

JANUARY - DECEMBER 2019



# SPONSORSHIP OPPORTUNITIES

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Town of  
**KERNERSVILLE**  
PARKS & RECREATION



# Father Daughter Dance

Saturday, February 9th

**Title Sponsor**  
- \$750.00

**Food Sponsor**  
- \$500.00

**Contributing Sponsor**  
- \$300.00

**Media Sponsor**  
- \$200.00

**Promotional Highlights**

Media Ads    Signage

Flyers    Social Media

[kvparks.com](http://kvparks.com)

# CARNIVAL

Saturday, May 18th



**Kernersville is embracing the Hispanic Culture that surrounds us everyday! This vibrant celebration is a free festival featuring authentic music, food, dancing and games.**

**TITLE SPONSOR - \$1600.00**

**STAGE SPONSOR - \$750.00**

**MAIN SPONSOR - \$500.00**



MAY, JUNE, JULY & SEPTEMBER

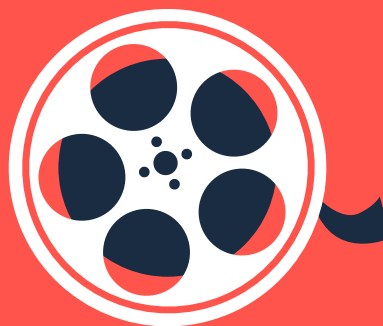
# *Movies in the Park*

The Main Sponsors (2) of the Movies 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 and Recreation Facebook page, Town website and signage. The main sponsor has access to the booth set-up before the movie and is included in the audio visual PowerPoint.

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.

**Main Sponsor**  
**\$300**

**Contributing Sponsor**  
**\$25.00**







# The Honeybee

## FESTIVAL

inspired by Brady Mullinax



**Title Sponsor: \$1600.00**

**Stage Sponsor: \$750.00**

**Tot Lot Sponsor: \$500.00**



- 100+ Arts & Crafts Vendors
- Live Demos
- Live Bands
- Food Trucks
- Kids Activities
- Carnival Rides
- Live Bee Hive



# PUMPKIN RUN 2019

## SATURDAY, OCTOBER 19

LIVE ENTERTAINMENT  
KIDS' ACTIVITIES  
COSTUME CONTEST FOR  
ADULT, CHILDREN, & DOGS  
PRIZES & PUMPKINS!

### MAIN SPONSOR - 500.00

THE MAIN SPONSOR OF THE PUMPKIN RUN 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, FACEBOOK, WEBSITE, AND LOGO ON T-SHIRT.

### CONTRIBUTING SPONSOR - 300.00

SPONSOR WILL BE INCLUDED IN SOME ADVERTISING, FLYERS, LOGO ON T-SHIRT.

### H2O SPONSOR - 200.00

PROVIDE LABELED WATER BOTTLES TO VOLUNTEERS TO DISTRIBUTE ALONG THE COURSE/FINISH LINE. PROMOTIONAL ITEMS IN 200 PARTICIPANT GOODIE BAGS.

### GOODIE BAG SPONSOR - 100.00

SPONSOR WILL HAVE THE OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS FOR 200 GOODIE BAGS.





# 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 dashboard 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](mailto: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](mailto: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 family-friendly events and sporting leagues throughout the year, so we know there's 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!

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

## Contact Information:

Heather Wood

Marketing & Community Relations Specialist

336-996-6421—[hwood@toknc.com](mailto:hwood@toknc.com)

PO Box 728 Kernersville, NC 27285