

Kernersville Sponsorship Opportunities



Movies In The Park



4th of July Fireworks

Father—Daughter
Dance



Honeybee Festival

Pumpkin Run

2016

"We're How You Play"
Kernersville
Parks & Recreation

REACH existing and
potential customers.

SUPPORT your customers'
community.

ENGAGE with an active
local audience.

**Saturday
February
6th**

Father Daughter Dance

This annual event began in 2003 and continues to grow to host 600 attendees who enjoy dancing, food, music, and special surprises throughout the night. It is a wonderful opportunity for fathers and daughters of all ages to enjoy an evening together and make memories that will last a lifetime.

Title \$750

Enjoy all lower benefits plus be offered the highest visibility which prominently includes being mentioned as the presenter of the event in all advertising, flyers, Leisure Guide, Kernersville Parks and Recreation Facebook page, Town website, media coverage and signage.

Food \$300

The Food Sponsor will include tent cards at the food table with sponsor name, and media coverage. In-trade or Cash Investment is accepted.

Media \$300

The dance needs the assistance of our local media to help publicize this yearly event. The Media Sponsor will help with cost of advertising in local newspapers, magazine, and any other marketing endeavor.

Promotional Highlights

- Newspaper Advertisements
- City Website
- Social Media Outlets
- Leisure Guide

Contributing \$300

The Contributing Sponsor of Kernersville Father Daughter Dance will be included on some advertising and signage for the event.



Movie in the Park

A Movie in the Park brings families and children of all ages together for a fun age-appropriate, and safe evening of entertainment. We will play movies once-a-month during the summer, May, June, July & September.

Main Sponsorship \$300

The Main Sponsors (2) of the Movie in the Park will be offered the highest level of visibility and exposure. This sponsor is prominently included in all advertising, flyers, Leisure Guide, Parks & Recreation Facebook page, Town website, and signage. The main sponsor has access to a booth set-up before the movie and is included in the audio visual PowerPoint.

Contributing \$25

You will be offered the opportunity to place a flyer, business card, promotional item, etc. in the 100 goodie bags that are distributed before each movie begins. Sponsor will also be included in the audio visual PowerPoint.



Kenersville
4th Of July
Fireworks
\$2,000 Investment

The Partnering Sponsor of the Kenersville Fourth of July Fireworks Celebration will be offered the highest level of visibility and exposure to our estimated 6,000 viewers in attendance. This sponsor is prominently included with the name of the event in all advertising, flyers, Leisure Guide, Parks and Recreation Facebook, Town Website, Chamber website, media and signage.

Honeybee Festival

Celebrating the accomplishments of Brady Mullinax, Kernersville's famous "Bee Man", this has been the major summer event for Kernersville Parks and Recreation since 1975. The event displays homemade crafts, food trucks, and vendor, live entertainment, amusements, and attracts 8,000-10,000 participants in one day!

- Blacksmith's
- Live Demos
- Inflatables
- Face Painting
- Live Bands
- Live Bee Hive
- 75+ Arts & Crafts Vendors

Saturday
August 20th

Title \$1600

The Title Sponsor of the Honeybee Festival will be offered the highest level of visibility and exposure. This sponsor will be noted or mentioned as presenter of the event in ALL advertising, flyers, Leisure Guide, Parks and Recreation Facebook page, Town website, media, and signage.

Stage \$750

The Stage Sponsor of the Honeybee Festival will have the opportunity to hang their banners along the main stage for the entire duration of the festival. This sponsor will be included in advertising associated with the entertainment schedule/bands, Parks and Recreation Facebook page, and Town website.

Tot Lot \$500

The Tot Lot Sponsor of the Honeybee Festival will be included in some advertising, flyers, Leisure Guide, and Tot Lot signage.



PUMPKIN RUN 2016



VENDORS / EXHIBITORS

**LIVE ENTERTAINMENT
KIDS' ACTIVITIES**

**Costume Contest For
Adult, Children, & Dogs
PRIZES & PUMPKINS!**

Saturday, October 22

All ages are invited to run or walk the exciting 5K or 1-mile course in Fourth of July Park, promoting health and fitness while having fun. Participants are encouraged to come in costume for this event.

Main \$500

The Main Sponsor of the Kernersville Pumpkin 5K & 1M Run/Walk will be offered the highest level of visibility and exposure. This sponsor will be prominently included with the name of the event in all advertising, flyers, Leisure Guide, Parks and Recreation Facebook page, Town website, Logo on participants t-shirts, and signage.

Contributing \$250

Sponsor will be included in some advertising, flyers logo on participant t-shirt and Leisure Guide.

Water \$150

Sponsor will be included in some advertising, flyers, and leisure guide and will provide labeled water bottles to volunteers to distribute along the course/finish line, and have the opportunity to provide promotional items in 200 participant goodie bags.

Goodie Bag \$100

Sponsor will have the opportunity to provide promotional items in 200 participant goodie bags.

In Kind

While we need sponsors who can make a monetary investment in our events, we also partner with businesses through in-kind sponsorships. These in-kind partnerships save us money that we would otherwise be required to spend. Food, advertising, rental equipment, venue, door prizes, DJ, tables or other service are ideal for in-kind contributions.

N.C. High School Cross Country Course Opportunities

Course Naming Rights—\$3000/yr for 4 years

-Rights to the ONLY sign at the entrance of the course, which is at the starting line. The sign will read as follows:

“Ivey M. Redmon Sports Complex Cross Country Course, sponsored by...” or a version there of.

-A dasherboard along the outfield of the baseball field, every year for the four years.

-Three company banners to be displayed during each meet.

-Recognition at the meet (if allowed by the NCHSAA).

-Booth/table during each meet.

\$1500 Sponsorship Level

-Two banners to be displayed in the vicinity of the starting / finishing area.

-An area to set-up a display giving information about the company.

\$500 Sponsorship Level

-One banner to be displayed in the vicinity of the starting/finishing area.

-Space to set-up an informational display about the company.

\$250 Sponsorship Level

-Banner along the course.

Helpful Information about the two meets:

- Invitational meet will be held in mid-September
- Regional meet will be held mid-October. There will be an estimated 103 teams and 2,900 runners.
- State meet will be held the first weekend in November. There will be an estimated 300 runners and crowd of 4,500 spectators.



Sponsorship Opportunities

(for donations of cash, in-kind services, gifts & giveaways)



Custom Package Sponsorships

Are available to a limited amount of companies. We are open to your suggestions and look forward to discussing creative options. Custom Package Sponsor benefits will be negotiated and matched with benefits at the sponsorship level described. Please contact our Marketing & Community Relations Specialist, Heather Wood at hwood@toknc.com to discuss.

In-Kind Sponsorships

Consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The “market value” of the contribution must meet or exceed a specific amount to be considered a sponsor for an event or program. Please contact our Marketing & Community Relations Specialist, Heather Wood at hwood@toknc.com for more information.

Ball Field Signage

All signs are made of a di-bond aluminum material and offer high-visibility. Sponsor may create sign for approval.

New Customer— One Sign

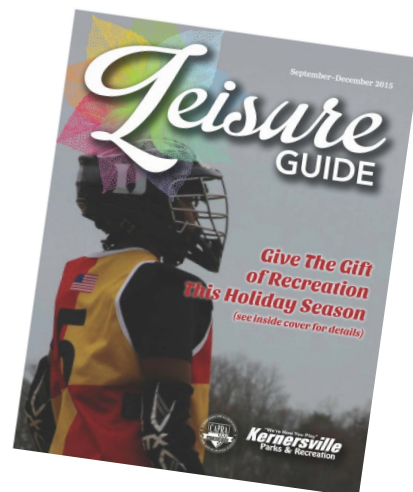
- \$750 / year
- 4'x8' sign
- Installation and Maintenance included
- \$500—Renewal



New Customer—Bundle (3 signs)

- \$1950/ year
- 4'x8' sign
- Installation and Maintenance included
- \$1200—Renewal

Be a sponsor, and your company name will be added to the 8,000 copies of our Leisure Guide that is distributed every three months. Show the citizens of Kernersville and its visitors that you support their athletic facilities and the Kernersville Parks and Recreation Department.

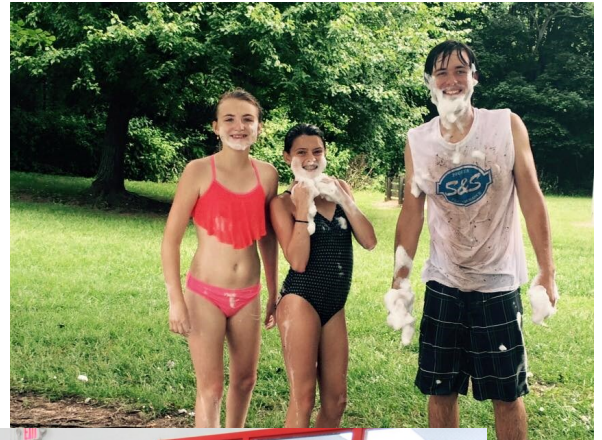


How To Contact Us....

We can't wait to talk with you about the many sponsorship opportunities that await with the Town of Kernersville's Parks and Recreation Department. We organize many wonderful family-friendly events and sporting leagues throughout the year, so we know there's a market for your interests. Sponsorships are priced separately for each event. If you are interested in sponsoring more than one event, we will be happy to customize a package for you. If you have something special in mind, we want to talk to you!

We'll be happy to meet with you in our offices, or we'll come sit down with you at your place. We can make arrangements over the phone or correspond through email—which ever you prefer.

Note: Please secure your sponsorship as soon as possible to ensure placement in our printed promotional materials.



Contact Information:

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