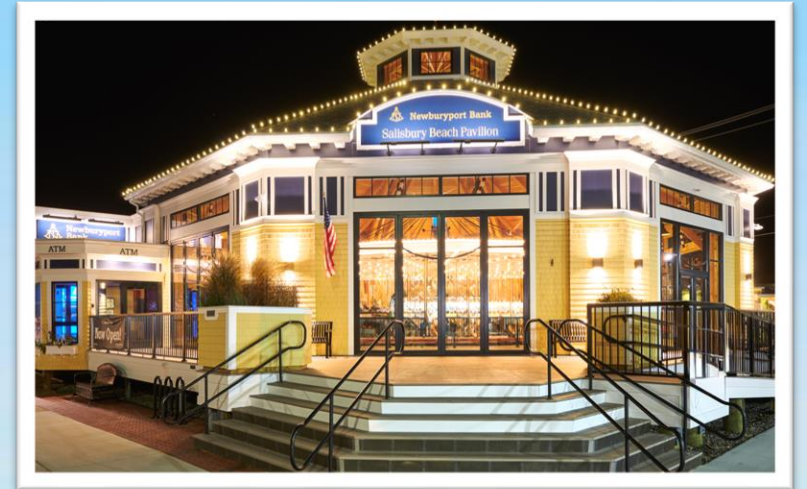
# SBP: WHO WE ARE, WHAT WE DO

- ▶ SBP is a non-profit 501c3 organization
- ▶ WE EXIST TO:
  - Promote the recreational, historical, environmental, cultural, and community use of Salisbury Beach.
  - Increase tourism for higher economic impact.
  - Preserve the beach's unique natural assets.
  - Support revitalization efforts in a manner in which they enhance economic growth, public use and access.
  - Strengthen and bring the community together through a more vibrant Salisbury Beach center.



# SBP: ACCOMPLISHMENTS

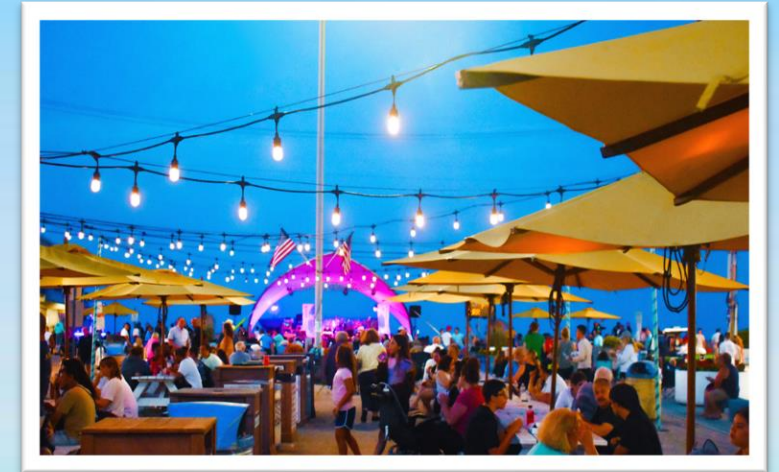
- ▶ Instrumental in advancing key beach initiatives that attract families and build long-term economic value:
  - Purchased historic carousel and completed \$5M Carousel Pavilion building project
  - Revitalize beach center with summer and seasonal programs
  - Spur tourism for economic growth by attracting regional visitors to annual events, festivals outdoor concerts, and overall beach center use
  - Beautify beach center public open space with annual greenery plantings



# SBP SUMMER 2024 PROGRAM PLAN

## ► BEACH CENTER ENTERTAINMENT

- 11 weeks -- June 29 – August 31
  - Weekly Summer Concert Series (1)
  - Weekly Fireworks Shows (11)
  - 4<sup>th</sup> of July Fireworks Show (1)
  - Weekly DJ Beach Parties (11)



## ► MUSIC FESTIVAL

- Saturday, August 24
  - 92.5 The River RiverFest

# SBP SUMMER 2024 PROGRAM PLAN

## ▶ ATTRACTION

- Salisbury Beach Carousel
  - 30K riders in 1<sup>st</sup> 8 months

## ▶ FREE COMMUNITY EVENTS

- 4<sup>th</sup> of July Pet Parade -- SBP
- July National Carousel Day Event
- Tuesday Family Day on Broadway – Town + Free Carousel Rides



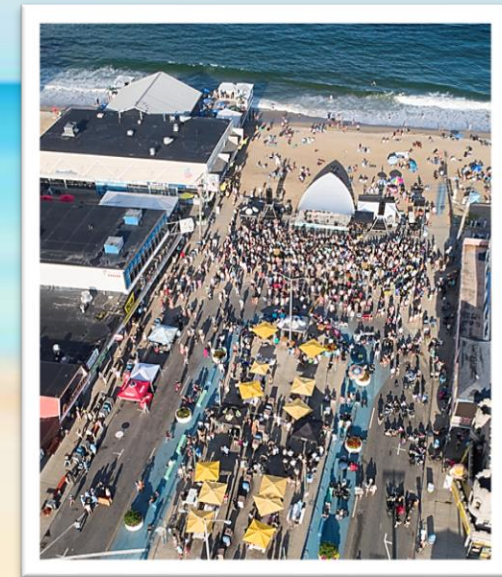
# HOW SPONSORS BENEFIT

## ▶ SPUR TOURISM, LOCAL ECONOMY

- Summer and seasonal event attendance attracts up to 100K consumers annually
- Wide regional draw from MA + NH – Essex and Suffolk Counties, Merrimack Valley, Boston and North, Southern New Hampshire + Summer Vacationers

## ▶ REACH TO REGIONAL & TOURIST MARKETS

- Raises awareness of Salisbury Beach as a destination and a place to live/work/play
- More than 200K logo impressions in MA + NH markets: Collateral + Digital Assets + Social Media + Radio PSA's



ANNUAL SPONSORSHIP PACKAGES	HIGH TIDE SPONSOR \$10K+	BROADWAY CHAMPION \$8K	BEACH LOVER \$5K
<b>LEVELS &amp; BENEFITS:</b>	<b>2024 Sponsorship</b>	<b>Summer Bands &amp; Fireworks Sponsor</b>	<b>Concert Series Sponsor</b>
CAROUSEL "FREE RIDES"	75	50	25
LOGO ON COLLATERAL & STAGE BANNER	LARGE	MEDIUM	SMALL
WEBSITE PRESENCE/BUSINESS LINK	✓	✓	✓
SOCIAL MEDIA MENTIONS	Minimum of 12	Minimum of 8	4
STAGE ANNOUNCEMENTS	✓	✓	✓
EMAIL BLAST RECOGNITION	WEEKLY	BI-WEEKLY	4 MENTIONS
BOOTH/SAMPLING OPPORTUNITY <i>Must be pre-approved</i>	11 SATURDAYS	6 x's	3 x's
EVENT ADVERTISEMENTS	✓	✓	

# SBP BENEFIT CONCERT SPONSORSHIPS

- ▶ Each annual fundraiser concert is held at Blue Ocean Music Hall—premiere concert venue on the ocean. Proceeds benefit SBP. Tickets sold per concert: 500-600
- ▶ SPONSOR RECEIVES: See concert sponsorship benefits chart
- ▶ SELECT ONE: PRESENTING \$2.5K CO-SPONSOR: \$1.2K
- ▶ SELECT ALL THREE: PRESENTING \$7K CO-SPONSOR: \$3.5K

## MARCH

### BLARNEY BASH

Featuring popular U2 Tribute Joshua Tree.



## JULY

### BUFFETT BEACH BLAST

Featuring Jimmy Buffett Tribute, Changes in Latitudes + Pre-Show Tailgate Party



## OCTOBER

### HALLOWEEN COSTUME BALL

Costume ball with live band, \$1K in cash prizes. Company rep as costume judge.





<b>FUNDRAISER CONCERT PACKAGES</b>	<b>PRESENTING SPONSOR \$7K</b>	<b>ROCKIN' SPONSOR \$3K</b>	<b>MUSIC LOVER \$1K</b>
<b>LEVELS &amp; BENEFITS:</b>	<b>LEAD SPONSOR 3 SHOWS</b>	<b>CO-SPONSOR 2 SHOWS</b>	<b>SUPPORTING 1 SHOW</b>
<b>CONCERT TICKETS</b>	<b>6 TICKETS PER SHOW</b>	<b>4 TICKETS PER SHOW</b>	<b>4 TKTS—1 SHOW</b>
<b>LOGO ON COLLATERAL, PRINT ADS &amp; ASSETS</b>	<b>LARGE</b>	<b>MEDIUM</b>	<b>SMALL</b>
<b>LOGO ON SBP &amp; BOMH WEBSITE</b>	✓	✓	✓
<b>COMPANY SOCIAL MEDIA MENTIONS/LINKS</b>	<b>MINIMUM OF 8</b>	<b>MINIMUM OF 4</b>	<b>2 PER CO-SPONSOR PER SHOW</b>
<b>STAGE ANNOUNCEMENT RECOGNITION</b>	✓	✓	✓
<b>BOOTH/SAMPLING OPPORTUNITY</b> <i>Must be pre-approved</i>	<b>3 CONCERTS</b>	<b>1 CONCERT</b>	
<b>BANNER DISPLAYED ON SITE NIGHT OF CONCERT + FLYERING</b>	<b>3 CONCERTS— PROMINENT LG</b>	<b>2 CONCERTS — MEDIUM BANNER</b>	<b>1 CONCERT – SMALL BANNER</b>
<b>RADIO SPOTS</b>	<b>TAGGED ON ALL CONCERT ADS</b>	<b>TAGGED ON 2 CONCERT'S ADS</b>	

# \$3K BEAUTIFICATION SPONSORSHIP

## BROADWAY BEAUTIFICATION

- ▶ Annuals + perennial beds planted and maintained along Broadway Mall and in exterior flower boxes on the Salisbury Beach Carousel Building
- ▶ SBP pays all expenses for flowers, maintenance and watering throughout the entire summer.
- ▶ **SBP Annual Beautification Cost: \$12K**
- ▶ **SPONSOR RECEIVES:**
  - Plaque recognition on ¼ all planters at beach center
  - Logo on SBP website Sponsorship and Beautification pages
  - Company name/link included in SBP social media posts about Beautification
  - Company featured in e-newsletter
- ▶ **FOUR SPONSORSHIPS AVAILABLE: \$3K each**



**Thank you for your support!**

# Salisbury Beach



PARTNERSHIP

**CHECKS MADE PAYABLE TO: Salisbury Beach Partnership, Inc**

**MAILING ADDRESS: 7 Broadway | Salisbury, MA 01952**

**EMAIL: [info@mysalisburybeach.com](mailto:info@mysalisburybeach.com)**

**WEBSITE: SBP [www.MySalisburyBeach.com](http://www.MySalisburyBeach.com) Carousel: [www.SalisburyBeachCarousel.org](http://www.SalisburyBeachCarousel.org)**