

# 4TH OF JULY FESTIVAL

## EVENT PROFILE

A fun-filled event for the whole family, featuring a kids' bike parade, live entertainment on two stages, inflatable rides, bungee trampoline, rock wall, youth activities, trackless train, petting zoo, pony carousel, over 50 craft artists, car show, mini golf, food concessions and much more. Many activities are FREE, including bocce, museum entry and face painting.

<b>TARGET AUDIENCE</b>	Families, youth, teens, adults and seniors
<b>ANTICIPATED ATTENDANCE</b>	13,000+
<b>DATE AND TIME</b>	Tuesday, July 4, 11am-4pm.
<b>LOCATION</b>	Les Gove Park, 910 9th Street SE

## 4TH OF JULY FESTIVAL PROMOTIONAL PLAN

- Posters: 150 delivered to Auburn city facilities, local businesses, schools
- E-Flyers: distributed through the Auburn School District
- Auburn Area Chamber of Commerce insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Summer edition
- Press Releases
- Website information
- Utility Bill Inserts
- Auburn@PLAY electronic newsletter to 12,000 individuals (May-July)
- Event Banners at Auburn Way, Main Street and park fences
- Facebook campaign



## 4TH OF JULY ALL-AMERICAN CLUB

**INVESTMENT - \$10,000  
(ONE SPONSORSHIP AVAILABLE)**

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2017 4th of July Festival
- Logo added to event program
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and five various high-traffic locations
- Promotional booth space (20' x 20') at the event with exclusivity rights
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Ability to provide up to six (6) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Ability to provide event bags to be handed out to all event participants
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, May, June & July Editions
- Two complimentary VIP parking passes
- Thirty (30) complimentary event wristbands

**Additional packages available. Please call for details!**

## PATRIOT'S CLUB

**INVESTMENT - \$3,000**

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2017 4<sup>th</sup> of July Festival
- Logo added to event program
- Name recognized from stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at main event stage
- Recognition at five various high-traffic locations
- Promotional booth space (12' x 12') at the event
- Name added to event press releases
- Ability to provide up to three (3) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands



**ENTERTAINMENT STAGE SPONSOR**

**INVESTMENT - \$3,000 (TWO SPONSORSHIPS AVAILABLE)**

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2017)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and other event promotional items
- Logo added to event program
- Name recognized from stage during welcoming comments
- Recognition at main event entrances (2); main stage, and five various high-traffic locations
- Promotional booth space (12'x 12') at the event
- Name added to event press releases
- Ability to provide banner for stage
- Recognition on the City of Auburn's government access channel and in any pre-promotional event videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands

**CAR SHOW PRESENTING SPONSOR**

**INVESTMENT - \$1,000 (ONE SPONSORSHIP AVAILABLE)**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on car show specific marketing materials
- Ability to provide up to four (4) banners to be posted throughout the Car Show site
- Name added to event program
- Name added to press releases
- Recognition at event entrances (2)
- Recognition at main event stage
- Name recognized from stage during car show awards
- Ability to select two car show award winners
- Promotional booth space (12'x 12') at the event
- Ten (10) complimentary event wristbands
- Two (2) complimentary car show entries

**FREEDOM CLUB**

**INVESTMENT - \$1,000**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Name added to event program
- Name recognized from stage during welcoming comments
- Recognition at main entrances (2)
- Recognition at main event stage
- Promotional booth space (12'x 12') at the event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 participants, June & July Editions
- Ten (10) complimentary event wristbands

**SPIRIT CLUB**

**INVESTMENT - \$700**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Name added to event program
- Recognition at event entrances (2)
- Recognition at main event stage
- Promotional booth space (12'x 12') at the event
- Five (5) complimentary event wristbands

**4TH OF JULY ON-SITE BOOTH SPACE**

**\$350 (\$420 AFTER 6/2/17)**

- Promotional booth space (12'x 12') at the event

# 4TH OF JULY Festival

AUBURN, WASHINGTON

All-American Club  
\$10,000

Patriot's Club  
\$3,000

Entertainment Stage Presenter  
\$3,000

Car Show Presenter  
\$1,000

Freedom Club  
\$1,000

Spirit Club  
\$700

On-Site Booth  
\$350

Make your sponsor commitment before January 3, 2017 and save 10%

*With commitment by April 1, 2017, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.*

# CITY OF AUBURN PARKS, ARTS & RECREATION-2017 SPONSOR COMMITMENT

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		
List on-site activity and any distribution materials		

**Please check the following opportunities that interest you:**

**PETPALOOZA – MAY 20, 2017**

- Top Dog: \$10,000
- Feathered Fan: \$5,000
- T-Shirt 'Paw'tner: \$3,000
- Main Stage: \$2,500
- Petting Zoo: \$2,500
- Kid's Ag-Ventureland: \$2,500
- 'GASCAR' Races and Follies: \$2,500
- K-9 Kings High Flying Dog Show: \$2,500
- Food Court Sponsor: \$1,500
- Animal Advo'cat': \$1,500
- Event Bag: \$1,250
- Dog Trot 'Paw'tner: \$1,000
- 'Unleashed' Pet Contest: \$1,000
- Petpalooza Su'purr'ter: \$700
- On-Site Booth Space: \$350/\$420 after 4/7/17

**KIDSDAY – JUNE 23, 2017**

- Presenting Sponsor: \$10,000
- Multi-Platinum Partner: \$5,000
- Platinum Partner: \$3,000
- Gold Partner: \$1,000
- Silver Partner: \$700
- On-Site Booth Space: \$350/\$420 after 5/19/17

**FOURTH OF JULY FESTIVAL - JULY 4, 2017**

- All-American Club: \$10,000
- Patriot's Club: \$3,000
- Main Stage Presenter: \$3,000
- Car Show Presenter: \$1,000
- Freedom Club: \$1,000
- Spirit Club: \$700
- On-Site Booth Space: \$350/\$420 after 6/2/17

**AUBURNFEST - AUGUST 12, 2017**

- Presenting Sponsor: \$10,000
  - Summer Fun: \$3,000
  - Main Stage: \$3,000
  - Auburn Days Parade: \$3,000
  - Car Show: \$1,500
  - Community Stage: \$1,500
  - Sunshine Sponsor: \$1,000
  - Spirit Sponsor: \$700
  - 5K Summer Stride: \$2,000
  - 5K Summer Stride T-Shirt Sponsor: \$500
  - On-Site Booth Space: \$350 / \$425 after 7/7/17
- \*Introductory pricing still in effect

**AUBURN INT'L FARMERS MARKET - JUNE-SEPT**

• Opportunities from \$100 (Please use form on page 16)

**For all events, please note:**

- City provides one 12'x12' area (unless otherwise noted). Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.).
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth
- Event instructions and driving directions will be sent 2-3 weeks before the event.

**TOTAL \$**

Agreement: The City of Auburn agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature for City of Auburn: \_\_\_\_\_ Date: \_\_\_\_\_

PAYMENT INFORMATION		
Method of Payment (check one)	CARD TYPE (check one):	
<input type="checkbox"/> Check enclosed (Make payable to Auburn Parks, Arts & Recreation)	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
<input type="checkbox"/> Credit Card (fill in information below)	<input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
CARDHOLDER NAME (please print)		
CARD NUMBER	EXP. DATE	CSC#
CARDHOLDER SIGNATURE		DATE

Questions? Contact: Kristy Pachciarz, Special Events Coordinator | [kpachciarz@auburnwa.gov](mailto:kpachciarz@auburnwa.gov) | 253-931-3052

Mail to: Auburn Parks, Arts & Recreation ATTN: Events | 910 9th Street SE, Auburn, WA 98002 | Fax to: 253-931-4005 | Email to: [kpachciarz@auburnwa.gov](mailto:kpachciarz@auburnwa.gov)