

# Sponsorship Opportunities

SUPPORT | PROMOTE | RAPPORT



# Promote your Business while Supporting Community Building

The City of Sammamish hosts many annual events throughout the year. These events are advertised through the City Newsletter and website, the Park Department's Recreation Guide and Facebook page, and event posters. When you sponsor a City of Sammamish event, you have direct access to event attendees. No matter your business or budget, there is a sponsorship opportunity that will help promote your business and help you build stronger community connections.

## Sponsor Selection

The City of Sammamish is seeking sponsors who have products, customers, and promotional goals consistent with the City's character, values, and service priorities. Potential sponsors can be individuals, corporations, businesses, or organizations. Sponsors will be selected based on historical participation, willingness for future involvement, and readiness to enter into a sponsorship agreement.

The City is unable to enter into sponsorships with businesses that are subjected to regulation or monitoring by law enforcement agencies, religious or political organizations, businesses that derive substantial sales from projects or services that are contrary to the interest of public health, safety, or welfare, and enterprises who have business agreements, permit approvals, or other City associations that would create the appearance of impropriety if we entered into a sponsorship agreement.

## Sponsorship Benefits

### *Presenting Sponsors*

Listed in event marketing materials which include the City website, Recreation Guide, Sammamish Park & Recreation Facebook page, Peachjar, and the event poster. Event listed as "Presented by" business or organization name on all materials. Banner placement in a premium location or on the stage. Event 10'x10' booth space in a premium location.

### *Event Sponsors*

Listed in event marketing materials which include the City website, Sammamish Park & Recreation Facebook page, and the event poster. Banner placement allowed within the sponsored area. Event 10'x10' booth space in sponsored area or a premium location.

### *Supporting Sponsors*

Listed in event marketing materials which include the City website and event 10'x10' booth space.

**For more information, contact Emily Scott at [escott@sammamish.us](mailto:escott@sammamish.us) or 425-295-0524**

## OUTREACH

- City website: 988,665 page views
- Recreation guide: mailed to up to 50,000 residents
- Social media:
  - 2,170 Instagram followers
  - 8,600 Facebook followers



## Fourth on the Plateau

*Red, White, & Blue Family Fun*

*July 4th, 6-10:15pm*

*Sammamish Commons*

Our largest annual community event with crowds of more than 12,000. This highly attended event includes music, kids' activities, food vendors, & of course...fireworks!

Level	Cost
Presenting	\$15,000
Event	\$3,500
Supporting	\$1,500

## Concerts in the Park

*Tunes on the Turf*

*Thursdays, July & August 6:30-8pm*

*Pine Lake Park*

Live music shows that always attracts a good crowd ranging from 1,000 to 1,500 per show. That's a series total of approx. 9,000! Only two sponsors are allowed per concert.

Level	Cost
Presenting	\$1,000
Supporting	\$500



## Frosty Fest

*Festive Family Fun*

*Second Friday in December 4-8pm*

*Central Washington University*

A holiday season kick off with approximately 2,000 residents enjoying festive lights, school choirs, kids' activities, a petting zoo, and multiple special guests.

Level	Cost
Presenting	\$1,000
Event	\$500
Supporting	\$300

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## KidsFirst!

Children Focused Entertainment  
 Tuesdays, July & August 1-2pm  
 Pergola at City Hall

The KidsFirst! series draws 100+ kids and their families at each performance. Different musicians, performers, and experiences are featured each week.

Level	Cost
Presenting	\$2,500
Event	\$1,000
Supporting	\$300



## Pumpkin Party

Trick or Treat alternative  
 Friday before Halloween 4-8pm  
 Central Washington University  
 This event is a fun and safe alternative to trick or treating door-to-door. Food trucks, games, activities, and plenty of candy!

Level	Cost
Presenting	\$500
Supporting	\$300



## Rig-A-Palooza

Explore. Interact. Discover.  
 1st or 2nd Saturday in May 11-2pm  
 The Plaza at City Hall

Approximately 1,500 people explore a variety of service vehicles (police cars, firetrucks, garbage trucks, etc.) while interacting with essential workers to discover how they keep our city safe, clean, and FUN-ctioning.

Level	Cost
Presenting	\$1,000
Event	\$500
Supporting	\$300

