



KERNERSVILLE PARKS
AND RECREATION

MARKETING &
SPONSORSHIP
OPPORTUNITIES

2020



Father Daughter Dance



Kernersville's Father Daughter Dance Sponsorship Information

The Father Daughter Dance is a fun-filled event for daughters of all ages. While the event focuses on the traditional understanding of fathers and daughters, Kernersville Parks and Recreation is an inclusive minded agency and we welcome all individuals wanting to attend. This is a fun event intended to dance the night away, create lasting memories, and strengthen family bonds. Each year is unique as it offers different themes. In 2018, we sold out 625 tickets in less than 24 hours. **The event date will be Saturday, February 8th 2020.**

"We haven't missed this dance in 14 years, each year better than the last. So many great memories over the years!"

- Jim Fradenburg, Senior Counsel at Womble Bond Dickinson, LLP

Title Sponsorship - \$1600

- Company name in title of the event
- Company logo on each individual entry ticket
- Company logo included in Snapchat filter
- Company logo on all ballroom tables
- Company logo on all marketing materials.



12 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers & Mention on Website

Food Sponsorship- \$500

- Donate in-kind sponsorship with food to be provided at the event.
- Recognition will be given on food table
- Company name mentioned during the event.



6 Social Media Posts



1 Media Ad Placements



Mention on Website

Table Sponsorship - \$300

- Recognition on all marketing as Table Sponsor
 - Recognition as a Table Sponsor on table at event
 - Business name announced before & after event
- ***No Reserved Table* Table Sponsorship does not guarantee a seat at the table. General Seating.***



3 Social Media Posts



1 Media Ad Placements

Mother & Son Challenge



"Having a way to connect and spend special time with my son is hard to find. We can't wait to attend this sought after event!"

- Brooke Kochanski,
Manager of Marketing
& Communications at
P.A.R.T of the Triad

Kernersville's Mother Son Game Night Sponsorship Information

Due to the success of the Father Daughter Dance, we've received overwhelming requests for an event for Mothers and Sons of their own. Kernersville Parks and Recreation happily presents the first "Mother & Son Challenge." A evening mothers and sons can enjoy, with memories of laughter and fun as they compete to see who's the most dynamic duo. Who's up for the challenge? TBD-March 2020.

Title Sponsorship - \$500

- Company business is included in the title of this event.
- Engagement through press releases, print media, social media.
- Business mentioned during the event
- Company logo on signage at the event,
- Company logo on all marketing materials.



6 Social Media Posts



2 Media Ad Placements



3,000 Mailed List Subscribers

Food Sponsorship - \$300

- Company will graciously donate the cost of the in-kind sponsorship with food to be provided at the event.
- Recognition will be given on food table and company name mentioned during the event.



2 Social Media Posts



Mention on Website

Media Sponsorship - \$200

- Advertiser gets special coverage on all media platforms handled by the Media Partner.



1 Social Media Posts



1 Media Ad Placements



"The Town wants to become a multicultural community. In order to achieve this we have to celebrate the individual cultures among us independently. This will create cultural pride and cultural education."

- Ernie Pages, Director at Kernersville Parks & Recreation

Carnaval de Kernersville Sponsorship Information

In it's third year, this event encourages cultural awareness and understanding as well as celebrating the Latino culture in Kernersville. Carnaval displays the music, dance, food and the heritage of the Latino cultures that hail from the Carribean as well Central and South America. We enjoy working with local high school clubs, authenic vendors, performers, and businesses.

Title Sponsorship - \$1200

- ° Company name of your business is included in the title of this event.
- ° Company logo included in Snapchat filter
- ° Horizontal banner across stage with logo,
- ° A booth at the event and all marketing materials.



8 Social Media Posts



3 Media Ad Placements



3,000 Flyer Placement

Stage Sponsorship (2)- \$750

- ° Company logo on advertising materials for the event
- ° Company name mentioned from the stage of the event
- ° Vertical banner displayed on the side of the stage.



6 Social Media Posts



1 Media Ad Placements



Mention on Website

Media Sponsorship - \$500

- ° Advertiser gets special coverage on all media platforms handled by the Media Partner
- ° Booth space at the event.



3 Social Media Posts



1 Media Ad Placements



Mention on Website

Contributing Sponsorship (Unlimited) - \$100

- ° A booth the day of the event
- ° Company logo displayed on banner by the stage
- ° Company logo included on some marketing materials.



2 Social Media Posts



1 Media Ad Placements



SUMMER MOVIES IN THE PARK

"Movies in the Park is a great event for all ages. It has everything you need for your Friday Night. Food vendors, great entertainment, and all the amenities Downtown Kernersville has to offer."

- Dan Etzler, Owner at On Target DJ

Movies in the Park Sponsorship Information

We are excited to bring families together and unite as a community for a free and fun way to spend quality time outdoors. All movies chosen are family friendly and rated PG for all ages. The series runs the third Friday of each month in May, June, July & September.

Entire Series Sponsorship (4 Movies) - \$1100

- ° Company logo of your business is incorporated into the title, Movies in the Park.... brought to you by (your company name).
- ° Company logo will be highlighted in the film credits
- ° A booth at all four events
- ° Company logo on all marketing materials and
- ° Company logo on series banner.



8 Social Media Posts



4 Media Ad Placements



3,000 Flyer Placement

Contributing Sponsorship- \$300

Per the month that you have chosen to sponsor:

- ° A booth the day of the event
- ° Media/print coverage
- ° Company logo displayed on banner in the park
- ° Company logo included on all marketing materials.



3 Social Media Posts



1 Media Ad Placements



3,000 Flyer Placement

Booth Sponsorship - \$40

- ° Booth space the day of the event.
(This is on a per month basis)

Goodie Bag Sponsorship (10) - \$25

100 goodie bags are distributed to the first 100 attendees the night of the event.

- ° Sponsor provides 100 items to be placed in the goodie bags which can include:
(a flyer, promotional item, gift card, etc.).



National Night Out Sponsorship Information

National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Furthermore, it provides a great opportunity to bring police and neighbors together under positive circumstances. This event takes place the first weekend in August.

“Last year, Kenersville expanded this event to include Parks & Recreation and the Fire Department, since they too help built the community into what we have become today. The amount of response we had was incredible and look forward to future partnerships”

- Blake Jones,
Community Engagement
Team at Kenersville
Police Department

Platinum Sponsorship - \$2000

- ° Company logo on all marketing materials
- ° Company logo will be displayed on banner of stage where performances will be held
- ° Booth space at the event
- ° Mention in radio/print/news media



10 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers

Gold Sponsorship - \$1400

- ° Company logo will be displayed on one of the side banners of the stage where performances will be held
- ° Company logo on all marketing materials.



6 Social Media Posts



2 Media Ad Placements



3,000 Mailed List Subscribers

Silver Sponsorship (Unlimited) - \$700

- ° Company logo (banner) will be displayed on the fence area by the stage.



2 Social Media Posts



2 Media Ad Placements



"The Honeybee Festival is probably one of my favorite events in Kernersville! The event shows how much Kernersville loves the community & supports each other at local events. There is a wide variety of vendors and entertainment and folks really seems to have a good time. Cone Health is honored to support this event each year while making friends in the community!"

- Erica Cook, at Cone Health

Honeybee Festival Sponsorship Information

A long held tradition in Kernersville, the festival in its 45th year. The Kernersville Honeybee Festival consists of over 100+ authentic craft vendors and attracts thousands of spectators. There are food trucks, games, crafts, live music, live demonstrations, and amusement rides! This event celebrates the accomplishments of the late Brady Mullinax in making the honeybee our state insect. Saturday, August 15, 2020.

Title Sponsorship - \$3000

- ° Business is included in the title of this event
- ° Company logo on all marketing materials
- ° Company name mentioned for two weeks on the radio, print/news media
- ° Company announced several times on stage the day of the event
- ° Horizontal banner across the stage at the event.



14 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers



1 Mention on Website

Stage Sponsorship (4) - \$750

- ° Company logo on advertising materials for the event
- ° Mention from the stage of the event
- ° A vertical banner displayed on the side of the stage
- ° Booth space by stage the day of the event



8 Social Media Posts



3 Media Ad Placements



1 Mention on Website

Miss Mary's Family Fun Hive Sponsorship (8) - \$500

- ° A booth the day of the event,
 - ° Media/print coverage, logo displayed on banner by the stage
 - ° Company logo included on all marketing materials
- Your booth will be located in the kids/family area the day of the event*



6 Social Media Posts



2 Media Ad Placements



3,000 Mailed List Subscribers

Contributing Sponsorship (Multiple) - \$200

- ° Company logo listed on a banner the day of the event
- ° Company logo will be included on some marketing materials.



1 Social Media Posts



Pumpkin Run Sponsorship Information

Gather up the family for this exciting fall event! All ages are invited to walk or run the exciting 5K or 1-mile course starting at Fourth of July, promoting health & fitness while having fun. Participants are encouraged to come in costume for this festive event. The annual Pumpkin Run features live entertainment, kid's activities, costume contest for adults, children & dogs, prizes & pumpkins!! Saturday, October 17, 2020.

"We love kicking off the spooky season with our Annual Pumpkin Run! From costume contests to kids activities, you don't have to be a runner to enjoy this festive event!"

- Cady Ray, Recreation Program Supervisor at Kernersville Parks & Recreation

Title Sponsorship - \$500

- The name of your business is included in the title of this event
- Company logo on all marketing materials
- Company name mentioned on print/news media
- Company name Announced several times on stage the day of the event
- Horizontal banner across the stage at the event
- Company logo is also printed on the back of event t-shirts



8 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers

Contributing Sponsorship - \$300

- A booth the day of the event,
- Media/print coverage
- Company logo included on all marketing materials
- Company logo is also included on all event t-shirts given to participants



8 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers

Promotional Item Sponsorship - \$200

- Sponsorship includes logo on the back of our promotional goodie bags.



1 Social Media Posts

Kernersville's Christmas Land



Kernersville's Christmas Land (2 Day Event) Sponsorship Information



NEW to Kernersville this year, Kernersville's Christmas Land is a 2- day holiday weekend event you don't want to miss! Complete with amusement rides, dazzling light displays, festive christmas music, delicious food, and Santa's village suited for the entire family. The event dates are TBD but will fall sometime in the middle of December. The event's location will be at Ivey M. Redmon Sports Complex. The cross country track will be transformed into a magnificent light display. More information on this event will follow. Friday (18th)-Saturday(19th), December 2020.

Title Sponsorship - \$8000

- The name of your business is included in the title of this event
- Company logo on all marketing materials
- Company name mentioned on radio/print/news media
- Company logo on website
- Company logo on ticket sales
- Company logo on snapchat filter
- Horizontal banner across the stage at the event.



15 Social Media Posts



8 Media Ad Placements



3,000 Mailed List Subscribers

Platinum Sponsorship - \$3500

- Recognition includes radio/media/print coverage
- Company logo included on all marketing materials
- Company logo on event website
- Banner along sides of stage.



8 Social Media Posts



3 Media Ad Placements



3,000 Mailed List Subscribers

Gold Sponsorship - \$2500

- Recognition includes media/print coverage
- Company logo included on all marketing materials
- Company logo on website
- Banners along the fencing at Ivey M. Redmon Sports Complex at event.



3 Social Media Posts



1 Media Ad Placements



3,000 Mailed List Subscribers

Silver Sponsorship - \$1500

- Recognition includes logo included on all marketing materials
- One large banner at the event

Bronze Sponsorship - \$750

- Sponsorship includes company logo on one large banner at event.



Ivey M. Sports Complex Sponsorships

Ball Field Signage Sponsorship Information

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 - Three Signs - \$1950 / year

4'x8' Sign, Installation and Maintenance included, \$1200 - Renewal

How to Contact Us:

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Marketing & Community Relations Specialist
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***Note: Please secure your sponsorships as soon as possible for all events to ensure placement in our printed promotional materials. ***



Be a sponsor, and your company name will be added to our Leisure Guide that is distributed every three months by mail to all homes with a 27284 zip code. Show citizens of Kernersville and its visitors that you support their athletic facilities and the Kernersville Parks and Recreation Department.

Town of
KERNERSVILLE
 PARKS & RECREATION