



**Event
sponsorship
builds
business!**



2013

City of Covington SPONSORSHIP INFO

SATURDAY & SUNDAY, JULY 20 & 21

COVINGTON DAYS FESTIVAL

Change is in the air for the 2013 Covington Days Festival! The festival is now under new management and will be returning to the city's business district for better visibility and easier access. This is the perfect opportunity to show your commitment to the community and increase business visibility. Our goals for the festival include creating the best possible family-friendly weekend, putting a heavier focus on marketing/advertising and increasing attendance.



Title Sponsor - \$7,500 (exclusive) - Name/logo shown prominently on all city-produced event materials including but not limited to printed advertisements, festival guide, flyers, posters, signage, media exposure and press releases; space to display up to three banners at festival; verbal announcements at parade and on main stage throughout festival; full page ad in festival guide; speaking time on main stage during the mayor's welcome/parade awards ceremony; name/logo/link on festival website homepage and social media accounts (Facebook, Twitter); opportunity to provide giveaways/coupons at info booth; free commercial booth space; and name/logo on sponsor thank you signage.

Entertainment Stage Sponsors - \$1,000 - Name/logo on festival posters, flyers, main stage schedule signage, festival guide, and printed advertisements; space to display banner on main stage; half page ad in festival guide; verbal announcements on main stage throughout festival and by parade emcee; name/logo/link on festival website and social media accounts (Facebook, Twitter); ability to provide giveaways/coupons at info booth; free commercial booth space; and name/logo on sponsor thank you signage.

Tot Spot Sponsor - \$1,000 (exclusive): Name/logo included on signage in Tot Spot; name/logo in festival guide, on festival posters, and in display ads; half page ad in festival guide, name/logo/link on website and social media accounts (Facebook, Twitter), ability to provide giveaways at Tot Spot, ability to provide giveaways/coupons at info booth, verbal recognition on festival main stage, and name/logo on sponsor thank you signage.

Volunteer Sponsor - \$500 or in-kind to cover all needs (exclusive): Name/logo on signage at volunteer station, name/logo in festival guide and on festival poster, quarter page ad in festival guide, name/logo/link on website and social media accounts (Facebook, Twitter), verbal recognition on festival main stage and by parade emcee, ability to provide thank you gifts to volunteers, ability to provide giveaways/coupons at info booth, and name/logo on sponsor thank you signage.

Kids Zone Sponsors (Rides/Carnival Games/Activities) - \$250: Name/logo included on signage in Kids Zone, name/logo in festival guide, 1/8 page ad in festival guide, name/logo on festival website and social media (Facebook, Twitter), ability to provide giveaways in Kids Zone, ability to provide giveaways/coupons at info booth, and name/logo on sponsor thank you signage.

Friends of the Festival:

\$100 - Name/logo/link on festival website and social media (Facebook, Twitter), name/logo in festival guide, and name/logo on sponsor thank you signage.

\$200 - Same as \$100, plus 1/8 page ad in festival guide, and ability to provide giveaways/coupons at info booth.

\$500 - Same as \$200, plus verbal recognition on festival main stage and by parade emcee, name/logo on printed advertisements, and quarter page ad in festival guide.

Prize Donations: Can't help financially? We also need prizes for carnival game prizes, the Council Challenge and Watermelon Eating Contest. Gift certificates, gift baskets or good value promotional items work great Benefits include name/logo/link on festival website and in festival guide and verbal recognition during the event in which the prize is used.

***BECOME A LEGACY PARTNER & SAVE!**

*INFO ON
BACK PAGE

FRIDAYS, JULY 19-AUG 9

SUMMER CONCERT SERIES

The Summer Concert Series is back for its second year! Four weeks of Friday night concerts begin on Covington Days weekend and end on the weekend before KidsFest. This year's performers include Beatles Tribute Band British Export (July 19), kids' favorite Recess Monkey (July 26), the soul and classic rock band Soul Purpose (Aug. 2), and 2010 American Idol finalist Tim Urban (Aug.9).



Series Sponsor - \$5,000: Name/logo/link on event webpage and Facebook/Twitter, verbal recognition at all four concerts, ability to display banner at all four concerts, ability to set up table display/booth at all four concerts, logo shown prominently on all event materials including but not limited to event posters, on-site signage and newspaper and other advertisements.

Single Concert Sponsors - \$500: Name/logo/link on webpage and Facebook, logo listed with one concert on event materials, verbal recognition at one concert, ability to set up table display/booth at one concert, on stage recognition at one concert.

Concert Crew:

\$100 - Name/logo/link on event webpage and Facebook/Twitter.

\$250 - Same as \$100, plus logo on on-site signage and on event poster.

Not seeing a level for you? Custom sponsorships are available too!
We like to get creative and we want you to get the best exposure possible that fits your goals and style. Have an idea not listed here? Please don't hesitate to contact us.

COVINGTON KIDSFEST

This kid-centered festival is full of fun, educational activities and entertainment for the whole family. Kids love the entertainers, bouncy toys, bike rodeo and more! Reach local families and keep this event free by becoming a sponsor.

Title Sponsor - \$2,500: Name/logo/link on event webpage and Facebook/Twitter; logo shown prominently on all event material including but not limited to on-site signage, newspaper and other advertisements, and event posters; space

to display banner at event; one booth space at event (must follow festival rules and regulations including being kid oriented); verbal recognition at event.

KidsFest Heroes:

\$100 - Name/logo/link on event webpage and Facebook.

\$250 - Same as \$100, plus logo on on-site signage.

\$500 - Same as \$250, plus logo on event posters and one booth space at event (must follow festival rules and regulations, including being kid oriented).



SATURDAY, AUGUST 10

Interested in sponsoring?

To Become A Sponsor:

Complete a sponsorship inquiry form online at the city's website: www.CovingtonWA.gov/sponsorship and we will get in touch with you right away.

Or, simply contact Pat Patterson at (253) 480-2482 or ppatterson@covingtonwa.gov or Karla Slate at (253) 480-2402 or kslate@covingtonwa.gov.

Additional Opportunities

Legacy Sponsor:

Commit to two years of support and receive 10% off sponsorship fees. Commit to three years of support and receive 15% off fees plus 50% off a booth space at event (if applicable).

In-Kind Sponsor:

Putting together community events is a lot of work and takes a lot of resources. We are always looking for help via in-kind donations of various items like use of generators, refreshments, giveaways, use of vehicles or carts, and much more!

Don't See Anything That Suits Your Needs?

Please contact us! We welcome the opportunity to get creative and work on a sponsorship package that fits your organization.



City of Covington

16720 SE 271st St #100

Covington, WA 98042

WWW.COINGTONWA.GOV | (253) 480-2400