



2025 “Saturday in the Park” Summer Concert Series

City of Atascadero Community Services Department
5599 Traffic Way, Atascadero, CA 93422

The City of Atascadero’s Community Services & Promotions Department is looking for performers for the 22nd Annual Saturday in the Park, Summer Concert Series. The current proposed Concert Series will consist of seven (7) concerts from June 28th through August 28th and will be held at the Atascadero Lake Park’s Bandstand from 6:30-8:30 pm. All concerts are free to the public. We have had an average attendance of over 500 at all concerts for the past 21 years and we plan to increase participation even more for 2025!

We are currently accepting applications from bands for our 2025 Concert Series. We ask that you complete and return the application that is included along with a labeled dem 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, January 31, 2025, at 5:00 pm** in order to have our line-up secured and advertising material out in a timely manner. Submission to the concert series, will also qualify your band to be considered to play when needed at our Signature events. **Please note: we cannot accept late applications.**

Advertising for the 2025 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 Print & Radio –Band names along with performance dates, times, and sponsor information will appear on all posters distributed to local businesses, and on radio commercials on American General Media stations.

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 county’s tourism website, www.sloco.com.

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 2025 Atascadero Recreation Guide - Band names, photos and history along with performance dates, times, mailed city-wide.

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 \$500 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 2025 Concert Series, please feel free to e-mail me at llopez@atascadero.org or call me at (805) 470-3362.

Sincerely,

Larisse “Reese” Lopez
Recreation Supervisor