SummerLark

Saturday, May 8, 2027

Corporate Sponsorship Opportunities

SummerLark is Winston-Salem's blockbuster summer concert supporting Atrium Health Wake Forest Baptist's Comprehensive Cancer Center

SUMMER LARK

Atrium Health
Wake Forest Baptist
Comprehensive Cancer Center







Hosted at Bailey Park in downtown Winston-Salem, the 6th annual SummerLark event will reach an estimated 3,000 attendees, over 1.5 million radio listeners across the Triad, with a 21,000 organic social reach and over 22,000 internal employees across Atrium Health Wake Forest Baptist.

A sponsorship of SummerLark provides unique branding and marketing opportunities as well as VIP tickets to the concert and pre-concert VIP Reception for you, your employees, clients, friends and family. Additionally, it offers opportunities to engage with Atrium Health Wake Forest Baptist leadership, faculty and clinicians.

All proceeds benefit patients and families at the Comprehensive Cancer Center at Atrium Health Wake Forest Baptist, part of Levine Cancer.

SummerLark brings the community together to ensure *no one faces cancer alone.*

Presented by

Allegacy FINANCIAL™

	Presenting SOLD	Main Stage $25,000 *(one available)*	Opening Act $20,000 *(one available)*	VIP $15,000 *(one available)*	Hope $10,000
VIP Concert Tickets *Includes access to VIP Section with food, beverages and reserved seating platform.*	48	16	12	10	8
Pre-Concert VIP Reception Tickets *Event will take place prior to concert on Saturday, May 8, 2027.*	24	12	10	8	6
Included on sponsorship materials	Logo	Logo	-	-	-
Recognition on email to all AHWFB employees	Text	Text	-	-	-
Included on ticket sales website	Text	Text	-	-	-
Prominent logo placement in event advertising	Yes	Yes	Yes	-	-
30 second ad played on video board during concert	Yes				
Included on materials for VIP Reception	Logo	-	-	Logo	-
Opportunity to speak at VIP Reception	Yes	-	-	Yes	-
Inclusion in marketing and print materials	Yes	Yes	Yes	Yes	-
Recognition by emcee from stage at the concert	Yes	Yes	Yes	Yes	Yes
Recognition on social media	Yes	Yes	Yes	Yes	Yes
Included on sponsor recognition poster at VIP Reception and in VIP Section at concert	Logo	Logo	Logo	Logo	Logo
Logo placement at photo booth and on photo prints	Yes	Yes	-	-	-
Opportunity to have exhibit table at concert**	Yes	-	-	-	-
Included on promotional event emails	Logo	Logo	Logo	Logo	Logo
Logo recognition on Food Truck Row	-	-	-	-	-
Recognition on video board near stage	Logo	Logo	Logo	Logo	Logo
Included on sponsor recognition banners at concert	Logo	Logo	Logo	Logo	Logo
Included on event website	Logo	Logo	Logo	Logo	Logo
		$21,700 tax ded.	*$17,450 tax ded.*	*$12,900 tax ded.*	*$8,350 tax ded.*

**Includes 1 table and 2 chairs and 2 general admission tickets for those working at the table.

	Health Care Partner** $10,000 *for health care industry companies*	Food Truck $7,500	Ribbon $5,000	Survivorship $2,500	Benefactor $1,500
VIP Concert Tickets *Includes access to VIP Section with food, beverages and reserved seating platform.*	8	6	4	2	2
Pre-Concert VIP Reception Tickets *Event will take place prior to concert on Saturday, May 8, 2027.*	6	4	2	2	2
Included on sponsorship materials	-	-	-	-	-
Recognition on email to all AHWFB employees	-	-	-	-	-
Included on ticket sales website	-	-	-	-	-
Prominent logo placement in event advertising	-	-	-	-	-
Included on materials for VIP Reception	-	-	-	-	-
Opportunity to speak at VIP Reception	-	-	-	-	-
Inclusion in marketing and print materials	-	-	-	-	-
Recognition by emcee from stage at the concert	Yes	-	-	-	-
Recognition on social media	Yes	Yes	Yes	Yes	-
Included on sponsor recognition poster at VIP Reception and in VIP Section at concert	Logo	Logo	Text	Text	Text
Logo placement at photo booth and on photo prints	-	-	-	-	-
Opportunity to have exhibit table at concert**	Yes	-	-	-	-
Included on promotional event emails	Logo	Logo	-	-	-
Logo recognition on Food Truck Row	-	Yes	-	-	-
Recognition on video board near stage	Logo	Text	-	-	-
Included on sponsor recognition banners at concert	Logo	Logo	Text	Text	-
Included on event website	Logo	Logo	Text	Text	Text
	$8,350 tax ded.	*$6,300 tax ded.*	*$4,250 tax ded.*	*$2,050 tax ded.*	*$1,050 tax ded.*

**Includes 1 table and 2 chairs and 2 general admission tickets for those working at the table.

For more information about becoming a sponsor, contact T. Lamar Cassell, at **timothy.cassell@advocatehealth.org** or **336-716-8169**.

Giving.WakeHealth.edu/SummerLark

