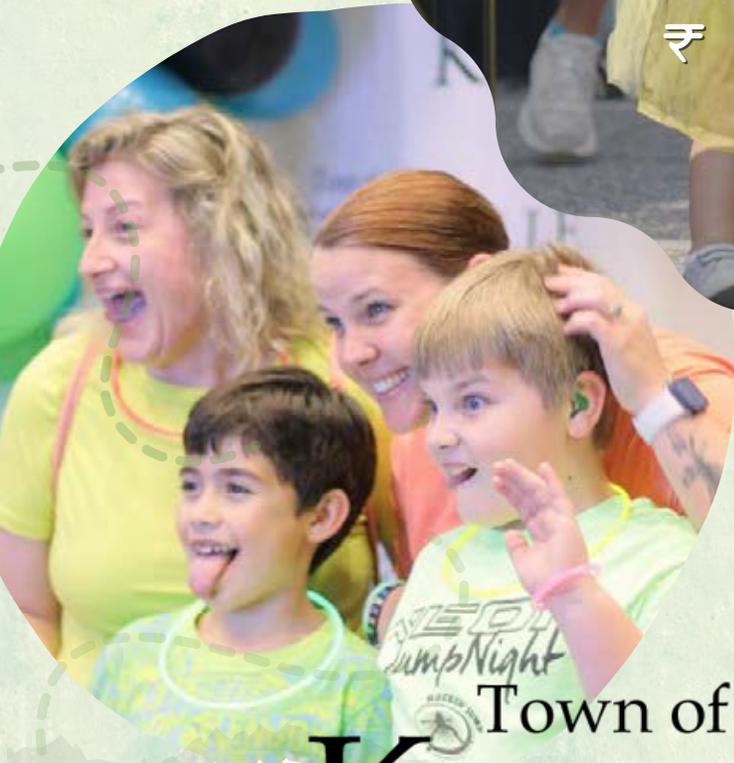


Sponsorship OPPORTUNITIES 2024



Town of
KERNERSVILLE

PARKS & RECREATION

FATHER DAUGHTER DANCE

February 10th, 2024



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!

2023 Event Recap Video:



SCAN HERE



Average Attendance : 600



9.7K Followers



1.4K Followers

CONTRIBUTING SPONSORSHIP

\$350.00 -multiple

Company logo on all marketing materials

Company name mentioned during event

Included in social media post

Logo item in all promotional goodie bags

TITLE SPONSORSHIP

\$750.00

Company logo in title of event

Company logo on each individual keepsake ticket & goodie bag item

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, May 10th



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!

2023 Event Recap Video:



SCAN HERE



Average Attendance : 150



9.7K Followers



1.4K Followers

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 & goodie bag item

Included in all social media post

PROMOTIONAL SPONSORSHIP
\$250.00

Logo on goodie bags

Business mentioned during the event

Included in social media post

SUMMER MOVIES IN THE PARK

Friday, May 17th, June 21st & September 20th



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.

2022 Event Recap Video:



SCAN HERE

 Average Attendance : 200-400

 9.7K Followers

 1.4K Followers

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)
825.00

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 17th



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.

2023 Event Recap Video:



SCAN HERE



Average Attendance : 8,000



9.7K Followers



1.4K Followers

**TRAIN RIDE SPONSOR
1500.00**

A booth the day of event

Company logo on banner at train station

Company logo on all train event signage

Company logo at event site and all social media post mentioning the train

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

**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

**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

HAUNTED MOVIE NIGHT

Friday, October 11th



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.

2021 Event Recap Video:



SCAN HERE



Average Attendance : 300



9.7K Followers



1.4K Followers

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

ADDITIONAL SPONSOR OPPORTUNITIES

\$60.00
-limited spots

**PROMOTIONAL
SPONSORSHIP**

Challenger League Programming



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:



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

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 & Veteran Archery**. For these events, we welcome sponsorship support:

- Food donations for events
- Prize donations for raffles at event
- Funds to cover program fees

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