



# 2023 SPONSORSHIP PACKAGE





# CHESTERFIELD AMPHITHEATER

631 Veterans Place Drive 63017 | [chesterfieldamphitheater.com](http://chesterfieldamphitheater.com)

Set within the City of Chesterfield's Central Park, the Amphitheater is the focal point of the park, with a capacity for approximately 4,000 patrons. The Amphitheater can host a variety of events ranging from outdoor movie nights to grand orchestral performances to rock, jazz and blues concerts.

The beautiful Amphitheater is an intimate venue that combines state-of-the-art audio technology, modern architecture, and community charm. The curved roof structure of the performance area complements the venue's curved shape, and the open and airy stage provides unobstructed views of the performance area, with views of the landscaped lake forming a natural backdrop.

The Chesterfield Amphitheater is uniquely situated within Central Park. Take advantage of the park's extensive amenities, including Veterans Honor Park, a sparkling lake with a gazebo on the water, pedestrian bridges, stream walks, trails, a playground, the Chesterfield Family Aquatic Center, and public art features such as The Awakening.



# BACKSTOPPALOOZA

The Ed Nestor Memorial Backstoppalooza is a fundraiser and concert that supports Backstoppers, Inc.—an organization that provides immediate financial aid and other support to the families of police officers and firefighters who lose their lives in the line of duty.

## ABOUT BACKSTOPPALOOZA

The annual Backstoppalooza fundraiser concert will occur on Saturday, August 26, 2023, at the Chesterfield Amphitheater. All of the proceeds from Backstoppalooza—food, beverage and t-shirt sales—support Backstoppers—excluding production and band costs. Donations to Backstoppers will be encouraged and collected at the event. Backstoppalooza has raised over \$500,000 for Backstoppers, Inc. since 2013!

## PERFORMANCES: *BIG LOVE: A TRIBUTE TO FLEETWOOD MAC*

The ultimate Fleetwood Mac experience, Big Love takes you on a musical journey from the bluesy beginnings of Fleetwood Mac to the famous hits of the 70s, 80s, and 90s. Big Love has been delivering one of the nation's top Fleetwood Mac experiences, playing at theaters, festivals, casinos, nightclubs, and private events. Close your eyes and you would think you were listening to the real Fleetwood Mac in the flesh!

Doors open at 6 p.m. with our opening artist Tyler Lewis—Chesterfield Police Department's own police officer—performing country western music from 6:30 p.m. until 7:15 p.m., followed by our headliner, Big Love: The Ultimate Fleetwood Mac Tribute.





**ED NESTOR  
MEMORIAL  
BACKSTOPPALOOZA  
FUNDRAISER  
CONCERT**



**AUGUST 26, 2023**

**CHESTERFIELD AMPHITHEATER**

631 Veterans Place Drive Chesterfield, MO 63017  
chesterfieldamphitheater.com

**SPONSORSHIP OPPORTUNITIES**

**Diamond Sponsors- \$10,000\***

- All platinum record benefits, plus a table for ten at the Annual Backstoppers Membership Dinner at the Chase Park Plaza Hotel.

**Platinum Record Sponsors - \$5,000\***

- Print Ads (company logo and/or name placement in *Chesterfield Citizen*)
- Web Ads - logo and/or name placement on website
- Social Media (Facebook & Twitter) - name placement
- Logo on Banners (up to 5) in prominent areas prior to event
- Logo on Banner on Main Stage and deck day of the event
- Logo on Banner at Main Entrance day of the event
- Commemorative Plaque
- Print Collateral (company logo and/or name placement on flyers, etc.)

**Gold Record Sponsors - \$3,000\***

- Print Ads (company logo and/or name placement in *Chesterfield Citizen*)
- Web Ads - logo and/or name placement on website
- Social Media (Facebook & Twitter) - name placement
- Print Collateral (company logo and/or name placement on flyers, etc.)
- Logo on Banners (up to 5) in prominent areas prior to event
- Logo on Banner on Main Stage and deck day of the event

**Rock Star Sponsors - \$1,500\***

- Web Advertisement - logo and/or name placement on website
- Social Media (Facebook & Twitter) - name placement
- Logo on Banners (up to 5) in prominent areas prior to event
- Logo on Banner on deck day of the event

**Roadie Sponsors - \$500\***

- Web Advertisement - logo and/or name placement on website

**Fan Club Sponsors - \$250\***

- The pride and joy that accompanies generosity, plus the acknowledgment that your donation is helping a truly worthwhile organization.

\*All advertising is contingent on timing.

In-kind donations such as banners, tickets, advertising and giveaways can be negotiated in lieu of monetary sponsorships.

**PLEASE MAKE CHECKS PAYABLE TO CITY OF  
CHESTERFIELD. FOR MORE INFORMATION, CONTACT  
LIEUTENANT CHRIS CONNELLY AT  
CCONNELLY@CHESTERFIELD.MO.US OR CALL  
636.537.6791.**


<https://www.chesterfield.mo.us/backstoppalooza.html>

chesterfield.mo.us | 636.537.3000



# SPONSORSHIP OPPORTUNITY SAMPLES

2017-2022 Examples & Media Reach  
(Subject to change)



**Backstop Palooza**


The 6th Annual Backstoppalooza fundraiser concert will be on Saturday, August 25 at the Chesterfield Amphitheater. Doors open at 5:30 pm. The concert is free to attend and is open to the public. All merchandise, food, beverage and donations will benefit Backstoppers, Inc., an organization that provides immediate financial aid and other support to the families of Police Officers and Firefighters who lose their lives in the line of duty.

The headlining band for this year's Backstoppalooza concert is ROCKIN' CHAIR/A TRIBUTE TO 70's SUPERGROUPS! Rockin' Chair was formed in 2009 to perform music that originated in the Laurel Canyon Los Angeles area where musicians and songwriters collaborated to create great music in the late 60's and early 70's. Starting with Buffalo Springfield and The Byrds as foundation groups, members formed other partnerships that created great bands like Crosby, Stills Nash & Young, Poco, Loggins & Messina and The Eagles. Others involved in creating this unique sound were Joni Mitchell, Jackson Browne, J.D. Souther, Marna Cass Elliot and Dan Fogelberg.

Rockin' Chair features 11 musicians and covers all of the instrumentation and vocals to perform this music authentically.

Backstoppalooza is sponsored by:

**THANK YOU TO OUR SPONSORS**



Website Advertisement

SUPPORT OUR FIRST RESPONDERS

ORGANIZED BY



GATES OPEN AT 5 PM

**SATURDAY AUGUST 21**

CHESTERFIELD AMPHITHEATER  
ON VETERAN PLACE DRIVE CHESTERFIELD MO 63017

FEATURING

**BILLY THE KID**  
T F D F N I V E B I L L Y J O E L R B U T E

FREE TO ATTEND

SCAN HERE TO DONATE

ALL DONATIONS SUPPORT



SCAN HERE TO PURCHASE A TSHIRT

Flyer

**2022 PLATINUM SPONSOR**

**THE FACTORY**  
AT THE DISTRICT

Proudly Supports:

Print

**Platinum, Gold, & Rockstar Sponsors**



**THE STAENBERG GROUP**  
BEYOND DEVELOPMENT

**CLAYCO**  
THE ART & SCIENCE OF BUILDING

**the Sound Room**  
HOME THEATER & TECHNOLOGY STORE

**FACTORY**  
AT THE DISTRICT

**Together**  
DEVELOPMENT

**TLC**  
Traffic Law Center

**Pfizer**

**CENTENE**

**St. Luke's Hospital**  
The Heart of the Heart

**RGA**

**Charter**  
CORPORATE PHYSICAL SECURITY

**ROCKEFELLER**

**First Community**

**Window World**  
"Serving the Dealer for Life"

**MCKELVEY**

**ARCH**  
TITLE, LLC

**DELMAR GARDENS**  
Family

**HM**  
JESSE MARTINEZ

**Backstop Palooza**

Banner Advertisement

**CLAYCO**  
THE ART & SCIENCE OF BUILDING

**HM**  
JESSE MARTINEZ

**the Sound Room**  
HOME THEATER & TECHNOLOGY STORE

**Together**  
DEVELOPMENT

**Thank You To Our Sponsors!**

**First Community**

**PROPPER**

**MCKELVEY**  
HOMES

**RGA**

**Backstop Palooza**

Banner Advertisement

**ED NESTOR  
MEMORIAL  
BACKSTOPPALOOZA  
FUNDRAISER  
CONCERT**

Please fill out the following form to confirm your chosen sponsorship package and remit to:  
Backstoppalooza Chairman, C/O Chesterfield Police Department, 690 Chesterfield, MO 63017 or  
via email to bpalooza@chesterfield.mo.us. Please send your high resolution logo (.eps or vector  
preferred) to Kirstyn Corbett at kcorbett@chesterfield.mo.us. If you have any questions, please  
contact Lieutenant Chris Connelly cconnelly@chesterfield.mo.us or 636.537.6791.

CONTACT NAME:\_\_\_\_\_ EMAIL:\_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

- ☐ Diamond Sponsor
- ☐ Platinum Record Sponsor
- ☐ Gold Record Sponsor
- ☐ Rockstar Sponsor
- ☐ Roadie Sponsor
- ☐ Fan Club Sponsor
- ☐ Other: *(write in)*

**Please make checks payable to City of Chesterfield.  
Mail to “Chesterfield Police Department, ATTN: Backstoppalooza”  
690 Chesterfield Pkwy West  
Chesterfield, MO 63017**

Detail:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature\_\_\_\_\_

Chesterfield.mo.us | 636.537.3000

