

BB&T's Party in the Park Summer Concert Series 2012

EventZone is once again extending 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 24 - September 13, 2012. Five 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 17 concert series. **Since its inception in 2005, over \$77,000 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 24th & May 31st).
- ✿ Provide a minimum of 20 volunteers for each of your 3 consecutive concert dates 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. Volunteers are needed 4:45pm – approximately 8:30pm (*Organizations who can not provide the requested number of volunteers are urged to not apply*).
- ✿ 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 2011 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. 2012 partners will be announced no later than April 6, 2012.

Thank you,

Sarah Toney Stephenson

Sarah Toney Stephenson
Festival and Event Planner

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

2012 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 each night for your three (3) consecutive event dates? **Failure to provide the requested number of volunteers will result in a reduction of net profits shared, as a lack of volunteers can be disastrous to the event*

Yes ___ No ___

Can your organization provide four (4) volunteers for the first two concert dates – May 24 & 31, 2011? 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 17 weeks (May 24 - September 13): _____

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 non-profit 501(c)(3) status NO LATER THAN 5:00pm on March 2, 2012. For questions, please call Sarah at 540/342-2640 ext. 247

Mail:

Attn: Sarah Toney Stephenson
PO Box 8276
Roanoke, VA 24014

Fax:

Attn: Sarah Toney Stephenson
540/342-7981

Email:

Sarah@EventZone.org