

SPONSORSHIP OPPORTUNITIES



2014

COVINGTON DAYS FESTIVAL
SUMMER CONCERT SERIES
COVINGTON KIDSFEST

COVINGTON DAYS FESTIVAL

SATURDAY & SUNDAY, JULY 19 & 20



Covington's signature summer event is the perfect opportunity to showcase your commitment to the community and increase business visibility. This free, 2-day festival includes a parade, on-stage entertainment, vendors, competitions, and more!
Estimated attendance: 3,000+

	Presenting Sponsor \$7,500	Platinum Sponsor \$5,000	Premiere Sponsor \$2,500	Festival Champion \$1,000	Supporting Sponsor \$500	Contributing Sponsor \$250	Friend of the Festival \$100
Logo on festival website	★	★	★	★	★	★	★
Logo on festival Facebook event page	★	★	★	★	★	★	★
Logo on sponsor signage at festival	★	★	★	★	★	★	★
Logo in festival program	★	★	★	★	★	★	
Able to supply insert for festival bags	★	★	★	★	★	★	
Verbal recognition on mainstage	★ 12x	★ 8x	★ 4x	★ 4x	★ 2x		
Logo on official festival poster/flyer	★	★	★	★	★		
Logo in festival advertisements	★	★	★	★			
Complimentary 10'x10' booth space	★	★	★	★			
Logo on t-shirt (if applicable)	★	★	★				
Company profile on website	★	★	★				
Company profile on Facebook page	★	★	★				
Company banner displayed at festival	★	★	★				
Complimentary ad in festival program	★ Full Page	★ Half Page					
Logo on food court table stands	★	★					
First right of refusal in 2015	★	★					
Category exclusivity (restrictions apply)	★	★					
Verbal recognition during parade	★	★					
Logo on festival bags	★						
30-sec spot during festival welcome	★						
Option to host an activity/event	★						
Company banner in parade	★						



Sponsorship packages are also available for the following special events and categories:

- Family Day Sponsor
- Special Guest Sponsors
- Watermelon Eating Contest
- Volunteer Sponsor
- Entertainment Stage
- City Council Challenge

SUMMER CONCERT SERIES

FRIDAYS, JULY 25-AUG 8

The Summer Concert Series is back for its third year! Three weeks of Friday night concerts will take place at the new Covington Community Park. Don't miss this opportunity to show your community support and get your brand in front of concert-goers.

Attendance: 100-150 per concert

Series Sponsors - \$2,000: Recognition (name/logo/link) as series sponsor on all event materials including posters, flyers, banners, advertisements, on-site signage, webpage and Facebook. Opportunity to set up booth at all concerts. Verbal recognition on stage and option for a 30-second spot at all concerts.

Single Concert Sponsors - \$500: Name/logo/link on poster, flyers, webpage, Facebook, and sponsor signage at event. Opportunity to set-up booth at one concert. Verbal recognition at all concerts and option for a 30-second spot at one concert.

Concert Crew:

\$100 - Name/logo/link on event webpage, Facebook and sponsor signage at event.

\$250 - Name/logo/link on event poster, event webpage, Facebook and sponsor signage.

Verbal recognition on stage at all concerts.



COVINGTON KIDSFEST

SATURDAY, AUGUST 16

It's all about the kids! This fun fest is full of educational activities and great entertainment for the whole family. Kids love the entertainers, bouncy toys, bike rodeo and more! Reach local families and help us keep this event free for the community by becoming a sponsor.

Estimated Attendance: 1,000

Title Sponsor - \$2,500: Recognition (name/logo/link) as Title Sponsor on all event materials including posters, flyers, banners, advertisements, on-site signage, webpage and Facebook. Opportunity to display company banner on-site. Opportunity to set up display table or booth.

KidsFest Heroes:

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

\$250 - Name/logo/link on event poster, event webpage and Facebook.

\$500 - Name/logo/link on newspaper advertisements, event posters, event webpage and Facebook.



Sponsorship - What's in it for you?

- It's pretty economical compared to the costs of purchasing exposure elsewhere.
- Shows the community you are dependable and supportive of their interests.
- Develop stronger relationships with your existing customers.
- Gain access to potential customers that may not have otherwise learned about your business.
- Stand out among other businesses who aren't taking advantage of community involvement.

Sign up
as a multi-
year sponsor
for up to a
15 percent
discount!

*INFO ON
BACK PAGE

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 Communications and Marketing Manager Karla Slate at (253) 480-2402 or kslate@covingtonwa.gov or Recreation Manager Pat Patterson at (253) 480-2482 or ppatterson@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

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