



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 fliers, 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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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 20, 2020
10am - 12pm
Lake Wilderness Park
150+ people
Promotion Start Date: May 2020



\$500 TITLE Sponsor	\$250 ROUTE Sponsors
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PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media	●	●
MENTIONS! Name announced several times during the event	●	●
INFORMATION BOOTH! Set up a display booth to promote 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



Maple Valley Family 4th

Our annual Independence Day event 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.

Saturday, July 4, 2020

4pm - 11pm

Lake Wilderness Park

5,000+ people

Promotion Start Date: May 2020

	\$5,000 TITLE Sponsor	\$1,500 STAGE Sponsor	\$250 - \$500 ACTIVITY Sponsor
PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, 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 Stage	Game or Activity Area
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 promote your services or products (10x10 tent, table, chairs available on request)	●	●	
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 25, 2020

11 am - 3pm

Lake Wilderness Park

3,000+ people

Promotion Start Date: May 2020



	\$2,000 TITLE Sponsor	\$1,000 EVENT Sponsor	\$250 - \$500 ACTIVITY Sponsor
PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media	●	●	●
MENTIONS! Name announced several times during the event	●	●	●
NAMING RIGHTS! An event or area named after your business	●	●	●
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 Amphitheater is the perfect setting to enjoy the works of the world's greatest poet and playwright. The performance is by Seattle's longest running Shakespeare Company, GreenStage.

Sunday, August 2, 2020
5pm - 7pm
Lake Wilderness Park
200+ people
Promotion Start Date: May 2020



\$500
TITLE
 Sponsor

PROMOTION! Logo in included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media

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

BANNER! Sponsor banners displayed at the Entertainment Stage



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 Kids' Concert event for a total of 4 exciting music-filled evenings.

Concerts
Thursdays July 30, August 6 & 13, 2020*
6:30pm

Kids' Concert
Wednesday, August 5, 2020*
5:30pm

Lake Wilderness Park
1,500+ people
Promotion Start Date: May 2020

(* dates subject to change)



	\$5,000 TITLE Sponsors	\$1,000 CO-TITLE Sponsors
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PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, 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 20, 2020
Concert 6:30pm/Movie 8:30pm
Lake Wilderness Park
1,200+ people
Promotion Start Date: March 2020



\$2,500 TITLE Sponsors	\$500 CO-TITLE Sponsors
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PROMOTION! Logo in included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media	●	●
MENTIONS! Name announced several times during the event	●	●
INFORMATION BOOTH! Feel free to set up a display booth to promote your services or products (10x10 tent, table, chairs available on request)	●	●
BANNER! Sponsor banners displayed at the Movie Screen		●
BIGGER BANNER! Sponsor logo on over-the-street banner	●	

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!

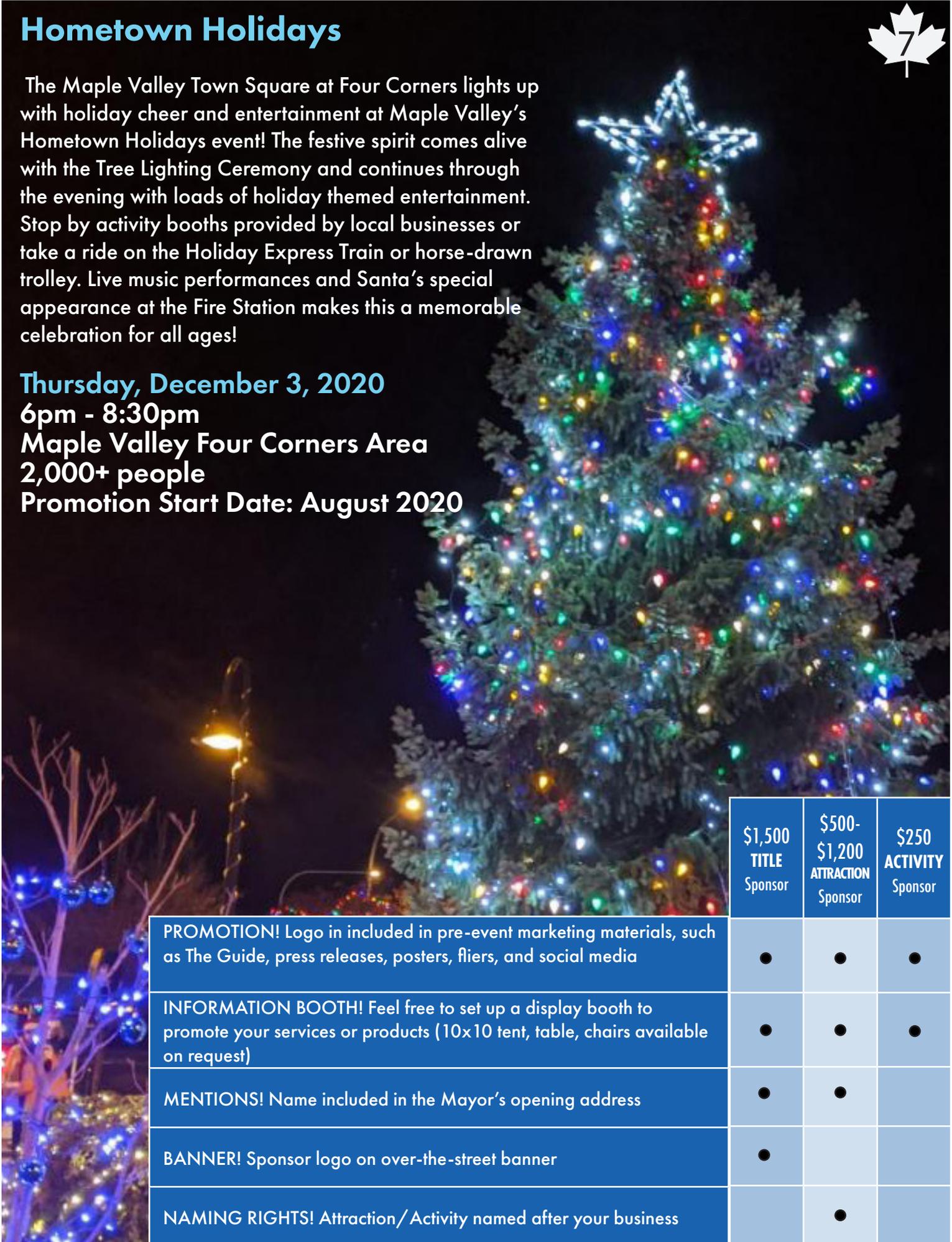
Thursday, December 3, 2020

6pm - 8:30pm

Maple Valley Four Corners Area

2,000+ people

Promotion Start Date: August 2020



	\$1,500 TITLE Sponsor	\$500- \$1,200 ATTRACTION Sponsor	\$250 ACTIVITY Sponsor
PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media	●	●	●
INFORMATION BOOTH! Feel free to set up a display booth to promote your services or products (10x10 tent, table, chairs available on request)	●	●	●
MENTIONS! Name included in the Mayor's opening address	●	●	
BANNER! Sponsor logo on over-the-street banner	●		
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. Our leagues emphasize program fundamentals, team play, and sportsmanship, all in a non-competitive atmosphere.

Your partnership will give you exposure to thousands of players and family members each week.

You can choose from a variety of options from individual team sponsorship or league sponsorship.



\$5,000 Basketball	\$2,000 Baseball OR Soccer	\$425 AAA League Sponsor	\$300 AA League Sponsor	\$175 A League Sponsor
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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	1

	●	●		
	●	●		
	●	●		

Camp Wild

Camp Wild! is a summer day camp offered Monday-Friday at Lake Wilderness Lodge. Each week, campers are introduced to a variety of themed activities and trips. The camp is for children ages 6-11.

June 15 - August 28, 2020
Lake Wilderness Park
400+ participants
Promotion Start Date: April 2020



\$2,000
Sponsor

PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media

ADVERTISING! Logo on camp shirts



Wilderness Adventure Camp

Wilderness Adventure Camp (WAC) is a day camp program for ages 12-15. This camp is for the outdoor adventure-minded tween. Every week, campers go on new and challenging adventures on land and sea!

July 6 - July 31, 2020
Lake Wilderness Park
80+ participants
Promotion Start Date: April 2020



\$1,000
Sponsor

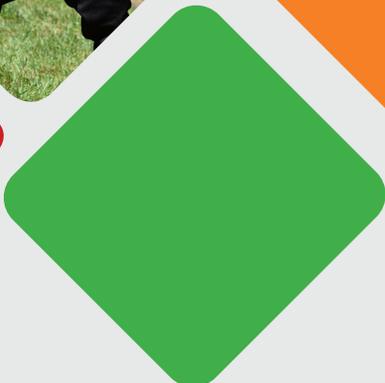
PROMOTION! Logo included in pre-event marketing materials, such as The Guide, press releases, posters, fliers, and social media

ADVERTISING! Logo on camp shirts

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Youth Scholarship Program

Help support qualified low-income families participate in our recreation programs by making a donation to the Youth Scholarship Program.

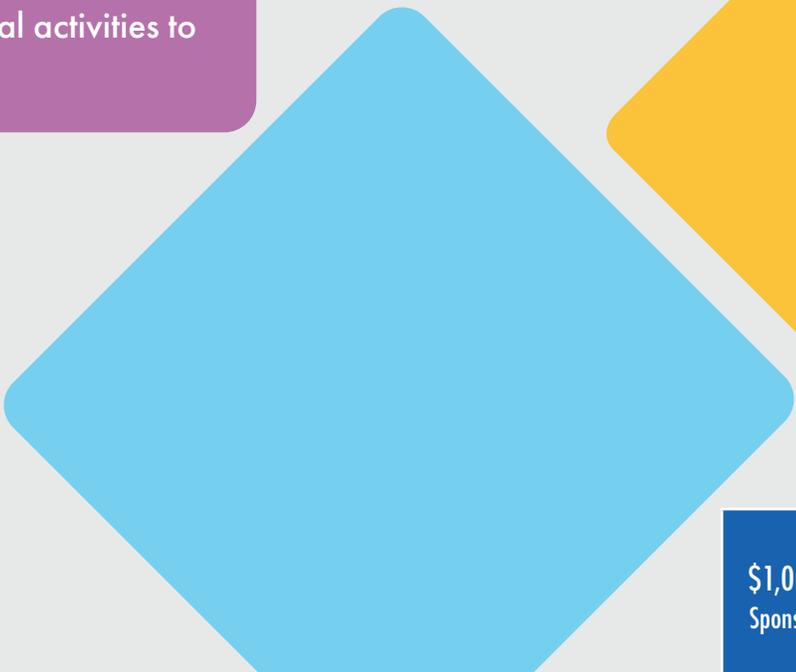


\$100 - \$1,000 Sponsors

COMMUNITY! Help underprivileged kids participate in camp and other recreational programs.

Mobile Rec

The new Mobile Rec van brings recreational activities to local Maple Valley parks.



\$1,000 Sponsors

ADVERTISING! Logo featured on the Mobile Rec van



SPONSORSHIP FORM

Bike Challenge & Safety Rodeo

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

Maple Valley Family 4th

- TITLE** Sponsor (\$5,000)
- EVENT** Sponsor (\$1,500)
- ACTIVITY** Sponsor (\$250-\$500)

Kids' Festival

- TITLE** Sponsor (\$2,000)
- EVENT** Sponsor (\$1,000)
- ACTIVITY** Sponsor (\$250-\$500)

Shakespeare in the Park

- TITLE** Sponsor (\$500)

Music In The Park

- TITLE** Sponsor (\$5,000)
- Co-TITLE** Sponsor (\$1,000)

Kids' Concert

- TITLE** Sponsor (\$1,000)

Family Night

- TITLE** Sponsor (\$2,500)
- Co-TITLE** Sponsor (\$500)

Hometown Holidays

- TITLE** Sponsor (\$1,500)
- ATTRACTION** Sponsor (\$500-\$1,200)
- ACTIVITY** Sponsor (\$250)

Youth Sports Leagues

- Basketball** Sponsor (\$5,000)
- Baseball or Soccer** Sponsor (\$2,000)
- AAA** League Sponsor (\$425)
- AA** League Sponsor (\$300)
- A** League Sponsor (\$175)

Camp Wild

- Sponsor (\$2,000)

Wilderness Adventure Camp

- Sponsor (\$1,000)

Youth Scholarship Program

- Sponsor (\$100-\$1,000)

Mobile Recreation Program

- Sponsor (\$1,000)



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.