

PRESENTING

The Sunset

A Family-friendly Concert Experience

WEDNESDAY AUGUST 2ND 2023 • 3:00 pm – 9:00 pm

SPONSORSHIP INVITATION

AN EVENT FOR THE COMMUNITY BY:



BROOKLINE GOLF COURSE



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A Live Music Event for the Community

SPONSORSHIP INVITATION

Dear Friend,

We are thrilled to announce The Sunset – our inaugural live music event, bringing together musicians and the Brookline community for a family-friendly music experience. And we are pleased to be able to present an opportunity for businesses and individuals in the community to partner with us to help bring this experience to life by joining us as a sponsor.

The Sunset is the culmination of over a year of planning in conjunction with the Brookline Recreation Department, and will include several live performances, food trucks, a Kidz Zone play area, and a beer garden for the adults. More information about the event and the various sponsorship packages are outlined below.

We hope you will consider becoming a sponsor, and will join us for a fun community event on our beautiful golf course.

With sincere gratitude,

Justin Lawson
General Manager
Brookline Golf Course

ABOUT THE SUNSET

- Date:** August 2, 2023
- Venue:** Brookline Golf Course
- Target:** Brookline and surrounding communities. Music enthusiasts, families, businesses and local residents of all ages.
- Objective:** To create a memorable and inclusive music experience that unites our community, promotes local talent, and fosters a sense of togetherness.

EVENT HIGHLIGHTS:

- Lineup:** A diverse range of musical genres and performances for everyone. Including Vanessa Trien, and The Jumping Monkeys, Petty Larceny, and the Zac Brown Tribute Band.
- Kidz Zone:** Engaging experiences where kids can play, explore golf experiences and enjoy an area just for them.
- Food & Drink:** A variety of food trucks , as well as a curated offering for the night served up by our own Hemlock Grill. Plus a Beer Garden for age 21+.
- Community Engagement:** Areas will be set aside for gathering, dining and hanging out.
- Family-Friendly viewing:** The geography of our expansive driving range lends itself perfectly as a natural amphitheater. There is plenty of space for the family with clear views of the stage and naturally good acoustics.

SPONSORSHIP BENEFITS

BRAND EXPOSURE:

Reach a wide and diverse audience through event marketing, including social media, local advertising, extensive email outreach, press releases, and event signage. Exposure across a large cross section of Brookline residents including families, young adults, and seniors, as well as town employees and local businesses.

COMMUNITY ENGAGEMENT:

Align your brand with a festive and memorable community event, demonstrating your commitment to serve and support the Brookline community. Connect with attendees through face-to-face interactions, fostering brand loyalty and customer relationships.

NETWORKING OPPORTUNITIES:

Connect with community leaders, stakeholders, local influencers, and potential partners, demonstrating your commitment to supporting a community-driven event and strengthening important local business relationships.

SPONSORSHIP PACKAGES:

TITLE SPONSOR:

- Premier “Brought To You By” logo placement on all event marketing materials and signage
- Exclusive naming rights for stage and/or prominent event area
- Social Media “Thank You” push both pre- and post-event through all BREC channels
- VIP access for company representatives
- On-stage recognition during the welcome announcement and intermissions between acts within the event
- On-site logo display at entrances
- 24 rounds of golf for your employees or customers to be played on a future date of your choice
- A special “thank you” in a post event article in the Putterham Times, Brookline Golf Course’s digital newsletter followed closely by our clients

Price: \$5,000

SUPPORTING SPONSOR:

- Logo placement on event marketing materials and signage
- VIP access for company representatives
- Recognition during the event
- 12 rounds of golf for your employees or customers to be played on a future date of our choice
- A special “thank you” in a post event article in the Putterham Times, Brookline Golf Course’s digital newsletter followed closely by our clients

Price: \$2,500

COMMUNITY PARTNER:

- Logo placement on event marketing materials.
- Support of specific event component (e.g., children's area,).
- Recognition during the festival.

Price: \$1,000

ABOUT THE BROOKLINE GOLF COURSE

The mission of the Brookline Golf Course is to provide a welcome place for golfers of all ages and abilities to play and enjoy the game of golf. We work to exceed the expectations of our guests, both in terms of service and conditions, to be the finest example of a public municipal golf course.

The Brookline Golf Course is one of the many recreation facilities made available to the public by the Brookline Recreation Department (BREC). BREC's mission is to enhance the quality of life through enriching experiences, which support the Brookline community in developing and maintaining healthy lifestyles. Our beautiful golf course is a cornerstone in achieving that mission.

Prior to being developed as a golf course in 1933, the property served as the town's tree farm. Trees established on the property were transplanted all over town, and contribute to the lush landscape of the town today. We embrace that legacy, and take to heart our responsibility to the environment. The course provides recreational opportunities for the community, as well as provides a green open space for the many forms of wildlife that call it home.

We invite you to visit us for golf, or a meal in the Hemlock Grill, or a walk on our walking paths on Monday mornings.

BE A PART OF THE SUNSET!

We believe this inaugural event will grow into an annual summertime highlight for all of Brookline. If you would like to learn more and discuss being part of this one-of-a-kind event, please visit the web or contact us. One of team members will follow up immediately.



BrooklineGolf.com/Community/Sunset

Email - jlawson@brooklinema.gov • Phone 617.730.2078

ROBERT T. LYNCH MUNICIPAL GOLF COURSE

1281 West Roxbury Parkway, Brookline, MA 02467

EVENT PROMOTION

The Sunset

A Family-friendly Concert Experience
at **BROOKLINE GOLF COURSE**

WEDNESDAY AUGUST 2ND 2023
3:00 PM - 9:00 PM • GATES OPEN AT 2:30 PM

Live Music • Food Trucks • Beer Garden • Kidz Zone

PERFORMERS INCLUDE

2 VANESSA TRIEN AND THE JUMPING MONKEYS

0 PETTY LARCENY

2 TIMKO

3 ZAC BROWN TRIBUTE BAND

Tickets go on sale June 21st.
Visit BrooklineGolf.com/Sunset
for ticket information.

EVENT MAP

