City of Covington

Sponsorship Opportunities

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

2015

REACH existing and potential consumers.

SUPPORT your customers' community.

ENGAGE with an active local audience.

city of covington
growing toward greatness

JULY 18-19 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 spaces, rides and games, and more.

Platinum $5k

Enjoy all lower benefits plus

10' x 20' booth space
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 (12' x 4')
10 Kids Zone bracelets to use
5 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 run at least 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 over 255,000 impressions annually, with the homepage netting about 86,000 of those. The festival main page nets about 13,600 impressions during the four months around festival time.

Festival Guide
This 8-page full color guide has a distribution of 23,961 through the newspaper and goes into Covington, Maple Valley, Black Diamond and the surrounding area.

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

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 (8' x 4')
5x Kids Zone bracelets
2x 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 (10x)
Banner on stage (4' x 2')
2x 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 (6x)

$100/$50

Listed on festival website and FB
Verbal recognition (4x 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 Concert Series

Summer concerts are held at Covington Community Park* on Fridays from July 24-August 14. Each concert includes a different genre of music, from rock to raggae and jazz to country, and attracts 100-200 concert goers each concert. (*August 14 concert and bonus outdoor family movie night will be held at Kentwood High School)

JULY 24, 31 & AUG 7, 14

+bonus movie on Aug. 14!

Band Leader $750

Includes ALL concerts in the series

- 10' x 10' space to set-up booth
- Speaking Opportunity (2 minutes before concerts begin)
- Introduce entertainer (at 1 concert)
- Logo on all concert signage
- Logo on 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')
- Exclusivitiy *(w/restrictions)*

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 posters/flyers
- Logo in newspaper/print ads
- Logo on all concert signage
- 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

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.

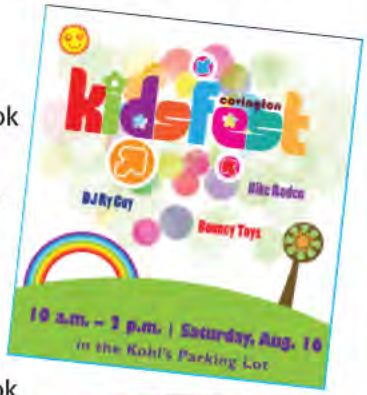
SATURDAY AUGUST 15

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's inaugural fall season of youth athletics proved to be a hit. Fall soccer saw 38 teams which consisted of a total of 385 kids! Flag football had nine teams consisting of 87 kids. Volleyball had 19 teams with a total of 215 kids participating. And, basketball had a whopping 51 teams with a total of 516 kids registered. Spring soccer also had 400 kids sign up!

Volleyball
Baseball
Basketball
Softball
Flag Football
Coach Pitch

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
Jaque Martinsons - 253.480.2412
jmartinsons@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