

2017



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

EVENT SPONSORSHIP PACKAGES



AUBURN
MORE THAN YOU IMAGINED

"Petpalooza gave us a chance to connect with literally thousands of animal lovers in our immediate area in a way that regular advertising simply can't touch. We still have clients mention what a great time they had!"

*Michael Seitz & Michele Sisk, Owners,
Tiki Tails Dog Salon*

"KidsDay is an important event for Valley Medical Center to sponsor and also participate in. It's a terrific opportunity for us to connect with Auburn families, and we meet lots of "Valley babies" at our booth which is a real treat! KidsDay is truly an event we look forward to every year."

Kim Blakeley, Valley Medical Center

"We feel a strong sense of pride every year we participate in the Veterans Day Parade. It's our joy and privilege to partner with the City of Auburn and honor our past and current U.S. Military through this fantastic and patriotic event."

Jenette Warne, Bonneville Seattle

Businesses searching for creative, interactive ways to reach new, loyal and active customers are invited to partner with the Auburn Parks, Arts and Recreation Department for great results. Sponsors are sought on an on-going basis for a variety of community-wide events and other activities, including youth sporting programs, teen programs, and cultural activities and performances. By partnering with Auburn Parks, Arts & Recreation you can increase your business exposure within the community and can enhance your customer base. The cross-marketing offered will benefit your business and strengthen your roots in the community and surrounding areas. We offer many sponsorship opportunities that can be tailored to your marketing goals and budget. Get face to face with thousands of new customers!

Petpalooza

Saturday, May 20, 2017

Game Farm Park | 10am-5pm

Anticipated Attendance: 16,000+



A special day for four-legged family members or other furry friends. The event kicks off with a Dog Trot 3K/5K Fun Run. The FREE event also includes a variety of animal entertainment, children's activities, the 'Unleashed' pet contest, a petting zoo, over 150 vendor booths, food concessions and lots of activities to keep both humans and pets entertained.

Pages 5-12

Auburn Int'l Farmers Market

Sundays, June 4 - September 24, 2017

Sound Transit Plaza | 10am-2pm

Anticipated Attendance: 1,000+/week

A seasonal market offering fresh, local produce, flowers, prepared foods and handcrafted items directly to the south King and north Pierce county community.



Pages 13-17

KidsDay

Friday, June 23, 2017

Les Gove Park | 11am-4pm

Anticipated Attendance: 12,000+



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

Pages 18-21

Auburn's 4th of July Festival

Tuesday, July 4, 2017

Les Gove Park | 11am-4pm

Anticipated Attendance: 13,000+

A fun-filled event for the whole family, featuring a kids' bike parade, live entertainment on two stages, inflatable rides, bungy trampoline, rock wall, youth activities, trackless train, petting zoo, pony carousel, over 50 craft artists, car show, mini golf, food concessions and much more. There's something for everyone!

4TH OF JULY
Festival
AUBURN, WASHINGTON

Pages 22-25

AuburnFest

Saturday, August 12, 2017

Les Gove Park | 11am-8pm

Anticipated Attendance: 8,000+

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!



Pages 26-31

Other Sponsor Opportunities

Pages 32-34

Sponsor Commitment Form

Page 35

PETPALOOZA



EVENT PROFILE

A special day for four-legged family members or other furry friends. The event kicks off with a 9:30am Dog Trot 3K/5K Fun Run. The FREE event also includes a variety of animal entertainment, children's activities, the 'Unleashed' pet contest, a petting zoo, over 150 vendor booths, food concessions and lots of activities to keep both humans and pets entertained.

TARGET AUDIENCE	Pet lovers – families, youth, teens, adults and seniors
ANTICIPATED ATTENDANCE	16,000+
DATE AND TIME	Saturday, May 20 10am-5pm (Dog Trot at 9:30am)
LOCATION	Game Farm Park, 3030 R Street SE

PROMOTIONAL PLAN

- Posters: 500+ delivered to businesses, schools and libraries in Auburn, Seattle and Tacoma
- Bookmarks: 10,000 distributed to regional pet/animal businesses/agencies
- E-flyers: distributed through the Auburn School District
- Auburn Area Chamber of Commerce insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Guides delivered to households and businesses in Auburn
- Special Invitations to vendors and past participants
- Auburn@PLAY electronic newsletter to over 12,000 people (Feb. - May)
- Event Banner on Auburn Way and various fencelines
- Utility Bill Inserts
- Media Releases
- Website information
- Facebook campaign
- Radio advertisements



TOP DOG 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 Petpalooza 2017
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and start/finish of Dog Trot race.
- 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
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (24' x 12') at the event with exclusivity rights
- Ability to provide up to six (6) banners to be posted throughout the event
- Ability to provide event bags to be handed out to all event participants
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary VIP parking passes
- Two complimentary entries into Dog Trot (registration required)

FEATHERED FAN

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 Petpalooza 2017
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2) and entertainment stage.
- Recognition on the City of Auburn's government access channel and in pre-promotional event-related videos
- Name included in event press releases
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary entries into Dog Trot (registration required)



T-SHIRT 'PAW'TNER

INVESTMENT - \$3,000

- Name listed as Event Sponsor 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 Petpalooza 2017
- Recognition at main event entrances (2) and entertainment stage
- Name recognized from the stage during welcoming comments
- Name/logo included in event program
- Name included in event press releases
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)

MAIN STAGE - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of entertainment stage – name added to title
- Recognition at main event entrances (2) and banner over entertainment stage
- Opportunity to make welcoming comments at the event
- Ability to post up to 4 banners in the Main Stage area
- Name recognized from the entertainment stage throughout the day
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to provide stage emcee (emcee script provided)



PETTING ZOO - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

The petting zoo will be contracted through The Great American Animal Entertainment Company (GAAE Co. Inc.). Auburn's Petpalooza will feature a premier 20' x 40' award-winning petting zoo featuring 40 beautiful, friendly hand-raised animals including: four breeds of dairy and miniature goats, three breeds of sheep, Miniature Sicilian Donkeys, Llamas, Fallow Deer, Call Ducks, chickens, Vietnamese Potbellied Pigs, Bennett Wallabies, and a large variety of baby animals, many of them still being fed with baby bottles. The zoo will be available to the festival patrons FREE of charge. The GAAE Co. Inc. will sell feed cones to the public, which allows the public to get close and personal with all the friendly animals. Cones sell for \$3 each or 2 for \$5 and GAAE Co. Inc. will retain all proceeds.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and petting zoo area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Petting Zoo Staff to wear your T-Shirts (if provided)
- Ability to post banners along Petting Zoo fenceline
- Logo recognition on signage pertaining to Petting Zoo

KID'S AG-VENTURELAND - PRESENTING SPONSOR

INVESTMENT - \$2,500 (ONE SPONSORSHIP AVAILABLE)

Also contracted through The Great American Animal Entertainment Company (GAAE Co. Inc.), this interactive and educational agricultural exhibit features agricultural themed hands-on activities, pedal tractor area, and crafts. Ten colorful 10' x 10' tents are filled with fun activity stations such as simulated cow milking with a life-size fiberglass cow, pony saddling, corn box, and much more. This attraction will be available to our festival patrons FREE of charge.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Ag-Ventureland area
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ag-Ventureland Staff to wear your T-Shirts (if provided)
- Ability to post banners along Ag-ventureland area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Ag-ventureland



'GASCAR' ANIMAL RACES & FARMYARD FOLLIES

INVESTMENT - \$2,500
(ONE SPONSORSHIP AVAILABLE)

GASCAR is interspecies animal racing like you've never seen before! Each show consists of four race heats featuring a variety of farm animals, audience participation, and prize giveaways for winning race cheerleaders. Farmyard Follies is a funny and delightful show, that will educate and amaze festival attendees, from the young to the young at heart! Featuring Fiona No No the famous "diva" donkey and her farmyard friends, Fiona makes the audience roar with laughter as she attempts to "help" the host of the show. This one of a kind show is full of fascinating animal facts and animal behavior that will truly "EDU-TAIN"! Auburn's Petpalooza will feature 3 GASCAR shows and 2 Follies shows. All shows are FREE to festival attendees.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Show area
- Name recognized before and after each show
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to post banners along Show area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Show

THE K9 KINGS HIGH FLYING DOG SHOW

INVESTMENT - \$2,500
(ONE SPONSORSHIP AVAILABLE)

Back by popular demand is J.D. Platt's High Flying Dog Show! This ultimate dog show, as featured on CBS's reality show "Greatest American Dog", showcases thirteen breeds, the only daredevil dog agility, one of the rarest breeds in the world, the fastest frisbee dog in the world, the largest meet & greet area, the only "comic book hero" and multiple trainers. This fun mix of music, costumes, comedy, audience participation and high-flying trick dogs has become a professional entertainment act like no other in the world! Auburn's Petpalooza will feature 3 K9 Kings shows. All shows are FREE to festival attendees.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at main event entrances (2) and Show area
- Name recognized before and after each show
- Name recognized from the entertainment stage
- Logo included in event program
- Name included in press releases
- Logo included on event T-Shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 subscribers, April & May editions
- Two complimentary Dog Trot entries (registration required)
- Ability to post banners along Show area fenceline (if provided)
- Name/Logo recognition on signage pertaining to Show

FOOD COURT SPONSOR

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

Auburn Petpalooza's food court consists of 10+ food vendors, showcasing a variety of food items at reasonable prices. The two, popular shaded areas will be presented by our Food Court sponsor, providing great visibility for your business as event guests are enjoying a relaxing meal or snack. The food court is conveniently located close to the Main Stage for added enjoyment.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of food court – name added to title
- Presenter of picnic shelter and 20' x 20' shade tent – ability to post up to 4 banners on structures
- Logo included on event T-Shirts
- Name included in event program
- Promotional booth space (12' x 12') at the event

ANIMAL ADVO'CAT'

INVESTMENT - \$1,500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at both main event entrances
- Recognition at entertainment stage
- Name included in event press releases
- Name/logo included in event program
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)



EVENT BAG SPONSOR

**INVESTMENT - \$1,250
(ONE SPONSORSHIP AVAILABLE)**

Auburn's Petpalooza features over 140 vendors, many who provide samples and give-a-ways. Get visibility for your business by providing bags to festival attendees! Sponsor may also include coupons and/or promotional item(s) in the bag.

Suggested amount = 10,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Ability to distribute event bags at the event entrances (up to 4 locations)
- Name included in event program
- Promotional booth space (12' x 12') at the event

DOG TROT 'PAW'TNER

INVESTMENT - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition at start/finish of Dog Trot race
- Name recognized from stage during Dog Trot awards
- Name included in event program
- Logo included on event T-shirts
- Ability to provide banner at start of Dog Trot
- Two complimentary Dog Trot entries (registration required)
- Promotional booth space (12' x 12') at the event

'UNLEASHED' PET CONTEST PRESENTING SPONSOR

**INVESTMENT - \$1,000
(ONE SPONSORSHIP AVAILABLE)**

The 'Unleashed' Pet Contest is one of Auburn Petpalooza's most popular attractions! Held on the Main Stage at 12:05pm, the contest attracts an interested crowd of spectators. The hilarious 'Unleashed' Pet Contest is made up of 7 categories including the 'Best Pooch Smooch' and 'Best Pet/ Owner Look-A-Like'. The contest is open to festival guests at no charge and limited to 20 contestants per category; additional contest rules apply.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Presenting sponsor of contest – name added to contest title.
- Name included in event program
- Sponsor to provide contest prizes (suggested valued at \$50+ each)
- Ability to provide contest judge(s)
- Promotional booth space (12'x 12') at the event

PETPALOOZA SU'PURR'TER

INVESTMENT - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Recognition from Entertainment Stage
- Name included in event program
- Promotional booth space (12'x 12') at the event

PETPALOOZA ON-SITE

BOOTH SPACE - \$350 (\$420 AFTER 4/7/17)

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



Sponsor Levels

Petpalooza



Top Dog
\$10,000

Feathered Fan
\$5,000

T-Shirt 'Paw'tner
\$3,000

Main Stage
\$2,500

Petting Zoo
\$2,500

Kid's Adventureland
\$2,500

GASCAR & Follies
\$2,500

K9 Kings Dog Show
\$2,500

Food Court Sponsor
\$1,500

Animal Advo'cat'
\$1,500

Event Bag Sponsor
\$1,250

On-Site Booth
\$350

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

Dog Trot 'Paw'tner
\$1,000

'Unleashed' Pet Contest
\$1,000

Pet-Palooza Su'purr'ter
\$700

With commitment by March 1, 2017, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

AUBURN INT'L FARMERS MARKET

EVENT PROFILE

The Auburn International Families Market is a seasonal market offering fresh, local produce, flowers, prepared foods and handcrafted items directly to the south King and north Pierce county community. Launched in 2009, the Market hosts a wide range of family and nutritional programs, including live entertainment, chef demonstrations, master gardener consultations and youth activities.

TARGET AUDIENCE	Families, adults, seniors, youth and teens
ANTICIPATED ATTENDANCE	20,000+ shoppers throughout the season
DATE AND TIME	Sundays, June 4-September 24, 10am-2pm
LOCATION	Auburn's Sound Transit Plaza, 23 A Street SW
TRANSPORTATION	Free parking for shoppers, served by Sound Transit and Metro Bus routes

AUBURN INT'L FARMERS MARKET PROMOTIONAL PLAN

- Posters: 100 delivered to Auburn city facilities, local businesses, schools, and other prominent locations
- Flyers: 12,000+ distributed through all local elementary schools, private schools and daycares
- Puget Sound Fresh Guide: 100,000 distributed regionally
- Auburn Area Chamber of Commerce insert
- Postcards: 20,000 distributed via direct mail in June
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Spring, Summer & Fall edition
- Signage at key intersections throughout Auburn each Sunday during the market season
- Event Banners at Auburn Way, Main Street and park fences
- Auburn@PLAY electronic newsletter to 12,000 individuals (May-Sept.)
- Press Releases
- City Website information
- Paid promoted weekly Facebook posts



CULTIVATOR

PRESENTING SPONSOR - \$5,000

- Name added to event title as presenting sponsor
- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and other promotional items related to 2017 Auburn International Farmers Market
- Opportunity to make welcoming comments at opening ceremony on June 4, 2017
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') each week during the season
- Press releases announcing and promoting title sponsorship
- Name added to market press releases
- Name/Logo on Auburn International Farmers Market website, www.AuburnFarmersMarket.org, with the option of linking to own for duration of market season
- Opportunity to provide up to two (2) banners to be posted at the Market each week throughout the season
- Name and Logo recognition on the City of Auburn's Government Access Channel 21 and in any pre-promotional event-related videos

Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 pro-gram participants, May-September 2016

- 7" plaque recognizing sponsorship

SUSTAINER

SPONSOR - \$2,500

- Logo listed on all Market-produced marketing materials including event flyers, event posters, newspaper ads, utility bill inserts, and other promotional items related to 2017 Auburn Int'l Farmers Market
- Name recognized from stage during welcoming comments at opening ceremony on June 4, 2017
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at four market days during the season
- Opportunity to provide one (1) banner to be posted at the market weekly during the season
- Name added to market press releases
- Name/Logo on Auburn International Farmers Market website, www.AuburnFarmersMarket.org, with the option of linking to own for duration of market season
- Name recognition on the City of Auburn's Government Access Channel 21 and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 program participants, May-September 2017
- 5" plaque recognizing sponsorship

SUPPORTER

SPONSOR - \$1,000

- Name recognized from stage during welcoming comments at opening ceremony on June 4, 2017
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at two market days during the season
- Name Recognition on the City of Auburn's Government Access Channel 21
- Name/Logo listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org

HARVERSTOR

SPONSOR - \$500

- Name listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org
- Name recognized from stage during welcoming comments at opening ceremony on June 4, 2017
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at one market day during the season

CROPPER

SPONSOR - \$250

- Name recognized from stage during welcoming comments at opening ceremony on June 4, 2017
- Name/Logo listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org

SOWER

SPONSOR - \$100

- Name/Logo listed on Auburn International Farmers Market website, www.AuburnFarmersMarket.org



CITY OF AUBURN PARKS, ARTS & RECREATION AUBURN INT'L FARMERS MARKET | 2017

Contact Person		
Company Name		
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.
- Giveaways and/or hands-on activities are recommended to draw participants to your booth.

Please check the following opportunities that interest you:

SPONSORSHIP LEVEL

- Cultivator.....\$5,000
- Sustainer.....\$2,500
- Supporter.....\$1,000
- Harvester.....\$500
- Cropper.....\$250
- Sower.....\$100



ON-SITE MARKET DAY(S) BASED ON SPONSORSHIP PACKAGE SELECTED

- | | | | |
|----------------------------------|----------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> June 4 | <input type="checkbox"/> July 5 | <input type="checkbox"/> August 6 | <input type="checkbox"/> September 3 |
| <input type="checkbox"/> June 11 | <input type="checkbox"/> July 9 | <input type="checkbox"/> August 13 | <input type="checkbox"/> September 10 |
| <input type="checkbox"/> June 18 | <input type="checkbox"/> July 16 | <input type="checkbox"/> August 20 | <input type="checkbox"/> September 17 |
| <input type="checkbox"/> June 25 | <input type="checkbox"/> July 23 | <input type="checkbox"/> August 27 | <input type="checkbox"/> September 24 |
| | <input type="checkbox"/> July 30 | | |

TOTAL \$

The Auburn International Farmers Market 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 Auburn Int'l Farmers Market: _____ 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	

Make check out to and mail to: Auburn International Farmers Market, 910 9th St SE, Auburn, WA 98002 or Fax to: 253-931-4005.

Questions: Contact Market Manager, farmersmarket@auburnwa.gov or 253-266-2726

Auburn Farmers Market



Cultivator
\$5,000

Sustainer
\$2,500

Supporter
\$1,000

Harvester
\$500

Cropper
\$250

Sower
\$100

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

With commitment by March 1, 2017, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

FRESH NORTHWEST

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.

4TH OF JULY FESTIVAL

EVENT PROFILE

A fun-filled event for the whole family, featuring a kids' bike parade, live entertainment on two stages, inflatable rides, bungee trampoline, rock wall, youth activities, trackless train, petting zoo, pony carousel, over 50 craft artists, car show, mini golf, food concessions and much more. Many activities are FREE, including bocce, museum entry and face painting.

TARGET AUDIENCE	Families, youth, teens, adults and seniors
ANTICIPATED ATTENDANCE	13,000+
DATE AND TIME	Tuesday, July 4, 11am-4pm.
LOCATION	Les Gove Park, 910 9th Street SE

4TH OF JULY FESTIVAL PROMOTIONAL PLAN

- Posters: 150 delivered to Auburn city facilities, local businesses, schools
- E-Flyers: distributed through the Auburn School District
- 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 Summer edition
- Press Releases
- Website information
- Utility Bill Inserts
- Auburn@PLAY electronic newsletter to 12,000 individuals (May-July)
- Event Banners at Auburn Way, Main Street and park fences
- Facebook campaign



4TH OF JULY ALL-AMERICAN CLUB

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 Auburn's 2017 4th of July Festival
- 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 (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, May, June & July Editions
- Two complimentary VIP parking passes
- Thirty (30) complimentary event wristbands

Additional packages available. Please call for details!

PATRIOT'S CLUB

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 Auburn's 2017 4th of July Festival
- 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 12,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands



ENTERTAINMENT STAGE SPONSOR

INVESTMENT - \$3,000 (TWO SPONSORSHIPS 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 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, May, June & July Editions
- Fifteen (15) complimentary event wristbands

CAR SHOW PRESENTING SPONSOR

INVESTMENT - \$1,000 (ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2017 Edition)
- Logo listed on car show specific marketing materials
- 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
- Name recognized from stage during car show awards
- Ability to select two car show award winners
- Promotional booth space (12'x 12') at the event
- Ten (10) complimentary event wristbands
- Two (2) complimentary car show entries

FREEDOM CLUB

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 event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 12,000 participants, June & July Editions
- Ten (10) complimentary event wristbands

SPIRIT CLUB

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 event
- Five (5) complimentary event wristbands

4TH OF JULY ON-SITE BOOTH SPACE

\$350 (\$420 AFTER 6/2/17)

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

4TH OF JULY Festival

AUBURN, WASHINGTON

All-American Club
\$10,000

Patriot's Club
\$3,000

Entertainment Stage Presenter
\$3,000

Car Show Presenter
\$1,000

Freedom Club
\$1,000

Spirit Club
\$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 and goals.

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.



**Senior Programs,
Events & Sports**

**Youth Sport
Sponsorships - \$195**

- Business or organization on a t-shirt uniform
- Team Photo plaque
- Benefit of helping youth enjoy a positive recreation experience



Looking for other ways to get involved?

Auburn Parks, Arts & Recreation has other sponsorship and marketing opportunities for your business



**Summer Sounds
& Cinema
July & August 2017**

**Museum Programs
and Events**



**Auburn Ave Theater
Performances**

- Exposure in direct mail pieces, within event programs and much more

**Auburn's
Veterans Day
Parade and
Observance**

**November 11,
2017**



Scoreboard Sponsor - \$2,500

- High-impact advertising opportunity
- Direct exposure to an estimated 50,000 people a year at Game Farm Park
- Company name/ logo featured on the scoreboard for the lifetime of the scoreboard (approximately 10 years)
- First right of refusal for new scoreboard



Tournaments at the Auburn Golf Course

- Logo recognition on entry sheet
- Hole signage
- Tournament signage
- Listing on the website
- and much more



**Pianos on Parade
August 2017**



**Specialized Recreation
Programs**



**ArtRageous Zones
Summer 2017**

Other donation options are available and can help fund playgrounds, benches, capital projects, and other special items.

**Programs at
The REC
Auburn Teen
Center**



**Halloween
Harvest
Festival
October 2017**



**Kids Summerstage Series
Wednesdays
July & August 2017**

**Reach
thousands
of your
potential
customers
and clients**

**Enhance
your
customer
base
through
your
involvement**

**Opportunity for team-building
among employees**

**Options
for
every
budget**

**Increase
exposure
for your
business
throughout
the
community**



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.

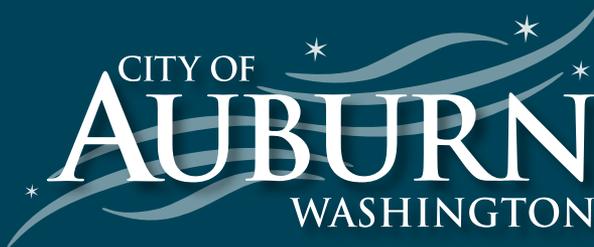
Authorized Signature for Sponsor: _____ Date: _____

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



Parks, Arts & Recreation
910 9th Street SE, Auburn, WA 98002
253-931-3043 | www.auburnwa.gov/events