



Uptown Greenwood was born on the banks of a railroad and over the years, has transformed into a beautiful city that exemplifies small town charm and hospitality. The hustle and bustle of the depots and railroads have long since given way to a beautifully landscaped Main Street lined with unique shops and restaurants, and a variety of businesses and cultural organizations. Now, with The Museum, The Greenwood Community Theatre, and the Greenwood County Arts Council all located in the Emerald Triangle Arts and Cultural District, Uptown Greenwood is developing into a center for activities and events.

Events give us the opportunity to showcase our ever changing community and attract visitors from all over the United States. One such opportunity is the monthly *Live After Five* concert series. Uptown Greenwood and the City of Greenwood partner together to host *The Live After Five* concert series in Uptown Greenwood on the third Thursday evening of each month. Uptown also partners with the Rock N' Roll Cruisers Car Club of Greenwood on several Saturdays evenings throughout the year to host special edition *Live After Five* concerts and "cruise-ins". The *Live After Five* concert series features live music performances ranging from bluegrass, blues, contemporary, and beach music by both regional and national artists. The Swingin' Medallions, Natalie Stovall, Peace & Love, and the Fantastic Shakers were some of the featured performers of the 2009 concert series. Last year, we saw crowds of 500 to 5,000 for each of the *Live After Five* concert events and the economic benefits of these concerts greatly impacted local businesses throughout Greenwood.

In order for the events to continue to grow, they require generous support from community sponsors and merchants. Enclosed is the Sponsorship Opportunity Brochure for the 2010 *Live After Five* concert series. We would like to ask you to consider partnering with us in this cooperative effort by making an investment in this event. As a 2010 sponsor, you will be investing in our community while associating your organization's image with one of Greenwood's most exciting events. Your business logo will be placed on the Uptown Greenwood web site and will be included in concert advertising. You will also have the opportunity for onsite exposure during the event.

Join us in promoting the economic vitality and cultural vibrancy of Greenwood while simultaneously maintaining and reinforcing Uptown Greenwood's position as the "heart and soul" of our community! Please contact me at (864) 942-8448 or [uptown@cityofgreenwoodsc.com](mailto:uptown@cityofgreenwoodsc.com) if you have any questions regarding the sponsorship opportunities.

Thank you in advance for your commitment to Uptown Greenwood.

Sincerely,

*Angie Jones*

Manager  
Uptown Greenwood Development Corporation

# Live after Five

**The Live After Five** concert series is an event held in Uptown Greenwood on the fourth Thursday evening of each month and on several Saturdays evenings throughout the year. The Live After Five concert series features live music performances ranging from bluegrass, blues, contemporary, and beach music by both regional and national artists. The Swingin' Medallions, Natalie Stovall, Peace & Love, and the Fantastic Shakers were some of the featured performers of the 2009 concert series.

Live After Five concerts attract approximately 500 to 5,000 people, weather permitting, into Uptown Greenwood. Many concertgoers choose to stay in Uptown Greenwood and visit one of the Uptown Greenwood's fine restaurants to make this an all evening outing. The concert series, in addition to the great venues of music, also ties in other events such as Taste of Uptown, which is a showcase of Uptown restaurants, the Festival of Discovery and other City events.

The dates\* for the 2010 Live After Five concert series are as follows:

**Thurs, April 8**

**Thurs, May 13**

**Thurs, June 10**

**Sat, June 19**

**Thurs, July 8\*** – *Special edition concert held in conjunction with the SC Festival of Discovery*

**Thurs, August 12**

**Thurs, September 9**

**Sat, September 25**

**Thurs, October 14**

*\*Concert dates are subject to change due to band cancellations, availability, schedule conflicts or weather.*

This event is marketed through local radio and television advertising, newspaper and direct mail advertising, electronic media, and distribution of high quality posters and flyers throughout the Greenwood area.



# 2010 Sponsorship Commitment

## Live After Five Concert Series

### Individual Concert Sponsor \$1,000\*

Sponsors receive:

- Ability to set up a booth/distribute materials onsite during a concert
- Logo placement and hyperlink on Uptown Greenwood Live After 5 page (average of 200 page views per month)
- Logo placement on a monthly utility billing insert (received by over 27,000 customers)
- Name inclusion in all radio, electronic, print, and community cable channel advertisement

\*Will allow a maximum of 2 co-sponsors for a concert sponsorship.

### Concert Series Title Sponsor \$10,000\*

In addition to the broadcast, print and onsite exposure associated with concert sponsorship, Title sponsors will also receive:

- Exclusive designation as Title Sponsor of the event
- Name & logo incorporated into the event

\*Will allow a maximum of 2 co-sponsors for Title Sponsorship of a concert series.

Please indicate the level of sponsorship that the organization would like to commit for each event by circling the corresponding amount for the event.

**Organization:**

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**Street Address:**

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**City, State & Zip Code:**

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**Contact Name, Telephone Number, and E-mail Address:**

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**Total Sponsorship Commitment:**

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*Donations of any amount are greatly appreciated.*

We need your Sponsorship Commitment by March 1, 2010.  
The actual money will not be due until 30 days before the event.

Please remit to:  
**Uptown Greenwood Development Corporation**  
**P.O. Box 202**  
**Greenwood, SC 29648**  
**uptown@cityofgreenwoodsc.com**  
**864-942-8448**