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.