

BB&T's Party in the Park Summer Concert Series 2010

EventZone would once again like to extend an invitation to local non-profit organizations to serve as partners for the BB&T Party in the Park Summer Concert Series. The concerts will take place in Elmwood Park from May 27th through September 9th. Four partner organizations will be chosen to assist EventZone in the execution of the concert series in exchange for a portion of the net proceeds of the entire 16 concert series. **Since its inception in 2005, over \$56,000 has been awarded to non-profit organizations.**



EventZone is a 501(c)(3) non-profit organization created to coordinate, manage, and produce events and festivals in Downtown Roanoke. For more information on our organization, please visit www.EventZone.org.

As a BB&T Party in the Park partner, your non-profit organization will receive:

- ✿ A portion of the net proceeds (usually paid at a Wrap-Up Party in November).
- ✿ The opportunity to publicize your organization during the event through an on-site information table/booth, a banner display, announcement made from the stage and your logo will be visible on your volunteer's t-shirts or caps that you can wear.
- ✿ Listing and link on the Party in the Park website.

Your organization will have the following responsibilities at the event:

- ✿ Provide 4 volunteers for the first two concert dates to gain proper training for volunteer positions (May 27th & June 3rd).
- ✿ Provide 20 volunteers to assist with admissions, beverage pouring, ticket sales, checking identification and attaching wristbands, in addition to logistical help such as set-up and break-down at (3) three concert dates – specifics dates TBD. Volunteers are needed 4:45pm – approximately 8:30pm
- ✿ Assist in promotion of the event to your membership through any existing newsletters, calendars and websites.

To be an eligible partner, your organization must meet the following requirements:

- ✿ Be a non-profit organization with a 501 (c) (3) status (verification required)
- ✿ Contribute to the public appeal and positive image of this event.
- ✿ Have offices or facilities located in the Downtown Roanoke “event zone” and/or be committed to activities or projects that contribute to the cultural, economic and/or social vitalization and vibrancy of downtown Roanoke. EventZone defines the downtown “event zone” perimeter as bordered by Roanoke Civic Center to Reserve Avenue and Williamson Road to 6th Street.
- ✿ **In an effort to benefit as many of Roanoke's non-profit organizations as possible, we ask that the 2009 Party in the Park partner organizations not apply for this upcoming year.**

Final decisions of event partners' eligibility and selection will be at the discretion of the EventZone Board of Directors and the BB&T Party in the Park Advisory Committee. 2010 partners will be announced no later than April 1, 2010.

Thank you,

Sarah Toney Stephenson

Sarah Toney Stephenson
Festival and Event Planner

[Application in on page 2 of this document](#)

2010 BB&T Party in the Park Non-Profit Partner Application Form

Non-profit organization: _____

Address: _____

Contact Name: _____ Email: _____

Phone number: _____ Fax: _____

Is your organization 501(c)(3) tax-exempt? Yes ___ No ___

****You MUST attach an IRS verification form stating your organization's 501 (c)(3) tax exempt status to your completed application****

Can your organization provide 20 volunteers for your three (3) event dates?

Yes ___ No ___

Can your organization provide four (4) volunteers for the first two concert dates – May 27 & June 3, 2010? Yes ___ No ___

Can your volunteers arrive by 4:45pm on event days and stay until close at approximately 8:30pm? Yes ___ No ___

List any Thursday dates that your organization would **NOT** be able to participate during the 16 weeks (May 27 - September 9):

On a separate page (Include your name and organization), answer the following questions:

- 1) What is the mission of your organization?
- 2) Please explain how your organization is committed to bettering and serving the City of Roanoke and specifically downtown Roanoke.
- 3) How will your portion of the proceeds from BB&T's Party in the Park positively affect the City of Roanoke and downtown?
- 4) How will your organization help to promote BB&T's Party in the Park?

Please return your completed application and proof of 501(c)(3) status NO LATER THAN 5:00pm on March 5, 2010. For questions, please call Sarah at 540/342-2640 ext. 247

Mail:

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Roanoke, VA 24014

Fax:

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540/342-7981

Email:

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