

## AugustFest Sponsorship Levels

Title 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 Fun Run & Kids Loop de Loop .....	\$2,000
5K Fun Run & Loop de Loop T-Shirt .....	\$500
On-Site Booth Space.....	\$350



*With commitment by May 9, 2016,  
the above packages are guaranteed.  
Customized sponsorship packages can be  
created to meet your needs, budget and goals.*



City of Auburn | AugustFest  
2840 Riverwalk Dr. SE  
Auburn, WA 98002  
253-931-3043

[www.auburnwa.gov/augustfest](http://www.auburnwa.gov/augustfest)



SATURDAY, AUGUST 13, 2016  
AUBURN, WASHINGTON

### EVENT PROFILE

A fun-filled event for the whole family featuring two entertainment stages, a beer garden, food vendors, craft and specialty vendors, community and non-profit vendors; a zip line, inflatables, a rock-wall, a train, pony rides, mini golf and much more! Les Gove Park also includes a fantastic playground, a spray park, and a brand new Community & Event Center and Teen Center. AugustFest will maintain the tradition of the Auburn Days Parade at 11am in downtown Auburn.

**Target Audience:** Families, youth, teens, adults and seniors

**Anticipated Attendance:** 10,000+

**Date and Time:** Saturday, August 13, 11 a.m. – 8 p.m.

**Location:** Les Gove Park, 1005 12th Street SE &  
Auburn Days Parade at 11am on Main Street in downtown Auburn

### AUGUSTFEST PROMOTIONAL PLAN

Posters: 150 delivered to Auburn city facilities, local businesses, and high traffic locations

- E-Flyers: distributed through City of Auburn contacts (15,000 e-blast subscribers)
- 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 Late Summer edition
- Press Releases
- Website information
- Auburn@PLAY e-newsletter to 9,000 individuals (June-August)
- Event Banners
- Promoted Facebook campaign

# Auburn's AUGUSTFEST

## Auburn AugustFest 2016 Sponsor Opportunities

### AugustFest Presenting Sponsor Investment - \$10,000

*(one sponsorship available)*

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Auburn Magazines (Fall 2016 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 AugustFest
- Social Media tag on all promoted posts related to overall AugustFest event
- 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 (12' x 24' or 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 9,000 program participants June, July & August Editions
- Two complimentary VIP parking passes
- One (1) complimentary Auburn Days Parade entry (registration required)
- Thirty (30) complimentary event wristbands
- Two (2) complimentary Commemorative Car Show entries (registration required)
- Two complimentary 5K Fun Run entries (registration required)



**Customized sponsorship packages can be created to meet your needs, budget and goals.**



### AugustFest Summer Fun Sponsor Investment - \$3,000

*(two sponsorship available)*

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2016 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 2016 4th of July Festival
- Social Media tag on at least three promoted posts related to AugustFest Event
- 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 9,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

### AugustFest Main Stage Sponsor Investment - \$3,000

*(one sponsorship available)*

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2016)
- 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 AugustFest 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 9,000 program participants, June, July and August Editions
- Fifteen (15) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

# Auburn AugustFest 2016 Sponsor Opportunities

## Auburn Days Parade Sponsor Investment - \$3,000

*(one sponsorship available)*

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2016)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and other event promotional items
- One (1) complimentary Auburn Days Parade entry (registration required)
- Social Media tag on all promoted posts related to Auburn Days Parade
- Name/sponsorship recognized at least three times at reviewing stand along Parade Route
- Name added to event press release related to Auburn Days Parade
- Ability to provide banner at Parade Review stand; and at least two other locations along parade route
- 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 9,000 program participants, June, July and August Editions
- Fifteen (15) complimentary event Wristbands for Auburn AugustFest
- Promotional booth space (12' x 12') at Auburn AugustFest (registration required)

## Commemorative Car Show Sponsor Investment - \$1,500

*(one sponsorship available)*

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 Edition)
- Logo listed on car show specific marketing materials
- Social Media tag on at least three promoted posts related to Commemorative Car Show
- 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
- Opportunity to make welcoming comments at Car Show event
- Name recognized from stage during car show awards
- Ability to select two car show award winners
- Promotional booth space (12' x 12') at the AugustFest event
- Ten (10) complimentary event wristbands
- Two (2) complimentary car show entries
- One (1) complimentary Auburn Days Parade entry (registration required)

## AugustFest Community Stage Sponsor

### Investment - \$1,500

*(one sponsorship available)*

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 Edition)
- Logo added to event program
- Name recognized from stage during welcoming comments
- Recognition at main entrances (2)
- Recognition at Community Stage
- Ability to provide banner for stage
- Promotional booth space (12' x 12') at the AugustFest event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 participants, June, July & August Editions
- Ten (10) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

## AugustFest Sunshine Sponsor Investment - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 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 AugustFest event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 participants, June, July & August Editions
- Ten (10) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

## AugustFest Spirit Sponsor Investment - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 Edition)
- Name added to event program
- Recognition at event entrances (2)
- Recognition at main event stage
- Promotional booth space (12' x 12') at the AugustFest event
- Five (5) complimentary event wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

## AugustFest On-Site Booth Space Introductory Rate for 2016 - \$350

*(\$425 after 7/8/16)*

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

## 5K Fun Run & Kids Loop de Loop Run Investment - \$2,000

*(two sponsorship available)*

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 Edition)
- Recognition at start/finish of Fun Run
- Opportunity to make welcoming comments prior to Fun Run awards
- Social Media tag on at least three promoted posts related to Fun Run
- Name recognized from stage during Fun Run awards
- Logo included on event T-shirts
- Ability to provide banner at start of Fun Run
- Two complimentary 5K Fun Run entries (registration required)
- Promotional booth space (12' x 12') at the Fun Run on Friday an Auburn AugustFest on Saturday
- One (1) complimentary Auburn Days Parade entry (registration required)

## 5K Fun Run & Kids Loop de Loop Run T-Shirt Sponsor Investment - \$500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2016 Edition)
- Name recognized from stage during Fun Run awards
- Logo included on event T-shirts
- Two complimentary 5K Fun Run entries (registration required)
- Promotional booth space (12' x 12') at the Fun Run on Friday
- Five (5) complimentary event Wristbands



# Auburn's AUGUSTFEST Sponsorship Agreement

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

List on-site activity and any distribution materials: \_\_\_\_\_

Please note:

- Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.) and removing all materials after each market day.
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth.

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

## Sponsorship Level

___ Presenting Sponsor.....	\$10,000	___ Sunshine Sponsor.....	\$1,000
___ Summer Fun Sponsor .....	\$3,000	___ Spirit Sponsor .....	\$700
___ Main Stage Sponsor.....	\$3,000	___ 5K Fun Run & Kids Loop De Loop Sponsor.....	\$2,000
___ Auburn Days Parade Sponsor .....	\$3,000	___ 5K Fun Run & Kids Loop De Loop T-Shirt Sponsor.....	\$500
___ Summer Fun Sponsor .....	\$3,000	___ On-Site Booth Space at AugustFest .....	\$350
___ Car Show Sponsor .....	\$1,500		
___ Community Stage Sponsor.....	\$1,500		

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: \_\_\_\_\_

### CREDIT CARD INFORMATION

VISA  AM. EXPRESS  
 MC  DISCOVER

EXP. DATE

CARD #

3-DIGIT #

Please print name of cardholder

TOTAL DUE \$

Make check out to and mail to: City of Auburn, Attn: AugustFest, 2840 Riverwalk Dr. SE, Auburn, WA 98002  
Questions: Contact Amanda Valdez, [augustfest@auburnwa.gov](mailto:augustfest@auburnwa.gov) or 253-804-5049