

AUBURNFEST

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; 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. AuburnFest will maintain the tradition of the Auburn Days Parade at 11am in downtown Auburn. Friday night will feature a 5K Fun Run, coupled with an outdoor concert and movie experience.

TARGET AUDIENCE	Families, youth, teens, adults and seniors
ANTICIPATED ATTENDANCE	8,000+
DATE AND TIME	Friday, August 11, 7-11pm Saturday, August 12, 11am-8pm
LOCATION	Les Gove Park, 910 9th Street SE & Auburn Days Parade at 11am on Main Street in downtown Auburn

AUBURNFEST 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 12,000 individuals (June-August)
- Event Banners
- Promoted Facebook campaign



AUBURNFEST 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 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 AuburnFest
- Social Media tag on all promoted posts related to overall AuburnFest 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 12,000 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 Summer Stride entries (registration required)

AUBURNFEST SUMMER FUN SPONSOR

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

- 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 AuburnFest 2017
- Social Media tag on at least three promoted posts related to AuburnFest Event
- Logo added to event program
- Name recognized from stage during wel-coming 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
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURNFEST MAIN STAGE SPONSOR

INVESTMENT - \$3,000
(ONE SPONSORSHIP 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 AuburnFest 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, June, July and August Editions
- Fifteen (15) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURN DAYS PARADE SPONSOR

INVESTMENT - \$3,000
(ONE SPONSORSHIP 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
- 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 12,000 program participants, June, July and August Edition
- Fifteen (15) complimentary event Wristbands for AuburnFest
- Promotional booth space (12'x 12') at AuburnFest (registration required)



COMMEMORATIVE CAR SHOW SPONSOR

INVESTMENT - \$1,500
(ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 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 AuburnFest event
- Ten (10) complimentary event wristbands
- Two (2) complimentary car show entries
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURNFEST COMMUNITY STAGE SPONSOR

INVESTMENT - \$1,500
(ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 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 AuburnFest event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 participants, June, July & August Editions
- Ten (10) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURNFEST SUNSHINE SPONSOR

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 AuburnFest event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 participants, June, July & August Editions
- Ten (10) complimentary event Wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURNFEST SPIRIT SPONSOR

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 AuburnFest event
- Five (5) complimentary event wristbands
- One (1) complimentary Auburn Days Parade entry (registration required)

AUBURNFEST ON SITE BOOTH SPACE

INVESTMENT - \$350 (\$425 AFTER 7/7/17)

*INTRODUCTORY RATE STILL IN EFFECT

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

5K SUMMER STRIDE SPONSOR

INVESTMENT - \$2,000

(TWO SPONSORSHIPS AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 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 AuburnFest on Saturday
- One (1) complimentary Auburn Days Parade entry (registration required)

5K SUMMER STRIDE T-SHIRT SPONSOR

INVESTMENT - \$500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 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





AUBURNFEST

AUBURN, WASHINGTON

Presenting Sponsor
\$10,000

Main Stage
\$3,000

Summer Fun
\$3,000

Auburn Days Parade
\$3,000

Car Show
\$1,500

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

Community Stage
\$1,500

Sunshine
\$1,000

Spirit
\$700

5k Summer Stride
\$2,000

5K Summer Stride T-Shirt
\$500

On-Site Booth Space
\$350

With commitment by May 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

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.

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

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 | 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