



# SPONSORSHIP OPPORTUNITIES

# 2025



# Father Daughter Dance

## February 8th, 2025

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.



### TITLE SPONSOR

- 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 post

750.00



### CONTRIBUTING SPONSOR

- Company logo on all marketing materials
- Company name mentioned during event
- Included in social media post
- Logo item in all promotional goodie bags.

\$350.00



### FOOD DONATION

- Donate in-kind with food to be provided at the event, recognition will be given on food table.
- Company name mentioned at the event
- Included in social media post

Donation



Average Attendance : 600



11K Followers



1.7K Followers

2024 Event Recap Video:



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# Mother Son Challenge

## May 9th, 2025

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!



### TITLE SPONSOR

- Company logo in title of event
- Business mentioned during event
- Company logo on all marketing materials & goodie bag items
- Included in all social media post

**\$750.00**

### CONTRIBUTING SPONSOR

- Business mentioned during the event
- Company logo on all marketing materials
- Included in social media post

**\$350.00**

### PROMOTIONAL SPONSOR

- Logo on goodie bags
- Business mentioned during the event
- Included in social media

**\$250.00**

**2024 Event Recap Video:**



**Average Attendance : 150**



**11K Followers**



**1.7K Followers**



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# Movies in the Park

## May, June, September 2025

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 listed month.



### TITLE SPONSOR

- 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 the event
- Business promotional items included in 100 goodie bags
- Included in social media post

**\$825.00**

### CONTRIBUTING SPONSOR

- 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

**\$300.00**

3 per movie

### BOOTH SPONSOR

- A booth the day of event

**\$40.00**

4 spots per movie

### GOODIE BAG SPONSOR

- Business promotional items included in 100 bags.

**\$25.00**



**Average Attendance : 200-400**



**11K Followers**



**1.7K Followers**

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**2022 Event Recap Video:**



# 4th of July Fireworks

## July 4th, 2025

Celebrating Independence Day with a concert, food trucks, live entertainment and a spectacular fireworks show!



### PRESENTING SPONSORS

- *Company logo on banner at Elementary School*
- *Sponsor name mentioned in title of the event*
- *Company logo on all marketing materials*
- *Mentioned in the Kernersville Newspaper and Kernersville Magazine articles*
- *Company mentioned throughout event on stage*
- *Booth space day of the event at Elementary School*

**\$6000.00**



**Average Attendance : 3,000**



**11K Followers**



**1.7K Followers**

# The Honeybee Festival

## August 16, 2025

A long held tradition in Kernersville, the festival is in its 48th year! The Kernersville Honeybee Festival consists of over 150+ authentic craft vendors and attracts thousands of spectators.



### TITLE SPONSOR

- Company logo of your business in title of event
- Company logo on all marketing/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

**\$3000.00**

### TRAIN RIDE SPONSOR

- 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

**\$1500.00**

### CONTRIBUTING SPONSOR

- 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

**\$500.00**

multiple



**Average Attendance : 8,000**



**11K Followers**



**1.7K Followers**

**2024 Event Recap Video:**



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# Haunted Movie Night

## October 17, 2025

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 guest and a option to purchase an event themed t-shirt.



### TITLE SPONSOR

- Company logo of your business in title of event
- Company logo on all marketing materials & all social media post
- 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

**\$750.00**

### CONTRIBUTING SPONSOR

- Company logo on all marketing materials
- Company announced several times during the slide show presentation prior to the movie
- Booth space the day of event

**\$350.00**

multiple

### PROMOTIONAL SPONSOR

- Logo on back of our promotional goodie bags
- Included in social media post

**\$250.00**



**Average Attendance : 300**



**11K Followers**



**1.7K Followers**

# Additional Sponsor Opportunities

## 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.



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

### 2021 Cheer/Basketball

#### Recap Video:



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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](mailto:ecrisco@toknc.com) or 336-564-2241

## 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**

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

## 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 - \$350 / calendar year  
4' x 8' Sign, Installation and Maintenance Included

## Ball Field Signage Sponsorship Information

- ▶ Logo will be included on our Leisure Guide
- ▶ 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