



THE PLEASANTON DOWNTOWN ASSOCIATION (PDA) PRODUCES OVER 40 EVENTS EACH YEAR, SEVERAL OF WHICH PROVIDE OPPORTUNITIES FOR BANDS TO PERFORM.

NOTE: BAND SELECTIONS HAVE BEEN COMPLETED FOR 2017. PLEASE SUBMIT FOR 2018.

1st Wednesday Street Parties

We kick off our event season with our very popular and well-known 1st Wednesday Street Parties. The street parties are scheduled on the first Wednesday of each month from May through September and run between the hours of 6:00 – 9:00 p.m. Event attendance typically ranges between 20,000 – 25,000 people per event. Bands perform in a special Beer & Wine garden area (in a parking lot area or on a side street of Main Street) which is set up for each street party.

- Bands play from 6:00 – 9:00 and are allowed one 15 minute break during the event.
- Equipment, sound check and band members must be ready to perform by 5:45 p.m.
- Bands are responsible for providing their own sound systems. PDA will provide a 25KW generator.
- PDA will provide a 16x20 stage.

PDA has an entertainment budget for these events and "hires" bands for each 1st Wednesday Street Party event. See online application.

Bands playing at 1st Wednesday Street Parties receive recognition and exposure in the following ways:

- Newspaper advertisements designed specifically for each of the specific 1st Wednesday Street Party events.
- Press releases, calendar listings, etc. distributed through a variety of media mediums.
- 1st Wednesday Street Party posters .
- Listing on the PDA's Website Event Calendar (www.pleasantondowntown.net) for the specific Street Party event with a link to your website.

Concerts in the Park

PDA hosts approximately 13 summer Concerts in the Park every Friday night from the first Friday in June through the first Friday in September. Concert attendance is approximately 3,000 people each Friday evening.

- Equipment, sound check and band members must be ready to perform by 6:45 p.m.
- Set up of equipment may begin at 3:00 p.m. **If additional set-up time is required, it can be arranged with the PDA Event Coordinator.**
- Any vehicle(s) which must be driven into the park to unload and load equipment must provide a copy of the driver's license and copy of current automobile insurance coverage for the responsible driver.
- Vehicles must enter and exit the park via the dirt path entrance on First Street near the liquor store at the north end of Lions Wayside Park. Vehicle must be able to climb the 6 inch curb. Vehicles **CANNOT** enter nor exit the park from Neal Street near the bus stop.
- Vehicles **CANNOT** drive on the grass.

PDA has a SMALL budget to pay bands performing at the Concerts in the Park.

It should be noted that bands performing at the Concerts in the Park are given priority consideration for 1st Wednesday Street Parties.

Bands playing at the Concerts receive recognition and exposure in the following ways –

- Newspaper advertisements designed specifically for the Concert series.
- Press releases, calendar listings, etc. distributed through a variety of media mediums.
- Concert posters

Listing on the PDA's Website Event Calendar (www.pleasantondowntown.net) throughout the concert season with a link to your website.

*Bands interested in being considered for Concerts and/or 1st Wednesday Street Parties for the 2018 season **MUST COMPLETE** a "BAND APPLICATION" and provide either a CD/media packet or information that will enable us to listen to a sampling of songs. **Note - we do not typically travel to hear bands play.***

Submit your information to: Event Manager
Pleasanton Downtown Association
4725 First Street, Suite 200
Pleasanton, CA 94566
Fax 925.484.3064
events@pleasantondowntown.net

NO LATER THAN FRIDAY, November 3, 2017. Bands will be booked in December 2017 for the 2018 season.

Please do not contact us prior to January 1st, 2018. If your band is selected to play at a 1st Wednesday or Concert in the Park, you will be contacted.