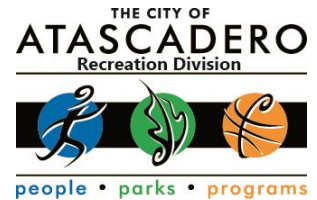




**City of Atascadero
Recreation Division
5599 Traffic Way, Atascadero, CA 93422**



2021 Saturday in the Park Concert Series

The City of Atascadero Recreation Division is once again looking for performers for the Saturday in the Park, Summer Concert Series. Due to COVID, there might be an adjustment in the dates that the concerts can begin. While we brought concerts to you virtually in 2020, we will be focused on the regular concert series in person for 2021. If those concerts cannot take place, we will have to cancel the Concert series or a portion of the shows depending on what is allowed at that time. The current proposed Concert Series will consist of nine (9) concerts on the following dates: June 12th, June 19th, July 10th, July 24th, July 31st, August 7th, August 28th, September 4th and September 18th, 2021. All concerts are held at the Atascadero Lake Park Bandstand from 6:30-8:30pm and are free to the public. We have had an average attendance of over 500 at all concerts for the past 18 years and we plan to increase participation even more for 2021!

We are currently accepting applications from bands for our 2021 Concert Series. We ask that you complete and return the application that is included along with a labeled demo CD, USB drive or an EPK, a band photograph, and any relevant press and history on your band. Applications and band information must be received **no later than Friday, February 26, 2021 at 5:00 pm** in order to have our line-up secured and advertising material out in a timely manner. **We cannot accept late applications.**

Advertising for the 2021 series will consist of the following:

Concert Series Banner - Listing only performance dates, times, and presenting sponsor information; to be displayed on Highway 41 at the entrance to the Atascadero Lake Park.

Concert Series Posters – Band names along with performance dates, times, and sponsor information will appear on all posters; to be distributed to local businesses throughout the community.

Concert Series Website – Band names, photos, members, and history along with performance dates, times, and sponsor information will appear on the promotional website hosted by the City at www.visitatascadero.com/events.

Other Website Listings – Band names, photos, performance dates, times, and sponsor information will appear on the following websites: www.visitslocounty.com and media websites including New Times and KSBY.

Press Releases & Social Media Pages - Band names, performance dates, and times will be sent in weekly press releases to all local media, including KSBY, The Tribune, KCOY, New Times & Atascadero News. We will also promote across our City owned social media pages for City, Recreation, and Visit Atascadero.

Summer 2021 Atascadero Recreation Guide/ Virtual Rec Page - Band names, photos and history along with performance dates, times, and sponsor information will be available on our Virtual Recreation Page.

After reviewing applications, a demo screening will be held and the bands will be selected by a review committee. Performance availability sheets will be emailed to each selected band and every effort will be made to accommodate your requests for performance dates. All selected bands will be paid a one-time \$350 performance stipend on the evening of the respective concert. The City of Atascadero will provide an audio technician for each concert. We are unable to honor requests to use personal/band audio systems. The audio technician will contact you prior to your performance regarding your specific needs.

If you have any questions, or for more information regarding the Saturday in the Park Summer 2021 Concert Series, please feel free to e-mail me at jfanning@atascadero.org or call me at (805) 470-3426.

Sincerely,

Jennifer Fanning

Jennifer Fanning
Recreation Supervisor



City of Atascadero
Recreation Division/Colony Park Community Center
5599 Traffic Way, CA 93422



2021 Concerts in the Park Band Application

**All application packets must be received by DEADLINE
Friday February 26, 2021 at 5:00 pm.**

Please ensure your application packet includes the following materials, to be considered:
Completed application, Demo CD, USB Drive or EPK, Band Bio and Photo, and any other Supporting Materials.

PLEASE PRINT NEATLY

Band Name: _____

Music Genre (i.e., Rock, Blues, Country, Jazz, etc.): _____

Contact Name (First, Middle Initial & Last): _____

Contact Phone Number: _____

Email Address: _____

Address: _____ City & Zip: _____

Band Website: _____

Number of Band Members: _____

Do at least 50% of your band members reside in SLO County? (circle one)

YES

NO

Please circle all the dates that your band may be available to perform (performance dates are not guaranteed):

June 12

June 19

July 10

July 24

July 31

August 7

August 28

Sept 4

Sept 18

Contact Signature: _____

Please mail to:

City of Atascadero/ Recreation Division
Attn: Jennifer Fanning
5599 Traffic Way
Atascadero, CA 93422

Or hand-deliver to:

Atascadero City Hall
Attn: Jennifer Fanning
6500 Palma Ave.
Open Monday through Friday, 8:30 am - 5:00 pm

Questions? Contact: Phone # (805) 470-3490

EPK via Email to: jfanning@atascadero.org