

AUBURN'S SUMMER SOUNDS & CINEMA



Summer Sounds and Cinema Sponsorship Levels

Presenting Sponsor ... \$15,000

Oscar Partner \$5,000

Red Carpet Partner \$2,500

On-Site Booth \$200

*With commitment by March 1, 2011,
the above packages are guaranteed.
Customized sponsorship packages can be
created to meet your needs, budget and goals.*



Auburn Parks, Arts & Recreation
910 Ninth St. SE
Auburn, WA 98002
253-931-3043
www.auburnwa.gov

Event Profile

A FREE, three-week outdoor concert and movie series to increase the quality of life of the Auburn community. Each week has special additions including inflatable rides, arts & crafts, and more. Food concessions are available for a nominal fee. Outdoor concerts and movies energize communities and gather friends, colleagues and neighbors for an unforgettable experience.

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

Anticipated Series Attendance: 3,000

Dates and Time: Fridays, August 5-19, 7:00 p.m.

*Bands and movie listings to be announced in March 2011

Summer Sounds & Cinema Series Promotional Plan

- Event Posters: 100 delivered to Auburn city facilities, local businesses, schools
- Event Flyers: 10,000+ distributed through all local Elementary schools, private schools and daycares
- Auburn Area Chamber of Commerce insert
- Postcards: 4,000+ mailed to neighborhood surrounding park
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Summer edition
- Auburn@PLAY electronic newsletter to 7,000 individuals (June, July & August)
- Event Banner along Auburn Way and at park sites
- Press Releases
- Website Information
- Utility Bill Inserts



Summer Sounds & Cinema Sponsor Opportunities

Make your sponsor commitment before December 15, 2010 and save 10%



Presenting Sponsor Investment - \$10,000

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2011 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 2011 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 60 seconds)
- Logo recognition on the screen
- Opportunity to make welcoming comments at each event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at each event with exclusivity rights
- Banner space at the event (if provided by sponsor)
- 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
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos for duration of event series
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions
- Three complimentary VIP parking passes, one for each event

Oscar Level Partner Investment - \$5,000

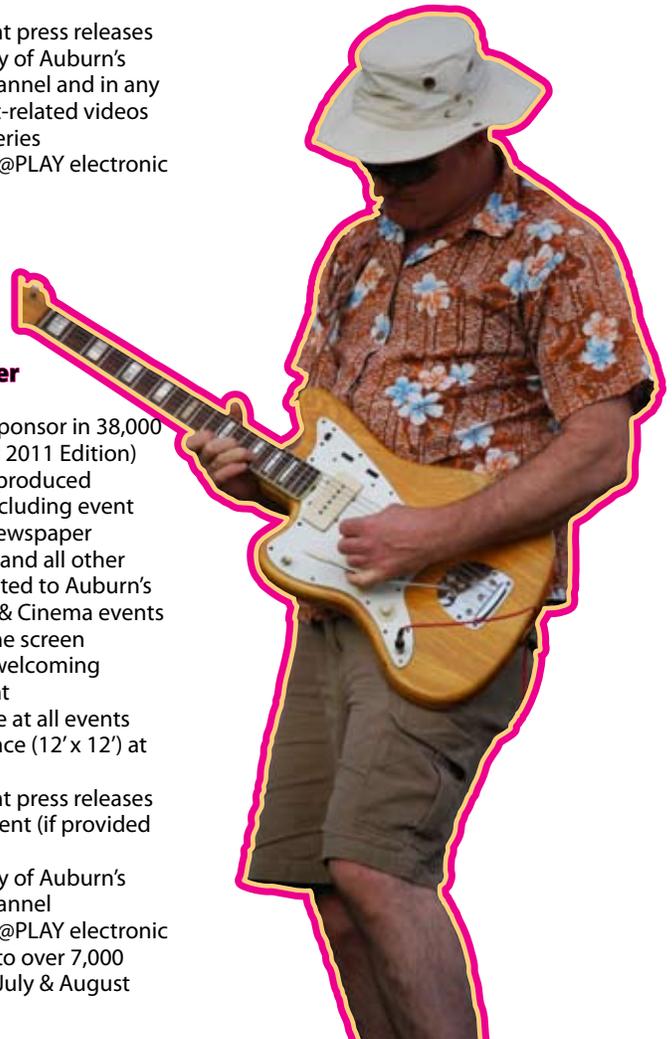
- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 30 seconds)
- Logo recognition on the screen
- Opportunity to make welcoming comments at one event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at each event
- Banner space at the event (if provided by sponsor)
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos for duration of event series
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions

On-Site Booth Space - \$200

- Promotional booth space (12' x 12') at one event
- Recognition from stage at event
- *Note: All benefits must occur on same event night*

Red Carpet Level Partner Investment - \$2,500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 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 2011 Summer Sounds & Cinema events
- Logo recognition on the screen
- Opportunity to make welcoming comments at one event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at one event
- Name included in event press releases
- Banner space at the event (if provided by sponsor)
- Recognition on the City of Auburn's government access channel
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions





City of Auburn Parks, Arts & Recreation 2011 Event Sponsor Commitment Form

Contact Person: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

List on-site activity and any distribution materials: _____

Please note:

- Auburn Parks, Arts & Recreation 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 2-4 weeks before the event.

Please check the following opportunities that interest you:

Petpalooza – May 21, 2011

- Top Dog \$10,000
- Feathered Fan \$5,000
- T-Shirt 'Paw'tner \$3,000
- Animal Advo'cat' \$1,500
- Dog Trot 'Paw'tner \$1,000
- Pet Parade Su'purr'ter \$700
- On-Site Booth Space \$350

Fourth of July Festival - July 4, 2011

- 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

KidsDay – June 24, 2011

- 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

Summer Sounds & Cinema August 2011

- Presenting Sponsor \$10,000
- Oscar Partner \$5,000
- Red Carpet Partner \$2,500
- On-Site Booth Space \$200

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



MC

EXP. DATE _____

VISA or MASTERCARD # _____

Please print name of cardholder _____

TOTAL DUE \$

Make check out to and mail to: Auburn Parks, Arts & Recreation, 910 Ninth ST SE, Auburn, WA 98002
or Fax to: 253-931-4005. Questions: Contact Kristy Pachciarz; kpachciarz@auburnwa.gov or 253-931-3052