

2022



MARKETING & SPONSORSHIP OPPORTUNITIES



FATHER DAUGHTER DANCE

SATURDAY, FEBRUARY 19TH

The Father Daughter Dance is a fun-filled event for daughters of all ages! While the event focuses on the traditional understanding of fathers & daughters, Kernersville Parks and Recreation is an inclusive minded agency and we welcome all individuals wanting to attend. This fun event is intended to dance the night away and create lasting memories, and strengthen family bonds. Each year is unique as the theme changes. This is a sold out event and tickets are gone in quickly.



Package	Title Sponsorship	Food Sponsorship	Contributing Sponsorship	Goodie Bags
Cost	\$1600.00	\$500.00	\$350.00	In - kind
# of Packages Available	1	multiple or trade	multiple	multiple
Company logo of your business in title of the event.	✓			
Company logo on each individual entry ticket	✓			
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	✓	✓	✓	
Logo on all promotional goodie bags			✓	
Goodie Bags (est. 400 donated items), included for all event participants				✓

MOTHER SON CHALLENGE

APRIL 1ST, 2022



Are you up for the challenge?
Mothers and Sons join us for an evening with memories of laughter and fun as you compete to see who's the most dynamic duo!

Package	Title Sponsorship	Contributing Sponsorship	Promotional 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 Post	✓	✓	✓

SUMMER MOVIES IN THE PARK

MAY, JUNE, JULY &
SEPTEMBER

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.



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

SATURDAY, AUGUST 20TH

A long held tradition in Kernersville, the festival is in its 46th year! The Kernersville Honeybee Festival consists of over 150+ 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.



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	✓	Stage Banner	✓	✓
Included in Social Media Posts	✓	✓	✓	✓

HAUNTED MOVIE NIGHT

FRIDAY, OCTOBER 14TH

Celebrate the spooky season with us! We will feature a popular Halloween themed movie and transform the park into a haunted night of fun! Event will include food trucks, a goodie bag and commemorative t-shirt.



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

**FRIDAY, MAY 13TH &
SEPTEMBER 23RD**

Mark your calendar and get ready to experience (2) local bands. Gather your family and friends and come prepared to enjoy this fantastic concert series lineup. The concerts will take place on the lawn at Harmon Park so bring your lawn chairs or blankets for seating. We will have food trucks on site for families to enjoy!



Package	Title Sponsorship	Contributing Sponsorship	Booth Sponsorship
Cost	\$1000	\$500.00	\$60.00
# of Packages Available	1	2	4
Company logo of your business in title of the event.	✓		
Company logo on all marketing materials	✓	✓	
Company logo on stage banner	✓	✓	
A booth the day of event	✓	✓	✓
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.

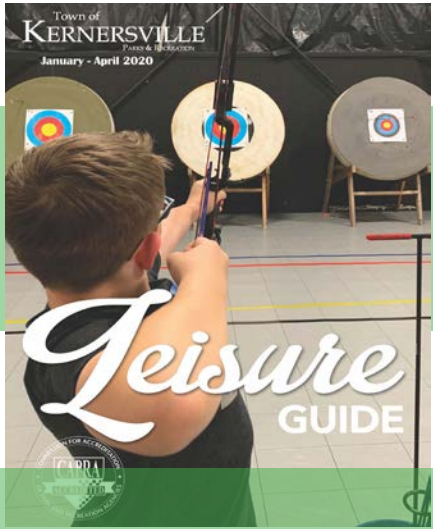
New Pricing!!
- Per Sign - \$300 / year
4'x8' Sign, Installation and Maintenance included

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. ***

DUE TO COVID OR WEATHER PERMITTING THE 2022 EVENTS ARE SUBJECT TO CHANGE.



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.