2020

2020 EVENT SPONSORSHIP PACKAGES

Make your sponsor commitment before January 6, 2020 and save 10%

AUBURN
MORE THAN YOU IMAGINED

City of Auburn Parks, Arts & Recreation | 253-931-3043 | www.auburnwa.gov/events

"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!

EVENT INDEX

Petpalooza

Saturday, May 16, 2020
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 Northwest pet contest, a petting zoo, over 150 vendor booths, food concessions, a beer garden and lots of activities to keep both humans and pets entertained.

Pages 5-12

Auburn Int'l Farmers Market

Sundays, June 7 - September 20, 2020
Les Gove Park | 10am-3pm
Anticipated Attendance: 1,400+/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 19, 2020
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, 130+ vendors, mini golf, food concessions and more.

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EVENT INDEX

Auburn's 4th of July Festival

Saturday, July 4, 2020
Les Gove Park | 11am-4pm
Anticipated Attendance: 13,000+

4TH OF JULY Festival
AUBURN, WASHINGTON

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

Pages 22-25

AuburnFest

Friday, August 7, 2020
Saturday, August 8, 2020
Les Gove Park | 12-6pm
Anticipated Attendance: 8,000+

AUBURNFEST
AUBURN, WASHINGTON

A fun-filled event for the whole family featuring two entertainment stages, 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

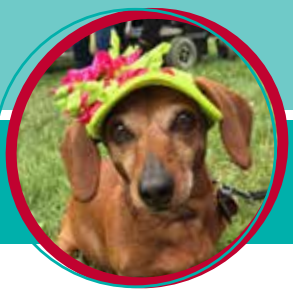
Other Sponsor Opportunities

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, pet contests, a petting zoo, over 150 vendor booths, food concessions, a beer garden, 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 16, 2020 | 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, Tacoma and beyond
- Bookmarks: 10,000 distributed to regional pet/animal businesses/ agencies
- E-flyers: distributed through the Auburn School District
- 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 14,000 people (Feb. - May)
- Event Banner on Auburn Way and various fencelines
- Media Releases
- Website information
- Social media campaign
- Radio advertisements
- E-blasts and more.

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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2020
- 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 14,000 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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2020
- 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 14,000 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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Petpalooza 2020
- 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 14,000 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 2020 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 14,000 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)

Petpalooza will feature a premier 15' x 5 award-winning petting zoo featuring a variety of beautiful, friendly animas including: wallaby, sheep, mini pigs, rabbits, goats, cavies, chickens, rabbits, and more.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 14,000 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)

Contracted through The Great American Entertainment Company, 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 2020 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 14,000 subsribers, 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

ALL-ALASKAN RACING PIGS PRESENTING SPONSOR

INVESTMENT - $2,500
(ONE SPONSORSHIP AVAILABLE)

These adorable little athletes provide 5 races (each containing 3-4 heats) of hysterical entertainment. The famous All-Alaskan Racing Pigs are a team of the fastest and funniest athletes to serve up entertainment! Flat-track racing and hurdling are their specialties, but a good gag is always on the menu.

- Naming rights for Pig Races
- Name listed as an event sponsor in the recreation guide (Fall 2020 edition)
- Recognition at Main Event entrances (2), Main Stage and at Pig Races
- Name recognized from the Main Stage during welcoming comments and throughout the day
- Logo included in festival program
- Name included in press releases
- Logo included on t-shirts
- Promotional booth space (12'x12') at the event
- Ability to include give-a-ways/ pamphlets in the Dog Trot goodie bags
- Ability to post up to 4 banners near Pig Races, if provided
- Name listed in Auburn@Play e-blasts; April and May editions
- Two complimentary Dog Trot entries (registration required)
- Give a brief welcome before a race/races

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 2020 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 14,000 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.

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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, if provided
- 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 2020 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 14,000 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 150 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 2020 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 2020 Edition)
- Recognition at start/finish of Dog Trot race
- Name recognized from stage during the announcement of winners
- 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 2020 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 2020 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 4/3/20)

- 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 Ag-Ventureland $2,500
- Racing Pigs $2,500
- K9 Kings Dog Show $2,500
- Food Court Sponsor $1,500
- Animal Advo'cat' $1,500
- Event Bag Sponsor $1,250
- Dog Trot 'Paw'tner $1,000
- Pet-Palooza Su'purr'ter $700
- Unleashed' Pet Contest $1,000
- On-Site Booth $350

Make your sponsor commitment before January 6, 2020 and save 10%

With commitment by March 1, 2020, 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 Farmers 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 7-September 20, 2020, 10am-3pm
LOCATION	Les Gove Park, 1140 Auburn Way S
TRANSPORTATION	Free parking for shoppers

AUBURN INT'L FARMERS MARKET PROMOTIONAL PLAN

- Posters: 100 delivered to Auburn city facilities, local businesses, schools, and other prominent locations
- Puget Sound Fresh Guide: 100,000 distributed regionally
- Postcards: 20,000 distributed via direct mail in June
- 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 14,000 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 2020 Auburn International Farmers Market
- Opportunity to make welcoming comments at opening ceremony on June 7, 2020
- 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 any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 14,000 pro-gram participants, May-September 2020
- 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 2020 Auburn Int'l Farmers Market
- Name recognized from stage during welcoming comments at opening ceremony on June 7, 2020
- 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 any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 14,000 program participants, May-September 2020
- 5" plaque recognizing sponsorship

SUPPORTER

SPONSOR - $1,000

- Name recognized from stage during welcoming comments at opening ceremony on June 7, 2020
- 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 7, 2020
- Name recognized from entertainment stage during each market day
- Promotional booth space (10' x 10') at one market day during the season

SPECIAL EVENT

SPONSOR - $250

- Name recognized in promoted Facebook post related to special event
- Name recognized from entertainment stage during special event day
- Promotional booth space (10' x 10') at one special event market day during the season
- Must provide prizes or giveaways valuing $250 in place of payment on special event day. Prizes or giveaways must coincide with special event

CITY OF AUBURN PARKS, ARTS & RECREATION AUBURN INT'L FARMERS MARKET | 2020

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
- ❒ Special Event $250

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

❒ June 7	❒ July 5	❒ August 2	❒ September 6
❒ June 14	❒ July 12	❒ August 9	❒ September 13
❒ June 21	❒ July 19	❒ August 16	❒ September 20
❒ June 28	❒ July 26	❒ August 23	
		❒ August 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) ☐ Check enclosed (Make payable to Auburn Parks, Arts & Recreation) ☐ Credit Card (fill in information below)	CARD TYPE (check one): ☐ Visa ☐ Mastercard ☐ AMEX ☐ 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

Cultivator
$5,000

Sustainer
$2,500

Supporter
$1,000

Harvester
$500

Special Event
$250

Make your sponsor commitment before January 6, 2020 and save 10%

With commitment by March 4, 2020, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

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 130 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 19, 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
- 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 14,000 individuals (April, May, June)
- Event Banners at Auburn Way, Main Street and park fences
- Special Invitations to vendors and past participants
- Press Releases
- Social media campaign
- Website information
- Radio Advertisements
- E-blast and more.

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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2020
- 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 14,000 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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2020
- 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 14,000 program participants, April, May & June Editions
-

KIDSDAY PLATINUM PARTNER

INVESTMENT - $3,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2020
- 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 14,000 program participants, April, May & June Editions
-

KIDSDAY GOLD PARTNER

INVESTMENT - $1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 14,000 program participants, April, May & June Editions

KIDSDAY SILVER PARTNER

INVESTMENT - $700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 5/15/20)

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

KIDSDAY SPONSOR LEVELS

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 6, 2020 and save 10%

With committment by April 1, 2020, 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, live entertainment on two stages, inflatable rides, bungy trampoline, rock wall, youth activities, trackless train, two pony carousels, 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	Saturday, 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
- 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
- Auburn@PLAY electronic newsletter to 14,000 individuals (May-July)
- Event Banners at Auburn Way, Main Street and park fences
- Social media campaign
- E-blasts and more.

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 2020 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to Auburn's 2020 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 14,000 program participants, May, June & July Editions
- Two complimentary VIP parking passes
- Thirty (30) complimentary event wristbands

PATRIOT'S CLUB

INVESTMENT - $3,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2020 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 2020 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 14,000 program participants, May, June & July editions
- Fifteen (15) complimentary event wristbands

Additional packages available. Please call for details!

ENTERTAINMENT STAGE SPONSOR

INVESTMENT - $3,000 (TWO SPONSORSHIPS AVAILABLE)

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2020)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, 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 14,000 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 2020 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 2020 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 14,000 participants, June & July Editions
- Ten (10) complimentary event wristbands

SPIRIT CLUB

INVESTMENT - $700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 6/5/20)

- 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 6, 2020 and save 10%

With committment by April 1, 2020, 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, 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 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 an 'Almost' 5K Poker 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 7, 7-11pm Saturday, August 8, 12-6pm
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)
- 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 14,000 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 Rec Guides (Fall 2020 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 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 14,000 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 complimentary "Almost' 5K Poker Fun Run entries (registration required)

AUBURNFEST SUMMER FUN SPONSOR

INVESTMENT - $3,000
(TWO SPONSORSHIPS AVAILABLE)

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2020 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 2020
- 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 any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 14,000 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 2020)
- 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 14,000 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 2020)
- 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 14,000 program participants, June, July and August Edition
- Fifteen (15) complimentary event Wristbands for AuburnFest
- Promotional booth space (12' x 12') at AuburnFest (registration required)

AUBURNFEST COMMUNITY STAGE SPONSOR

INVESTMENT - $1,500
(ONE SPONSORSHIP AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 14,000 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 2020 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 14,000 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 2020 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 7/7/20)
Promotional booth space (12' x 12') at the AuburnFest event

'ALMOST' 5K POKER FUN RUN SPONSOR

INVESTMENT - $2,000
(TWO SPONSORSHIPS AVAILABLE)

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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)

'ALMOST' 5K POKER FUN RUN T-SHIRT SPONSOR

INVESTMENT - $500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2020 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 SPONSOR LEVELS

With committment by May 3, 2020, 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 2020

Museum Programs and Events

Auburn's Veterans Day Parade and Observance

November 7, 2020

Auburn Ave Theater Performances

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

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 2020

Specialized Recreation Programs

ArtRageous Zones
Summer 2020

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 2020

Kids Summerstage Series
Wednesdays
July & August 2020

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-2020 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 16, 2020

- ❒ 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
- ❒ All Alaskan Racing Pigs: $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 4/3/20

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 19, 2020

- ❒ 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 5/15/20

FOURTH OF JULY FESTIVAL - JULY 4, 2020

- ❒ 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 6/5/20

AUBURNFEST - AUGUST 8, 2020

- ❒ Presenting Sponsor: $10,000
- ❒ Summer Fun: $3,000
- ❒ Main Stage: $3,000
- ❒ Auburn Days Parade: $3,000
- ❒ 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 7/7/20

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 ☐ AMEX ☐ 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

Return to: Auburn Parks, Arts & Recreation ATTN: Events | 910 9th St SE, Auburn, WA 98002 | Fax to: 253-931-4005 | Email to: events@auburnwa.gov

CITY OF AUBURN WASHINGTON

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