City of Covington

# Sponsorship Opportunities

Youth Athletics | Covington Days | Summer Concerts | KidsFest | Community Tree Lighting

2016

**REACH** existing and potential consumers.

**SUPPORT** your customers' community.

**ENGAGE** with an active local audience.

city of covington
growing toward greatness

# JULY 16-17 Covington Days Festival

This 2-day summer festival is the largest community event in Covington. About 3,000 attendees enjoy the street parade, watermelon eating contest, live entertainment, 100+ booth and activity spaces, rides, games, and more.

## Platinum $5k

*Enjoy all lower benefits plus*

2 - 10' x 10' booth spaces
Speaking opportunities
Be a parade judge
Logo on all entry/exit signs
Only sponsor logos on guide cover
Only sponsor ads on city homepage
Only logos on festival Facebook header
Only sponsor logos on 272nd banner
Banner on stage (up to 12' x 4')
5 Kids Zone bracelets to use
4 festival t-shirts to use
Exclusivitiy *(w/restrictions)*

## Promotional Highlights

**2014 & 2015 AWARD WINNER***
2015 Grand Summit Silver Award
2014 Grand Summit Gold Award
Best Promotional Campaign
Festivals under $75k budget

*By the Washington Festival and Events Association

**Newspaper Advertisements**
We Typically run 10 ads in Covington, Maple Valley, Black Diamond, Kent, Renton, and Auburn papers. The total circulation of these 10 ads is 245,220.

**City Website**
Our website gets 268,000+ annual impressions. Our homepage nets about 50,000 and the festival main page nets about 17,200 impressions.

**Festival Guide**
This 8-page full color guide has a distribution of 23,961 through the Covington-Maple Valley Reporter newspaper.

**Recreation Guide**
City recreation guides are distributed in Covington elementary schools, in the community and online. Printed circulation is 3,000+.

**Facebook Pages**
The City's Facebook Page has nearly 3,000 fans with a very high view and interaction rate.

## Gold $2k

*Enjoy all lower benefits plus:*

Ad in official festival guide
Logo in June Qtrly Newsletter
Logo in e-mail blasts
Verbal recognition at parade & festival welcome
Banner on stage (up to 8' x 4')
3 Kids Zone bracelets
2 festival t-shirts

## Bronze $500

*Enjoy all lower benefits plus:*

Logo on flyers/posters
Logo on newspaper ads
Verbal recognition on stage (6x)

## Silver $1k

*Enjoy all lower benefits plus:*

10' x 10' booth space
Logo in official festival guide
Logo in summer recreation guide
Verbal recognition on stage (8x)
Banner on stage (up to 4' x 2')
2 Kids Zone bracelets

## Copper $250

*Enjoy all lower benefits plus:*

Logo on thank you ads and signs
Logo on festival website and FB
Verbal recognition on stage (4x)

## $100/$50

Listed on festival website and FB
Verbal recognition (2x for $100; 1x for $50)

**Can't be a cash sponsor, but still want to help out?** Consider these other sponsorship options. **In-kind sponsors** provide use or donation of services that are needed for the festival. **Advertising sponsors** help advertise the festival within their business space. And, we are in need of **donations** to use as prizes, incentives, and thank yous.

# Summer Concerts In The Park

Summer concerts at Covington Community Park include a different genre of music each week, from rock to raggae and jazz to country, and attracts 150-250 attendees each concert.

**JULY 22, 29 & AUG 5, 19**

## Band Leader $750

*Includes ALL concerts in the series*

- 10' x 10' space to set-up booth
- Speaking Opportunity
- Introduce entertainer (at 1 concert)
- Logo on all signage, posters & flyers
- Logo in newspaper/print ads
- Logo on website and Facebook
- Logo in Summer Recreation Guide
- Option to provide pre-concert activity
- Banner on stage (up to 8' x 2')

COVINGTON SUMMER CONCERT SERIES
COVINGTON COMMUNITY PARK

## Silver $500

*Includes ALL concerts in the series*

- 10' x 10' space to set-up booth
- Verbal recognition on stage
- Logo on website and Facebook
- Logo on all signage, posters & flyers
- Logo in newspaper/print ads
- Banner on stage (up to 4' x 2')

## Bronze $250

- Logo on posters/flyers
- Logo in newspaper/print ads
- Logo on website and Facebook
- Verbal recognition at all concerts

## Copper $100

- Logo on posters/flyers
- Logo on website and Facebook
- Verbal recognition at 2 concerts

## Outdoor Family Movie

**FRI, AUGUST 26**
**@ Kentwood H.S.**

### Star Level $500

Supporter benefits, plus:

- Booth space at event
- Speaking Opportunity
- Verbal recognition at other events

### Supporter $250

- Logo on all signage, posters, flyers
- Logo in print ads
- Logo on website and Facebook
- Logo in Summer Rec Guide

# KidsFest

Covington KidsFest is all about kids (and parents too!). This free event attracts about 1,000 attendees and includes a bike rodeo, kid-focused vendor booths that all offer kid's activities, resources for parents, inflatables, mascot appearances, a DJ, and more! Its for the kids but is a perfect way to reach out to parents.

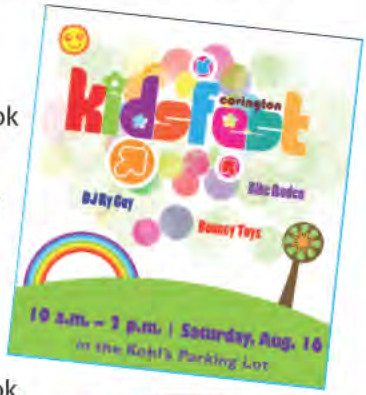
**SATURDAY AUGUST 13**

## Superhero $1k

- Banner displayed on site
- Logo on all KidsFest signage
- Logo on posters/flyers
- Logo in newspaper/print ads
- Logo on website and Facebook
- Logo in Summer Recreation Guide
- Logo in June Qtrly Newletter
- Logo on city website homepage
- 10' x 10' booth space (must provide kids activity)
- Verbal recognition 4x
- Exclusivitiy *(w/restrictions)*

## Sidekick $500

- Logo on website and Facebook
- Logo on posters/flyers
- Logo in newspaper/print ads
- 10' x 10' booth space
- Verbal recognition 2x




## Supporter $250

- Logo on website and Facebook
- Logo on posters/flyers
- Logo in newspaper/print ads

## Fan $100

- Logo on website and Facebook
- Logo on posters/flyers

## Help keep events free!

Any amount of sponsorship helps us to keep costs low and most things free for our events. Even $25 or $50 can provide free activities for kids!

# Youth Athletics Program

Sponsoring a youth athletic team is a great way to show you support your customers' community. The city continues to served hundreds of our community's youth but needs your help!

Volleyball
Baseball
Basketball
Softball
Flag Football

## Team Sponsorship $150

Logo on front of team t-shirts
Sponsorship thank you plaque w/team photo
Name/Logo on game schedules
Name/Logo on league website
Name/Logo on city athlethics webpage

**Sponsor 3 or more teams for $125 per team!**

Teams can be split across seasons and leagues

## THINK YOU'D LIKE TO BE A SPONSOR?

View more event details online www.CovingtonWA.gov/events

Special Events:
Karla Slate - 253.480.2402
kslate@covingtonwa.gov

Jaquelyn Ball - 253.480.2412
jball@covingtonwa.gov

Athletics:
Sean Conway - 253.480.2489
sconway@covingtonwa.gov

Or, give us a call, we can create a custom sponsorship that works for you!

## Community Tree Lighting Event

The first Saturday in December, several hundred community members celebrate the season at a tree lighting event, which includes live music, caroling, kids craft activity, cocoa, cider, cookies, popcorn and more!

### Gold $500

10' x 10' booth space
Logo on posters/flyers
Logo on web/Facebook
Banner on stage
Verbal recognition

### Silver $250

Logo on posters/flyers
Logo on web/Facebook
Verbal recognition

Youth Athletics | Covington Days | Summer Concerts | KidsFest | Community Tree Lighting