PLAYLIST
CONCERT SERIES
2022
Sponsorship Opportunities
Who We Are

Durham Central Park is a 5-acre, public park located in the heart of downtown Durham. It is operated by Durham Central Park, Inc, a 501(c)(3) non-profit organization.

DCP, Inc. holds a management agreement with the city of Durham to operate, maintain, and program the park but does not receive any public funding.
Who We Are

WNCU, 90.7 FM is licensed to North Carolina Central University and provides quality culturally appropriate programming to public radio listeners in the Triangle area. The format of this listener supported public radio station entertains the jazz aficionado, educates the novice jazz listener and disseminates news and information relative to the community-at-large.

WNCU 90.7 FM is a 50,000 watt public radio station and an affiliate of NPR, PRI and Pacifica Radio.
What We Do

DCP, Inc. and WNCU are partnering to present the 2022 PLAYlist Concert Series. We will feature six free, Friday evening concerts featuring a wide array of local and regional performers. The series is designed to bring the community together for a fun, laid-back evening where people can share space, and enjoy music, the arts, and the outdoors.

All concerts will simulcast live from DCP on WNCU’s Friday night funk and disco program with host DJ Travis Gales.
DCP’s Audience

Followers:
- Twitter: 6,276
- Facebook: 11,454
- Instagram: 9,100
- Subscribers: 5,392

Avg Visits/Mo.:
- 3,731
- 6,366 (Peak Season)
WNCU’s Audience

50,300 Listeners/Week

742 Followers

2,347 Followers

587 Followers
Past Headliners

2022 Grammy Nominee

Valerie June

Grammy Award Winning

Van Hunt

Rebirth Brass Band

Grammy Award Winning
Why Sponsor PLAYlist?

In addition to the media benefits and perks listed on the following slides, by sponsoring PLAYlist your company is:

• bringing high quality live music to a safe outdoor space for free
• engaging with a diverse audience from all over the Triangle
• providing local artists opportunities to work with bigger names
• providing DCP and WNCU with the means to partner and bring the concert live to the radio, so more people can listen
• providing DCP and WNCU with the opportunity to create a high quality and sustainable event
Common Sponsor Benefits

• Pre-performance thanks from the stage

• Logo with link on both WNCU & DCP Concert Series websites

• Company Name listed in Sponsor Thanks section of all DCP & WNCU Concert Series email campaigns

• Company name on Concert Series Banner, displayed at all concerts

Investments starting at $1,000
Sponsorship Opportunities

$10,000
- Common Benefits, with prominent logo placement
- Company Featured in direct reach newsletter
- Special Social Media Sponsor Thank You
- Custom Branding Opportunity
- Tabling Opportunity at ALL concerts
- Customized Featured Park Engagement Activities during concert

$5,000
- Common Benefits, with prominent logo placement
- Company Featured in direct reach newsletter
- Special Social Media Sponsor Thank You
- Tabling Opportunity at three concerts

$2,500
- Common Benefits, with prominent logo placement
- Company Featured in direct reach newsletter
- Special Social Media Sponsor Thank You

$1,000
Common Benefits (See previous page)
Vendor Sponsorships

- Want the opportunity to sell your products during the 2021 PLAYlist Concert Series, or engage with PLAYlist attendees to increase your brand awareness? Become a Vendor Sponsor at the Night Market at PLAYlist!
- Vendor Sponsors receive a 10x10 space under the pavilion to sell wares or engage with attendees
- Vendor Sponsors will also be featured in all Night Market related social media posts,

**Investment:** $150 per concert or $600 for all Six

For interested food and drink vendors - contact bryce@durhamcentralpark.org for more info
We can customize your Sponsorship package to create the most value for this partnership! We’d love to tell you more about what your sponsorship means to us, and learn more about your needs and wants as a sponsor as well.

Reach out to Erin Kauffman to schedule a call!
erin.kauffman@durhamcentralpark.org