

MARKETING & SPONSORSHIP OPPORTUNITIES



2023



Town of
KERNERSVILLE
PARKS & RECREATION

FATHER DAUGHTER DANCE

February 2023



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. Each year is unique as the theme changes!



Average Attendance : 600



8.7K Followers



1.2K Followers

2022 Event Recap Video:



CONTRIBUTING SPONSORSHIP

\$350.00 -multiple

Company logo on all marketing materials

Company name mentioned during event

Included in social media post

Logo on all promotional goodie bags

TITLE SPONSORSHIP \$750.00

Company logo in title of event

Company logo on each individual keepsake ticket

Company logo on all marketing materials

Company name mentioned during event

Included in all social media posts

FOOD SPONSORSHIP Donation

Donate in-kind with food to be provided at the event, recognition will be given on food table

Company name mentioned during event

Included in social media post

MOTHER SON CHALLENGE

Friday, April 28th



Game On! Boys and their moms are invited to a fun night out!

Laughs and memories are guaranteed as we team up for games & activities to compete for the ultimate prize!



Average Attendance : 150



8.7K Followers



1.2K Followers

2022 Event Recap Video:



CONTRIBUTING SPONSORSHIP

\$350.00 -multiple

Business mentioned during the event

Company logo on all marketing materials

Included in social media post

TITLE SPONSORSHIP \$750.00

Company logo in title of event

Business mentioned during event

Company logo on all marketing materials

Included in all social media post

PROMOTIONAL SPONSORSHIP \$250.00 -multiple

Logo on goodie bags

Business mentioned during the event

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.



Average Attendance : 200-300



8.7K Followers



1.2K Followers

2022 Event Recap Video:



CONTRIBUTING SPONSORSHIP

(3 spots available per movie)

\$300.00

Company logo will be highlighted in the previews

Company logo on all marketing materials

A booth the day of event

Business promotional items included in 100 goodie bags

Included in social media post

TITLE SPONSORSHIP (SERIES)

\$1100.00

Company logo of business in title of event series

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

Business promotional items included in 100 goodie bags

Included in social media post

BOOTH SPONSORSHIP

(4 spots available per movie)

\$40.00

A booth the day of event

GOODIE BAG SPONSORSHIP

\$25.00

Business promotional items included in 100 goodie bags

THE HONEYBEE FESTIVAL

Saturday, August 19th



A long held tradition in Kernersville, the festival is in its 47th year!

The Kernersville Honeybee Festival consists of over 150+ authentic craft vendors and attracts thousands of spectators.

2022 Event Recap Video:



Average Attendance : 8,000



8.7K Followers



1.2K Followers

CONTRIBUTING SPONSORSHIP

\$500.00 -multiple

Company logo on all marketing materials

Company logo on event t-shirt

A booth the day of event

Company logo listed on a banner the day of the event

Included in social media post

TITLE SPONSORSHIP \$3000.00

Company logo of your business in title of event

Company logo on all marketing materials/social media posts

Company name mentioned for two weeks on the radio, print/news media

Booth space the day of event

Company logo listed on a banner the day of the event

Company logo on event t-shirt

MISS MARY'S FAMILY FUN HIVE \$300.00

A booth the day of event

Company logo listed on a banner the day of the event

Included in social media post

HAUNTED MOVIE NIGHT

Friday, October 13th



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 to the first 100 guests and a option to purchase an event themed t-shirt.



Average Attendance : 300



8.7K Followers



1.2K Followers

2021 Event Recap Video:



**CONTRIBUTING
SPONSORSHIP
\$350.00 -multiple**

Company logo on all marketing materials

Company announced several times during the slide show presentation prior to the movie.

A booth the day of event

Included in social media post

**TITLE SPONSORSHIP
\$750.00**

Company logo of your business in title of event

Company logo on all marketing materials & all social media posts

Company announced several times during the slide show presentation prior to the movie

Booth space the day of event

Logo included on event t-shirt

**PROMOTIONAL
SPONSORSHIP
\$250.00**

Logo on back of our promotional goodie bags.

Included in social media post

MUSIC IN THE PARK

Saturday, September 23rd



Gather your family and friends and come prepared to enjoy this fantastic concert series line-up. The concert will take place on the lawn of Harmon Park. Food trucks and a beer garden will be on-site as well.

Event Recap Video:



Average Attendance : 500



8.7K Followers



1.2K Followers



CONTRIBUTING SPONSORSHIP

\$350.00 -multiple

Company logo on all marketing materials

Company logo on stage banner

A booth the day of event

Included in social media post

TITLE SPONSORSHIP

\$1000.00

Company logo of your business in title of event

Company logo on all marketing materials

Company logo on main stage banner

Booth space the day of event

Included in social media post

PROMOTIONAL SPONSORSHIP

\$60.00 -limited spots

Booth space day of event

ADDITIONAL SPONSOR OPPORTUNITIES

Challenger League Programming



- Food donation for games or end of season banquets
- T-shirt sponsor
- Items donated for team "swag" bags

Challenger is a year-round athletic program for youth and adults with disabilities ages 8-35. We currently offer 4 different sports, including cheer, basketball, football, and soccer. This league offers our participants the opportunity to develop new skills, build friendships, and increase confidence.

2021 Cheer/Basketball Recap Video:



Adaptive Programs/Events

Throughout the year, we offer various adaptive programs through collaborative efforts with other municipalities. The events include Adaptive Archery, Adaptive Fishing, Adaptive Cycling & more. For these events, we welcome sponsorship support:

- Food donations for events
- Prize donations for raffles at event

If you are interested in becoming a sponsor for any of our Adaptive and Inclusion programs, please reach out to Emily Crisco at ecrisco@toknc.com or 336-564-2241.

Goodie bag Donations



We are always accepting donated items for our event goodie bags!

Options range from themed items to candy or snacks depending on the month.

If you're interested in donating for a particular event let us know!

IVEY M. REDMON SPORTS COMPLEX

Pricing Per Sign - \$300 / calendar year
4' x 8' Sign, Installation and Maintenance included

Ball field Signage Sponsorship Information:

➤ logo will be included on our Leisure Guide
(3,000 copies)

➤ Leisure Guides distributed at local
schools and events

➤ Year round visibility for all sports held at Ivey M. Redmon Sports Complex



HOW TO CONTACT FOR SPONSORSHIP INQUIRIES:

HEATHER WOOD CHAPMAN
MARKETING & PROGRAMMING COORDINATOR
P: 336-996-6421
HCHAPMAN@TOKNC.COM

