

# Summer Sounds & Cinema

## Event Profile

FREE, outdoor concert and movie events that 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:** 2,000+

**Dates and Time:** Fridays, August 2 & 16, 7:00 p.m.

\*Bands and movie listings to be announced in March 2013

## Summer Sounds & Cinema Series Promotional Plan

- Event Posters: 100 delivered to Auburn city facilities, local businesses, schools
- Event Flyers: 9,000+ 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 9,000 individuals (June, July & August)
- Event Banner along Auburn Way and at park sites
- Press Releases
- Website Information
- Utility Bill Inserts



## 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 2013 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 2013 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 60 seconds)
- Logo recognition at stage and 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 9,000 program participants July & August Editions
- Two complimentary VIP parking passes, one for each event

## Oscar Level Partner Investment - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2013 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 2013 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 30 seconds)
- Logo recognition at stage and 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 9,000 program participants July & August Editions



**Red Carpet Level Partner Investment - \$2,500**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2013 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 2013 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 9,000 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*



# Summer Sounds & Cinema Sponsor Levels



**Presenting Sponsor**  
**\$10,000**

**Red Carpet Partner**  
**\$3,000**

**Oscar Sponsor**  
**\$5,000**

**On-Site Booth**  
**\$200**

*Make your sponsor commitment before December 14, 2012 and save 10%*

*With commitment by March 1, 2013, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.*

## City of Auburn Parks, Arts & Recreation-2013 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 18, 2013**

- 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: \$700
- Pet Parade Su'purr'ter: \$700
- On-Site Booth Space: \$350

**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 2-4 weeks before the event.

**KidsDay – June 21, 2013**

- 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

**Fourth of July Festival - July 4, 2013**

- 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

**Summer Sounds & Cinema - August 2013**

- Presenting Sponsor: \$10,000
- Oscar Partner: \$5,000
- Red Carpet Partner: \$2,500
- On-Site Booth Space: \$200 [Date(s): \_\_\_\_\_]

**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)**

- Check enclosed (Make payable to Auburn Parks, Arts & Recreation)
- Credit Card (fill in information below)

**CARD TYPE (check one):**

- VISA
- MASTERCARD

**CARDHOLDER NAME (please print)**

**CARD NUMBER**

**EXP. DATE**

**CARDHOLDER SIGNATURE**

**DATE**

Questions:  
Contact Kristy Pachciarz; kpachciarz@auburnwa.gov  
253-931-3052

Mail to: Auburn Parks, Arts & Recreation ATTN: Events  
910 Ninth St. SE Auburn, WA 98002  
Fax to: 253-931-4005  
Email to: kpachciarz@auburnwa.gov