



KERNERSVILLE PARKS & RECREATION

MARKETING & SPONSORSHIP OPPORTUNITIES

2021



Father Daughter Dance



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 2020, we sold out 625 tickets in less than 24 hours! The event date will be TBD in May.



Please see COVID statement on last page

Package	Title Sponsorship	Food Sponsorship	Contributing Sponsorship
Cost	\$1600.00	\$500.00	\$300.00
# of Packages Available	1	multiple	multiple
Company logo of your business in title of the event.	✓		
Company logo on each individual entry ticket	✓		
Company logo on all ballroom tables	✓		
Company logo on all marketing materials	✓		✓
Donate in-kind sponsorship with food to be provided at the event		✓	
Recognition will be given on food table		✓	
Company name mentioned during event	✓	✓	✓
Included in Social Media Posts	✓	✓	✓

Mother & Son Challenge



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 second "Mother & Son Challenge." An 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 or April 2021.

Please read COVID statement on last page

Package	Title Sponsorship	Food Sponsorship	Contributing Sponsorship
Cost	\$750.00	\$300.00	\$200.00
# of Packages Available	1	multiple	multiple
Company logo of your business in title of the event.	✓		
Business mentioned during the event	✓	✓	✓
Company logo on signage at the event	✓		
Company logo on all marketing materials	✓		
Donate in-kind sponsorship with food to be provided at the event		✓	
Recognition will be given on food table		✓	
Included in Social Media Posts	✓	✓	✓



SUMMER MOVIES IN THE PARK

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.

These events are subject to change and a Drive-In format if needed. In the event that this happens some packages will be revised

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Package	Title Sponsorship	Contributing Sponsorship	Booth Sponsorship	Goodie Bag Sponsorship
Cost	\$1100.00	\$300.00	\$40.00	\$25.00
# of Packages Available	1	3	5	
Company logo of your business in title of the event.	✓			
Company logo will be highlighted in the previews	✓	✓		
Company logo on all marketing materials	✓	✓		
Company logo on series banner	✓			
A booth the day of event	✓	✓	✓	
Goodie bag promotional items	✓	✓		✓
Included in Social Media Posts	✓	✓		



The Honeybee FESTIVAL

inspired by Brady Mullinax



Saturday, August 21, 2021

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.



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Package	Title Sponsorship	Stage Sponsorship	Miss Mary's Family Fun Hive Sponsorship	Contributing Sponsorship
Cost	\$3000.00	\$750.00	\$500.00	\$300.00
# of Packages Available	1	4	8	multiple
Company logo of your business in title of the 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	✓	✓	✓	✓
Booth space the day of the event	✓	✓	✓	✓
Company logo listed on a banner the day of the event	✓		✓	✓
Included in Social Media Posts	✓	✓	✓	✓

Kernersville's **HAUNTED** DRIVE - IN



Celebrate the spooky season with us! We will feature a popular Halloween themed movie and transform the park into a haunted night of fun! This will be a drive-in format and participants must pre-register for a ticket. Event will include food trucks, one goodie bage per car with two commemorative t-shirts. The event will take place on Saturday, October 16, 2021. (Potentially two nights)



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Package	Title Sponsorship	Contributing Sponsorship	Promotional Sponsorship
Cost	\$750.00	\$500.00	\$300.00
# of Packages Available	1	3	1
Company logo of your business in title of the event.	✓		
Company logo on all marketing materials	✓	✓	
Company announced several times during the slide show presentation prior to the movie	✓	✓	
Booth space the day of the event	✓	✓	
Company logo is printed on the back of the event t-shirt	✓	✓	
Logo on the back of our promotional goodie bags			✓
Included in Social Media Posts	✓	✓	✓



Music In The Park

Join us for “Music in the Park” on Saturday, June 5th & September 25th.
We will have food trucks and live music for families to enjoy.

Please read the COVID statement on last page

Package	Title Sponsorship	Contributing Sponsorship	Booth Sponsorship
Cost	\$1000	\$500.00	\$60.00
# of Packages Available	1	3	5
Company logo of your business in title of the event.	✓		
Company logo will be mentioned on stage.	✓	✓	
Company logo on all marketing materials	✓	✓	
Company logo on series banner	✓		
A booth the day of event	✓	✓	✓
Goodie bag promotional items	✓	✓	
Included in Social Media Posts	✓	✓	



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 Pricing!!
- Per Sign - \$300 / year

4'x8' Sign, Installation and Maintenance included

How to Contact Us:

Heather Wood
Marketing & Community Relations Specialist
P: 336-996-6421
hwood@toknc.com

***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 designed every three months and is posted on our website. Show citizens of Kernersville and its visitors that you support their athletic facilities and the Kernersville Parks and Recreation Department.

DUE TO COVID MANY OF THE 2021 EVENTS ARE SUBJECT TO CHANGE.

Town of
KERNERSVILLE
PARKS & RECREATION