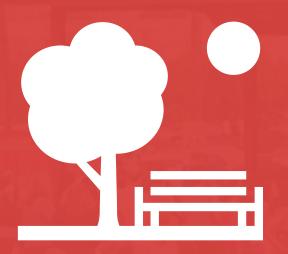


Sponsorship
Opportunities





Mono 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



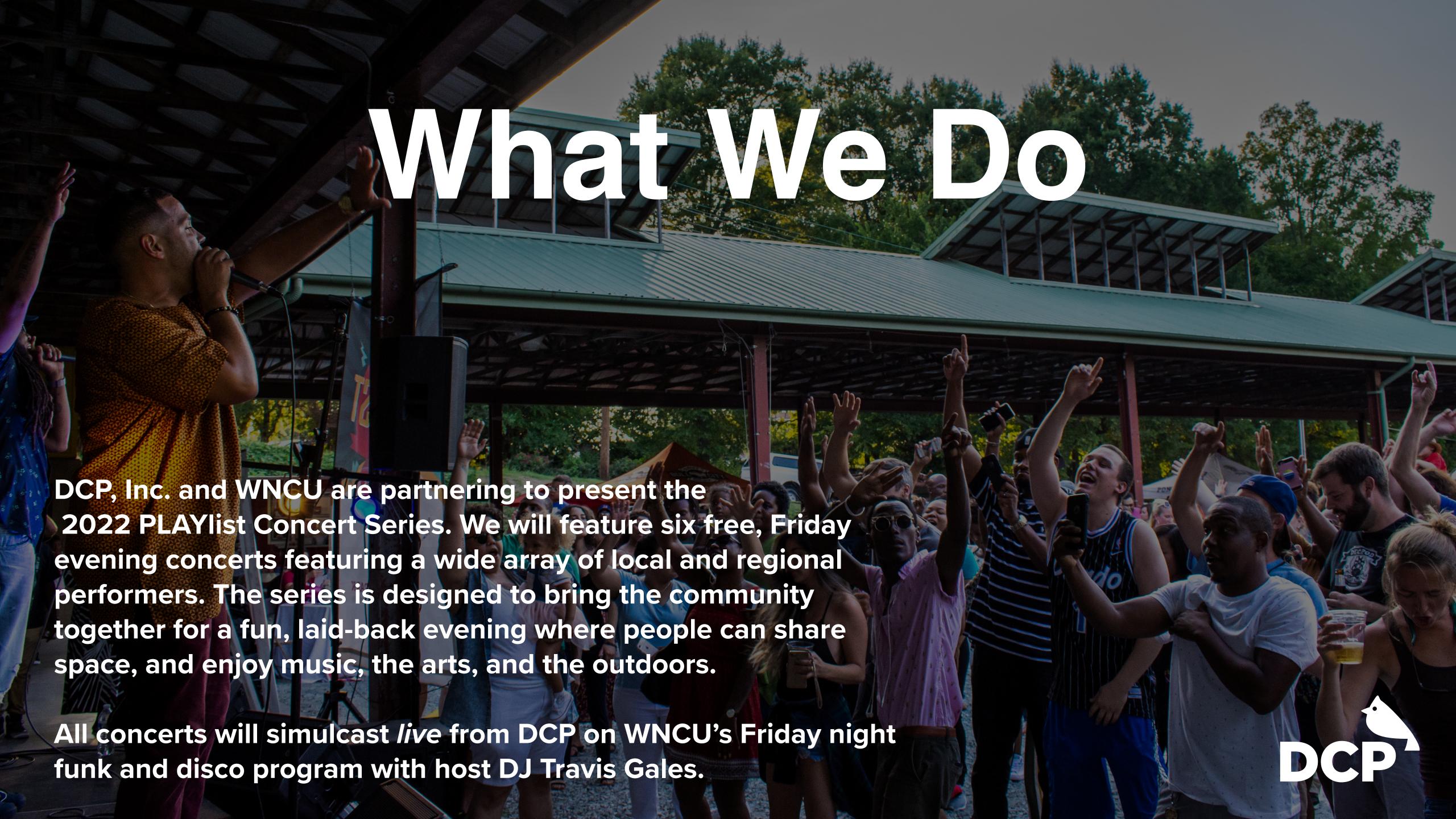
WNCU, 90.7 FM is licensed to North Carolina Central University and provides quality culturally appropriate programming to public radio listeners in the Triangle area. The format of this listener supported public radio station entertains the jazz aficionado, educates the novice jazz listener and disseminates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







DCP's Audience



6,276
Followers



11,454
Followers



9,100
Followers



5,392
Subscribers



WNCU's Audience



50,300 Listeners/Week





2,347Followers



587
Followers

Past Headiners

Valerie

Valerie

June





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 BrandingOpportunity
- 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



2022 Sponsorship Opportunities

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



