

THURSDAYS AT 7 CONCERT SERIES

SPONSORSHIP
OPPORTUNITIES

2026



 336-570-6718

 www.GrahamRecreationAndParks.com



Thursdays at 7 Concert Series

2026 Sponsorship Benefits



4th Thursday of each month
with an additional concert in September

Expected Attendance: 500-1,200 at each concert

Sponsorship Levels	Presenting Sponsor \$2,500	Stage Sponsor \$1,000	Single Concert Sponsor \$500	On-Site Sponsor \$150/concert
Availability	2	4	6	4
Vendor Space at Event (10'x10' Space)	Yes, includes canopy	Yes	Yes	Yes
Concert Posters & Flyers	Both	Both	Both	No
Radio Advertising	Series "presented by..."	Series "sponsored by..."	Concert "sponsored by..."	No
GRPD Website/Social Media	Logo	Logo	Name only	Name only for selected concert
Concert Posters/Flyers to Read:	Series "presented by..."	Series "sponsored by..."	Concert "sponsored by..."	No
Street Banner Display	Yes	Yes	No	No

Sponsorship Applications are due by 5:00pm on March 31, 2026.

Become associated with a successful, FREE community event that attracts over 3,000 people from across Alamance County and surrounding counties each year.

Sponsorship Application: 2026 Thursdays at Seven Concerts Series

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Company Website URL: _____

Social Media Accounts: _____

Facebook: _____

Instagram: _____

I would like to support Graham Recreation & Parks Department's 2026 Thursdays at Seven Concerts Series in the following way:

_____ Presenting Sponsor (\$2,500)

_____ Stage Sponsor (\$1,000)

_____ Single Concert Sponsor (\$500)

_____ On-Site Concert Sponsor (\$150/concert)

Submission Instructions

Please submit your completed sponsorship application and company logo to bmccandless@cityofgraham.com.

Applications may also be mailed to:

Graham Recreation & Parks Department
ATTN: Thursdays at Seven Concert Series
P.O. Box 357
Graham, NC 27253

Please allow for mailing time when submitting by post to ensure your application is received by the deadline.

Sponsorship Application Policy

Submission of an application does not guarantee sponsorship. Accepted sponsorship applications must be finalized within two weeks of acceptance. Sponsorship benefits are not guaranteed until the sponsorship fee has been paid in full and the signed agreement has been returned. To ensure acceptance, sponsors are strongly encouraged to submit applications as early as possible.

For more information, please contact:

Brandy McCandless, Marketing Supervisor

Email: bmccandless@cityofgraham.com | Phone: 336-513-5510 ext. 2

Explanation of Benefits – *Thursdays at Seven Concerts Series*

Sponsoring the Thursdays at Seven Concert Series provides businesses and organizations with a unique opportunity to connect with the community while supporting a long-standing local tradition. Each concert attracts between 500–1,200 attendees, with more than 3,000 total participants throughout the season, representing a wide range of ages and demographics from across Alamance County and surrounding counties.

Community Visibility

Sponsors gain valuable exposure through event marketing and on-site recognition. Depending on sponsorship level, businesses may be featured on concert posters, flyers, street banners, the Graham Recreation and Parks website, and social media platforms. This visibility helps build brand awareness while demonstrating support for a popular community event.

Direct Engagement with Attendees

Sponsors may have the opportunity to host an on-site booth, allowing direct interaction with attendees. This provides a great way to share information, promote services, or distribute promotional items.

Brand Association with a Positive Community Event

The concert series is a free event that brings residents together for music, local food, and social connection in Downtown Graham. Sponsorship allows businesses to align their brand with a positive, community-centered experience that residents look forward to each year.

Targeted Local Marketing

Through coordinated promotion including radio, social media, printed materials, and event signage, sponsors benefit from marketing that reaches both event attendees and the broader local community.

Flexible Partnership Opportunities

Multiple sponsorship levels are available, from presenting sponsorships to single concert sponsorships and on-site participation, allowing businesses to choose the level of involvement that best aligns with their marketing goals and budget.

By partnering with the Thursdays at Seven Concert Series, sponsors help sustain a beloved community tradition while gaining meaningful visibility and engagement with local residents.