



2014

COMMON GROUND

PLAZA-MIDWOOD MUSIC & ARTS FESTIVAL

September 6, Noon - 11pm

Common Ground is an annual street festival that unites our Charlotte neighborhoods for a weekend of music, arts, and merriment.

Showcasing local and national musicians, artisans, and craftsmen, *Common Ground* takes place on Commonwealth Avenue, here in the heart of Plaza Midwood.



Programs

Common Ground has grown over the past three years. There's a lot going on and patrons need to know. What kind of beer is served? What bands? When will they play? ...Where is the kissing booth?

Programs tell all, and your brand can be found in the mix.



Wristbands

Creative, discrete, and subtle. Over 3,000 wristbands were distributed during **Common Ground** 2013. Secured to the arm of each patron, your logo is guaranteed visibility.



Cups

One thousand festival souvenir cups are printed with your logo. Traveling home with festival patrons, cups provide years of visibility far beyond festival day.



Banners

Over the stage, backstage, or below the stage, banners speak clearly. Event photos last forever and so will your branding. Your support for community events such as **Common Ground** does not go unrecognized.



Social Media

Facebook and website advertising is a powerful long-term means of gaining visibility. **Common Ground** receives thousands of clicks with postings reaching over 7,000 views each.



Charging Station

Dead cell battery?! No worries. Free to event patrons courtesy of your company, this 10x10 tent is fitted with seating, shade, and cell charging service. Place your business cards on the table, brochures or have a seat and relax with festival goers. This is a unique and “powerful” marketing method.



Backstage Passes

Looking for a memorable date night? Entertaining clients? Friends from out of town? Backstage passes include catered food and beverage, shaded seating, interaction with musicians and guests. This unique angle to the festival will surely impress.

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Sponsor Packages

Sponsorship packages provide grouped savings for those seeking that additional “oomph” of marketing presence. As a key sponsor, your company receives visibility from all angles. Your company’s contribution made this day possible and will forever be etched in the minds of festival patrons as the reason for their cherished memories. Over 3,000 wristbands were distributed in 2013, social media receives thousands of views each season, and thousands will make note of your brand.

Three levels of sponsorship have been designed to provide a range of visibility, with each dialed in to your marketing needs. For sponsorship details, please email goodtimes@thecommongroundfestival.com, call [704.332.2397](tel:704.332.2397) or visit www.thecommongroundfestival.com.

