



SPONSORSHIP PACKAGES

COMMUNITY EVENTS • PROGRAMS • ACTIVITIES

PARKS & RECREATION DEPARTMENT

www.maplevalleywa.gov

The City of
MAPLE VALLEY



Dear Community Partner,

Each year, Maple Valley Parks and Recreation strives to provide events that enhance the quality of life and build community. Event sponsors help us to keep these events affordable as we continue to provide quality, enjoyable events for YOUR community.

All sponsors are recognized in unique and visible ways, whether through our event flyers, in our Recreation Guide (mailed to 11,000 households), on event banners, through Social Media, and the like. Whatever your sponsorship level, **we work hard to inform the community of your generosity and commitment to the continued success of Maple Valley.**

We are currently seeking sponsors for the coming year, so we invite you to look through this Sponsorship Packet, explore some of the opportunities for sponsorship and advertising, and let us know which one best fits you. In an effort to make your sponsorship experience more efficient and fulfilling, we encourage you to select your commitment for the entire year. By committing well before each event deadline, you are sure to receive the maximum benefit of each event's marketing plan.

If you have any questions, please see the contact information below.

We look forward to hearing from you and hope you will consider partnering with us to continue to make Maple Valley a great place to live, work, and play!

Best wishes,
Dave Johnson
Parks & Recreation Director

For questions and more information, please contact:
Allison Scott, Recreation Coordinator
425-432-9953
allison.scott@maplevalleywa.gov

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The City of
MAPLE VALLEY





Bike Challenge & Safety Rodeo

The Bike Challenge & Safety Rodeo is the perfect way to kick off summer! This event features a bicycle race through the park for kids ages 5-11 and the Maple Valley Police Department's bicycle safety course. Riders compete for prizes and learn the bicycle rules of the road.

This event coincides with Opening Day at Lake Wilderness Beach.



Saturday, June 22, 2019
10am - 12pm
Lake Wilderness Park
150+ people
Promotion Start Date: May 2019



| \$500 TITLE Sponsor | \$250 ROUTE Sponsors |
|---------------------------|----------------------------|
|---------------------------|----------------------------|

| | | |
|---|------------|------------------|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● |
| MENTIONS! Name announced several times during the event | ● | ● |
| INFORMATION BOOTH! Feel free to set up a display booth to market your services or products (10x10 tent, table, chairs available on request) | ● | ● |
| OPENING ANNOUNCEMENT! Give welcoming comments at the start of the event | ● | ● |
| RECOGNITION! Name and logo presence | Main Stage | Along Bike Route |



Independence Day Family Picnic & Fireworks Display

Our annual Independence Day Family Picnic & Fireworks Display is the city's largest community summer event. The celebration includes traditional picnic games, the popular Pie Baking Contest, live music, and a dazzling fireworks display over Lake Wilderness.

We recommend securing your sponsorship as soon as possible to ensure inclusion in the City's marketing materials.

Thursday, July 4, 2019

4pm - 11pm

Lake Wilderness Park

5,000+ people

Promotion Start Date: May 2019



| | \$5,000 RED Title Sponsor | \$1,500 WHITE Stage Sponsor | \$500 BLUE Event Sponsor | \$250 - \$400 Activity Sponsor |
|--|--|--|---------------------------------------|-----------------------------------|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● | ● | ● |
| MENTIONS! Name included in the Mayor's opening address and announced several times during the event | ● | ● | ● | ● |
| NAMING RIGHTS! An event or area named after your business | Event & Fireworks | Main Music Stage | Game Arena | Activity Booth |
| BANNER! Sponsor banners displayed at the Main Entertainment Stage | ● | ● | ● | |
| PARKING! VIP parking passes offer a quick walk to activities | ● | ● | | |
| INFORMATION BOOTH! Feel free to set up a display booth to market your services or products (10x10 tent, table, chairs available on request) | ● | ● | | |
| PIE! Opportunity to be an Official Judge at the Pie Baking Contest | | | | ● |
| BIGGER BANNER! Sponsor logo on over-the-street banner | ● | | | |
| WELCOME ADDRESS! 5 minutes to address and welcome the public to the event on the Main Entertainment Stage | ● | | | |

Kids' Festival

Every summer, families with children up to 12 years of age are invited to Lake Wilderness Park for the Kids' Festival. The afternoon is filled with non-stop activities, crafts, games, live performances, the popular Firefighter Obstacle Course and more!

Saturday, July 13, 2019
11 am - 3pm
Lake Wilderness Park
3,000+ people
Promotion Start Date: May 2019



| | \$2,000 RED Title Sponsor | \$1,000 YELLOW Event Sponsor | \$500 Sponsor | \$300 Sponsor | \$200 Sponsor |
|---|--|---|------------------------------|----------------------------|------------------|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● | ● | ● | ● |
| NAMING RIGHTS! An event or area named after your business | ● | ● | ● | ● | |
| MENTIONS! Name announced several times during the event | Event | Event Co-sponsor | Main Stage or Model Airplane | Face Painting or Dunk Tank | Map |
| BANNER! Sponsor logo on over-the-street banner | ● | | | | |

PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media

NAMING RIGHTS! An event or area named after your business

MENTIONS! Name announced several times during the event

BANNER! Sponsor logo on over-the-street banner



Shakespeare in the Park

Friends, Maple Vallians, countrymen, lend us your ears... so we can invite you to Shakespeare in the Park! The Lake Wilderness Park's Amphitheater is the perfect setting to enjoy the works of the world's greatest poet and playwright. The two play series are performed by Seattle's longest running Shakespeare Company, GreenStage.

Sunday, July 21 & August 4, 2019
5pm - 7pm
Lake Wilderness Park
200+ people
Promotion Start Date: May 2019



\$1,500
TITLE
 Sponsor

PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media



INFORMATION BOOTH! Feel free to set up a display booth to market your services or products (10x10 tent, table, chairs available on request)



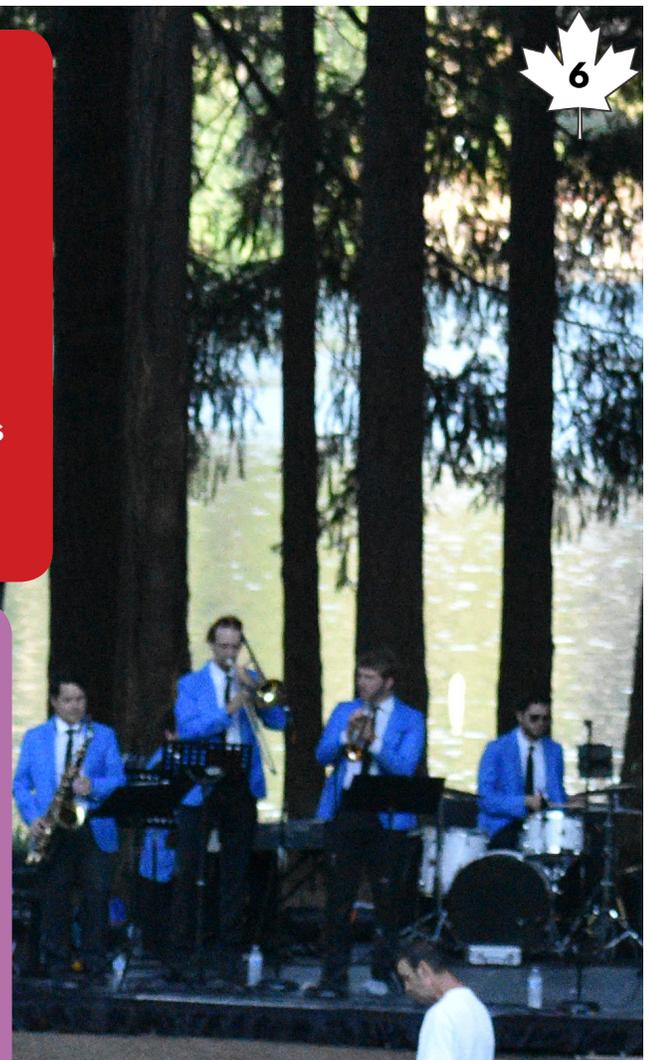
BANNER! Public



Music In The Park

Summer Concert Series

Music lovers of all ages can rock out, jump and jive, or get mellow at Maple Valley's "Music In The Park," summer concert series. The Lake Wilderness Park Amphitheater is the perfect setting to experience nature while enjoying music from an array of genres ranging from Country Western to New Wave. The series includes 3 concerts and one Burgers & Blues event for a total of 4 exciting music-filled evenings.



Concerts
Thursdays July 25, August 1 & 8, 2019*
6:30pm

Burgers & Blues
Sunday, August 18, 2019*
5:30pm

Lake Wilderness Park
1,500+ people
Promotion Start Date: May 2019

(* dates subject to change)

| | \$2,500 TITLE Sponsors | \$1,000 CO-TITLE Sponsors |
|---|------------------------------|---------------------------------|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● |
| MENTIONS! Name announced several times during the event | ● | ● |
| BANNER! Sponsor banners displayed at the Entertainment Stage | ● | ● |
| BIGGER BANNER! Sponsor logo on over-the-street banner | ● | |



Family Night

Grab your lawn chairs and blankets! You're invited to the ultimate summer send-off! The evening starts with a live music performance, but doesn't end there! As the sun sets, relax and enjoy a family-film on the giant 80 ft screen. This end of summer event always draws a crowd!

Thursday, August 22, 2019
Concert 6:30pm/Movie 8:30pm
Lake Wilderness Park
1,200+ people
Promotion Start Date: March 2019



| | | |
|---|-----------------|--------------|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● |
| MENTIONS! Name announced several times during the event | ● | ● |
| INFORMATION BOOTH! Feel free to set up a display booth to market your services or products (10x10 tent, table, chairs available on request) | ● | ● |
| BIG BANNER! Sponsor logo | Over-the-street | Movie Screen |

| \$1,000 TITLE Sponsors (1) | \$500 CO-TITLE Sponsors (3) |
|-------------------------------------|--------------------------------------|
| ● | ● |
| ● | ● |
| ● | ● |
| Over-the-street | Movie Screen |

Hometown Holidays



The Maple Valley Town Square at Four Corners lights up with holiday cheer and entertainment at Maple Valley's Hometown Holidays event! The festive spirit comes alive with the Tree Lighting Ceremony and continues through the evening with loads of holiday themed entertainment. Stop by activity booths provided by local businesses or take a ride on the Holiday Express Train or horse-drawn trolley. Live music performances and Santa's special appearance at the Fire Station makes this a memorable celebration for all ages!

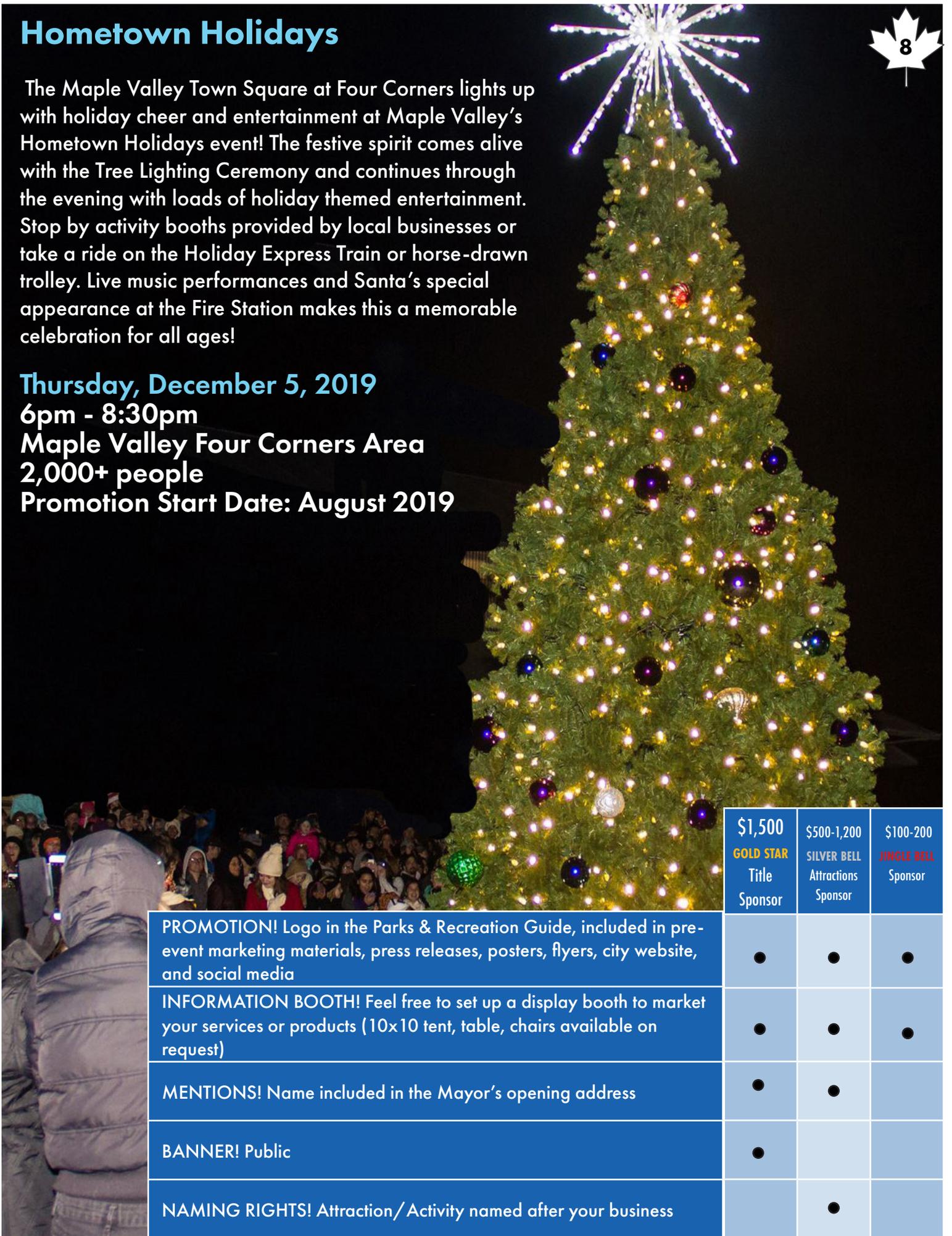
Thursday, December 5, 2019

6pm - 8:30pm

Maple Valley Four Corners Area

2,000+ people

Promotion Start Date: August 2019



| | \$1,500 GOLD STAR Title Sponsor | \$500-1,200 SILVER BELL Attractions Sponsor | \$100-200 SINGLE BELL Sponsor |
|---|--|---|--|
| PROMOTION! Logo in the Parks & Recreation Guide, included in pre-event marketing materials, press releases, posters, flyers, city website, and social media | ● | ● | ● |
| INFORMATION BOOTH! Feel free to set up a display booth to market your services or products (10x10 tent, table, chairs available on request) | ● | ● | ● |
| MENTIONS! Name included in the Mayor's opening address | ● | ● | |
| BANNER! Public | ● | | |
| NAMING RIGHTS! Attraction/Activity named after your business | | ● | |

Youth Sports Leagues

Over 1,200 boys and girls, ages 3-14, participate in our Recreational Sports leagues each year. We offer Pee-Wee Soccer, T-Ball/Coach-Pitch Baseball and Basketball leagues year-round. Your partnership will give you exposure to thousands of players and family members each week.

Our leagues emphasize program fundamentals, team play, and sportsmanship, all in a non-competitive atmosphere.

You can choose from a variety of options from individual team sponsorship, league sponsorship, or the entire sport Title sponsor.



| \$4,000 Basketball | \$1,500 Baseball OR Soccer | \$425 AAA League Sponsor | \$300 AA League Sponsor | \$175 A League Sponsor |
|-----------------------|-------------------------------------|-----------------------------------|----------------------------------|---------------------------------|
|-----------------------|-------------------------------------|-----------------------------------|----------------------------------|---------------------------------|

| | | | | |
|--|---|---|---|---|
| ADVERTISING! Logo on BACK of all players' & coaches' T-shirts | ● | ● | | |
| MORE ADVERTISING! In marketing materials, including press releases, posters, fliers & city website | ● | ● | | |
| BANNER! Displayed at the playing field | ● | ● | | |
| ADVERTISING! Logo on FRONT of players & coaches T-shirts | | | 3 | 2 |

| | | | | |
|--|--|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | 3 | 2 | 1 |

SPONSORSHIP FORM



Independence Day Family Picnic & Fireworks Display

- RED** Title Sponsor (\$5,000)
- WHITE** Event Sponsor (\$1,500)
- BLUE** Activity Sponsor (\$500)
- Activity Sponsor (\$250-\$400)

Kids' Festival

- RED** Title Sponsor (\$2,000)
- YELLOW** Event Sponsor (\$1,000)
- Event Sponsor **Main Stage** (\$500)
- Event Sponsor **Model Airplane** (\$500)
- Activity Sponsor **Face Painting** (\$300)
- Activity Sponsor **Dunk Tank** (\$300)
- Map Sponsor **11"x 22"** (\$200)

Music In The Park

- TITLE Sponsor (\$2,500)
- Co-TITLE Sponsor (\$1,000)

Family Night

- TITLE Sponsor (\$1,000)
- Co-TITLE Sponsor (\$500)

Shakespeare in the Park

- TITLE Sponsor (\$1,500)

Bike Challenge & Safety Rodeo

- TITLE Sponsor (\$500)
- ROUTE Sponsor (\$250)

Hometown Holidays

- GOLD STAR** Title Sponsor (\$1,500)
- SILVER BELL** Sponsor (\$500-\$1,200)
- JINGLE BELL** Sponsor (\$100-\$200)

Youth Sports Leagues

- Basketball** Sponsor (\$4,000)
- Baseball or Soccer** Sponsor (\$1,500)
- AAA** League Sponsor (\$425)
- AA** League Sponsor (\$300)
- A** League Sponsor (\$175)



Sponsorship Coordinator: Allison Scott • 425-432-9953 • allison.scott@maplevalleywa.gov

I would like to sponsor the program(s) checked above in the amount indicated. Please contact me to verify my contribution.

Contact: _____ Phone #: _____

Business Name: _____ E-Mail: _____

Address: _____ Authorized Signature: _____

City: _____ Date: _____

State: _____ Zip: _____



The City of Maple Valley Parks & Recreation Department

22500 SE 248th Street, Maple Valley, WA 98038

425-432-9953 www.maplevalleywa.gov

The mission of the Parks and Recreation Department is to enhance the quality of life and build community by providing safe, welcoming parks and recreation opportunities for people to gather and engage in activities that promote health, well-being, and community. The Department shall be good stewards of the environment and resources entrusted to our care, endeavor to foster partnership, and be responsive to the evolving needs of our community.