

KIDSDAY

EVENT PROFILE

An event to celebrate Auburn's youngest citizens! The FREE fun-filled, one-day event includes inflatable rides, entertainment, arts and crafts, face painting, over 100 information and activity booths, mini golf, food concessions and much more.

TARGET AUDIENCE	Families, youth (ages 4-10 years) and parents/caregivers
ANTICIPATED ATTENDANCE	12,000+
DATE AND TIME	Friday, June 23, 11am-4pm.
LOCATION	Les Gove Park, 910 Ninth Street SE

KIDSDAY PROMOTIONAL PLAN

- Posters: 150 at Auburn city facilities, local businesses, schools
- E-Flyers: distributed through the Auburn School District
- Auburn Area Chamber of Commerce newsletter insert
- Government Access Cable Channel 21
- Paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Summer Guides delivered to households and businesses in Auburn
- Auburn@PLAY electronic newsletter to 12,000 individuals (April, May, June)
- Event Banners at Auburn Way, Main Street and park fences
- Special Invitations to vendors and past participants
- Press Releases
- Facebook campaign
- Website information
- Utility Bill Inserts
- Radio Advertisements



KIDSDAY PRESENTING SPONSOR

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 KidsDay 2017
- 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 (24' x 12') 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, April, May & June Editions
- Two complimentary VIP parking passes

**KIDSDAY MULTI-PLATINUM PARTNER**

INVESTMENT - \$5,000

- 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 KidsDay 2017
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2), entertainment stage, and and five various high-traffic locations
- Promotional booth space (12' x 12') at the event with exclusivity rights based on business type
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name and logo on City of Auburn website
- Ability to provide up to three (3) banners to be posted throughout the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April, May & June Editions



KIDSDAY PLATINUM PARTNER**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 KidsDay 2017
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Recognition at five various high-traffic locations
- Promotional booth space (12'x 12') at the event
- Name included in event press releases
- 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, April, May & June Editions

KIDSDAY GOLD PARTNER**INVESTMENT - \$1,000**

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

KIDSDAY SILVER PARTNER**INVESTMENT - \$700**

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

KIDSDAY ON-SITE BOOTH SPACE**\$350 (\$420 AFTER 5/19/17)**

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



KidsDay!

Presenting Sponsor
\$10,000

Multi-Platinum Sponsor
\$5,000

Platinum Sponsor
\$3,000

Gold Partner
\$1,000

Silver Partner
\$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 & 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 | 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