



Town of
KERNERSVILLE
PARKS & RECREATION

**Sponsorship
Opportunities
2026**

Who We Are

Kernersville Parks & Rec

Kernersville Parks and Recreation is proud to bring the community together through a variety of engaging events and programs throughout the year. While we maintain 10 parks and several local landmarks, our signature events truly highlight what makes Kernersville special. From seasonal festivals to athletic tournaments, these experiences draw residents and visitors alike, positioning Kernersville as a key destination in Forsyth County.

Our events not only create memorable experiences for attendees but also contribute to local economic development by boosting business activity and hotel occupancy. Partnering with KPRD provides a unique opportunity to support the community while gaining visibility with an engaged and enthusiastic audience.

10
PARKS

1
GREENWAY

2
SPORT COMPLEXES

45
KPRD STAFF

50+
PROGRAMS

2,200
IG FOLLOWERS

12,000
FB FOLLOWERS

50+
COMMUNITY PARTNERS

13
ANNUAL EVENTS

30+
FT PARTNERS

30+
VOLUNTEERS

Father Daughter Dance

February 7th, 2026



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.



PRESENTING SPONSOR

- Company logo on all event promotions
- Company logo on keepsake ticket and goodie bag item.
- Company name mentioned during event & in all social media post
- 4 Complimentary tickets to the event
- Opportunity to welcome guests on stage at the event

\$2500.00

ENTERTAINMENT SPONSOR

- Recognition as entertainment sponsor on signage
- Logo on website and social media promotions
- Verbal thank you before entertainment begins
- Logo item in all promotional goodie bags
- 2 Complimentary tickets to the event

\$1250.00



PICTURE PERFECT SPONSOR

- Logo displayed at photo booth backdrop/prints
- Logo on website and social media promotions
- Verbal thank you during event announcements

\$750.00

CREW CARE SPONSOR

- Recognition as staff meal sponsor on signage
- Verbal thank you during staff recognition
- Logo on website and social media promotions

\$500.00

**2025 Event
Recap Video:**



SCAN



**Average
Attendance: 650**

FOOD DONATIONS

- 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

new!

Kernersville's 155th

April 11th, 2026

The 250 Celebration will honor America's story and Kernersville's 155th year and unique history with a day full of community pride. Guests will enjoy live music, food trucks, local vendors, and family activities, along with history exhibits that highlight our town's past and future. This milestone event offers an engaging mix of entertainment and education while bringing neighbors together to celebrate our shared heritage.



LEGACY SPONSOR

- Exclusive - 1 per Industry
- Premier recognition on all event promotions
- Logo featured on stage backdrop & other event signage
- Verbal thank you during opening and closing remarks
- Booth / display space at event
- Option to provide branded giveaway items

\$3000.00

BAND SPONSOR

- Exclusive - 1 per Industry
- Recognition as official sponsor of featured band / performance
- Logo displayed only on stage signage
- Verbal thank you before band / performance begins
- Booth / display space at event
- Logo on website and social media promotions

\$1250.00



CREW CARE SPONSOR

- Recognition as official staff meal sponsor and event signage
- Verbal thank you during staff recognition at the event
- Logo on website and social media promotions

\$750.00

PATRIOT SPONSOR

- Logo on group signage
- Social media thank you before event
- Tagged in post event group recognition

\$500.00

FRIENDS OF KERNERSVILLE

- Recognition on group banner at event

\$250.00



Mother Son Date Night

May 8th, 2026

Game On! Boys, grab your moms for a special night out together. Enjoy games, activities, and plenty of laughs while making memories you'll both treasure. It's the perfect chance to spend time side by side and celebrate your bond.



TITLE SPONSOR

- “Presented by” naming rights on all marketing materials
- Logo on event signage, shirts (if applicable), etc.
- Recognition on Parks & Rec website and social media
- Free booth or table at the event
- 4 complimentary tickets to the event
- Opportunity to provide branded items.

\$1000.00

PICTURE PERFECT SPONSOR

- Signage at the photo booth
- Logo included on photo printouts or digital frames (if applicable)
- Mention in all social media posts related to the photo booth
- 2 complimentary event tickets
- May provide branded props or backdrop

\$500.00

CONTRIBUTING SPONSORS

- Logo on event signage
- Shoutout on social media
- Opportunity to include a promo item in giveaway bags

\$350.00

2025 Event Recap Video:



**Average
Attendance: 150**



new!

Juneteenth

June, 19th 2026

Kernersville, NC, celebrates Juneteenth annually with a community gathering at Harmon Park. The event typically includes food trucks, vendors, live music, and a fireworks display, along with historical presentations and other festivities to honor the end of slavery and celebrate African American Culture



TITLE SPONSOR

- Logo on all event promotions
- Verbal thank you during opening and closing remarks
- Booth space at the event
- Option to include promo items in goodie bags
- Includes all "Contributing Sponsor" and "Friends of Juneteenth" benefits

\$2000.00

ENTERTAINMENT SPONSOR

- Recognition as entertainment sponsor on stage signage
- Verbal thank you before entertainment begins
- Logo on website and social media promotions
- Includes all "Contributing Sponsor" and "Friends of Juneteenth" benefits

\$1500.00

SPEAKER SPONSOR

- Recognition as speaker sponsor on signage near stage
- Verbal thank you before speaker begins
- Logo on website and social media promotions
- Includes all "Contributing Sponsor" and "Friends of Juneteenth" benefits

\$1500.00

CONTRIBUTING SPONSORS

- Logo on event signage
- Thank you mentioned on social media
- Option to include promo items in goodie bags

\$500.00

FRIENDS OF JUNETEENTH

- Logo on event signage
- Option to include promo items in goodie bags

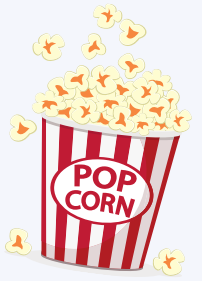
\$250.00



**Average
Attendance: 800**

Movies in the Park

May, July, September 2026



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 for all ages. The series runs the third Friday of each listed month.



PREMIERE SPONSOR

- Logo on all event promotions
- 1-2 Minute video/commercial before each movie
- Booth space at all 3 events
- Option to include promo items in the goodie bags
- Recognition in press releases and email newsletters
- Includes all "Supporter" and "Community Partner" benefits

\$1200.00

CONTRIBUTING SPONSORS

- Logo on flyers, social media shout-outs, website
- Booth space at selected movie(s)
- 15-second shout-out before the film
- Promo item in goodie bags
- Tagged in a "thank you" post before the event

**\$350.00 / per movie or
\$800 for full series**

3 spot available per movie



COMMUNITY SPONSOR

- 10x10 space to sell/promote
- Must bring their own tent/table
- No media exposure included
- Not listed as a sponsor

\$50.00

4 spots available per movie

SWAG SPONSORS

- Provide 100 items for goodie bags
- Kid Friendly items only (no flyers, pens, desk supplies, tech accessories, etc.)

\$30.00 per movie



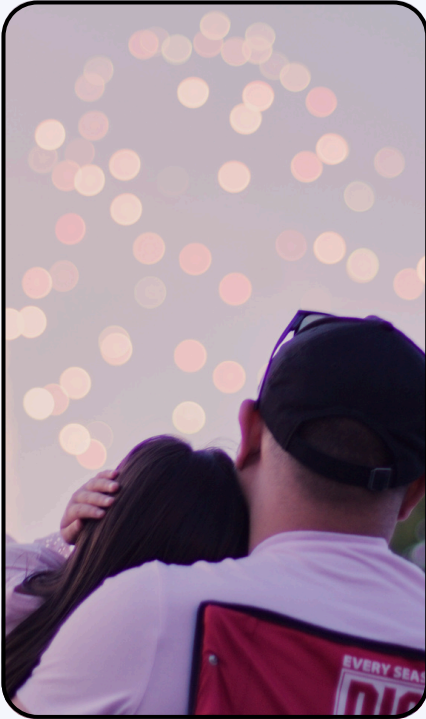
Average

Attendance: 500+

4th of July Fireworks

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ July 4th, 2026 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Celebrating Independence Day with a concert, food trucks, live entertainment, and a spectacular fireworks show! Bring your family and friends to enjoy great music, delicious food, and fun activities throughout the evening. End the night watching the sky light up with one of the best fireworks displays in the Triad.



INDEPENDENCE SPONSOR

- Exclusive naming rights
- Banner placement at stage area
- Verbal recognition throughout the event
- Option to speak or kick-off event with town officials
- Premium 10x10 booth space
- Logo in post-event thank you ad

\$6000.00 -Exclusive 1 spot

BAND SPONSOR

- Logo featured on the stage banner
- Shout-out from the band during their set
- Name/Logo on event marketing
- Verbal recognition during the event
- Mid-size booth space near the music area (if desired)
- Group thank you post on social media

\$3000.00

FREEDOM SPONSORS

- Helps support event entertainment vendors
- Name/logo on website + day of signage
- Group thank you post

\$1000.00

FIRECRACKER FRIENDS

- Helps support event operations, vendors, and logistics
- Logo on website and social
- Booth space at event

\$500.00

PATRIOT PARTNERS

- For small businesses and individuals who want to support
- Name listed on shared "Patriot Partners" sign

\$250.00



Average

Attendance: 15,000



The Honeybee Festival

August 15, 2026

A long-held tradition in Kernersville, the festival is celebrating its 50th year! The Kernersville Honeybee Festival features more than 150 authentic craft vendors, live music, food, and activities for all ages. Drawing thousands of visitors each year, it has become a signature community event that highlights local talent, creativity, and Kernersville's vibrant spirit.



QUEEN BEE SPONSOR

- Exclusive naming rights
- Premium logo placement on flyers, posters, banners, shirts, maps
- Tagged in every event social post + thank you post
- Booth in prime location
- Logo on giveaway shirts
- Recognition in press and digital newsletter

\$5000.00

BUZZING BEATS SPONSOR

- Logo near stage area and on band signage
- Sponsor shout-out from the stage
- Social media tag and inclusion in schedule post
- Booth near the music area (if desired)
- Logo on website

\$3000.00



TRAIN RIDE SPONSOR

- Logo on train signage and queue banner
- Recognition in promo and social media related to kid/family zone
- Booth near the train ride
- Special thank you during announcements
- Name/logo on website

\$2000.00

HB T-SHIRT SPONSOR

- Logo on all festival shirts, under Title Sponsor Logo
- Option to help hand out shirts at our booth during the event
- Recognition on social media and signage
- Booth near shirt table or central hub

\$1500.00



**Average
Attendance: 8,000**

2025 Event Recap Video:



SCAN

SUPPORTING BEE SPONSOR

- Helps support event operations, vendors, staff meal and logistics
- Logo on website and social
- Booth space at event
- Name listed on group than you signage
- Optional flyer or goodie item inclusion

\$500.00

FRIENDS OF THE HIVE

- For small businesses and individuals who want to support
- Name listed on shared "Pollinator Partners: sign
- Booth (if space is available)

\$250.00



Haunted Movie Night

October 16, 2026

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

- Logo on all event promotions
- 1-2 minute video/commercial before each movie begins
- Booth Space
- Option to include promo items in goodie bags
- Recognition in press releases and email newsletters
- Includes all "Supporter" and "Community Partner" benefits.

\$850.00

HAUNTED HELPER

- Logo on flyers, social media shout-outs, website
- Booth space
- 15-second shout-out before the film
- Promo item in goodie bag
- Tagged in a "thank you" post before the event

\$350.00



EVENT PARTNER SPONSOR

- 10x10 space to sell / promote at event
- Must bring their own tent / table
- No media exposure included

\$50.00

4 spots available per movie

SPOOKY SWAG SPONSOR

- Provide 100 items for goodie bags
- Kid Friendly items (no flyers, pens, desk supplies, tech accessories, etc.)

\$30.00 per movie



**Average
Attendance: 400**



SCAN

2024 Event Recap Video:



Christmas Movie Night

New! December 5th, 2026

Join us for a cozy Christmas movie night at our recreation center! We'll be showing a family-friendly Christmas classic that everyone can enjoy together. Bring your loved ones, relax, and get into the holiday spirit with this festive event—it's the perfect way to kick off the season and make lasting memories.



FESTIVE FEATURE

- Logo on all event promotions
- 1-2 minute video/commercial before each movie
- Booth Space
- Option to include promo items in goodie bags
- Recognition in press releases and email newsletters
- Includes all "Supporter" and "Community Partner" benefits

\$850.00

HOLIDAY HELPER

- Logo on flyers, social media shout-outs, website
- Booth space
- 15 second shout-out before the film
- Promo item in goodie bags
- Tagged in a thank you post before the event

\$500.00



BOOTH OF CHEER SPONSOR

- 10x10 space to sell / promote
- Must bring their own tent / table
- No media exposure included

\$50.00

per movie

HOLIDAY SWAG SPONSOR

- Provide 100 items for goodie bags
- Kid Friendly items (no flyers, pens, desk supplies, tech accessories, etc.)



\$30.00 per movie



Christmas Tree Lighting

December 6th, 2026

The Kernersville Christmas Tree Lighting is a beloved holiday tradition in the heart of Downtown. Families and friends gather to watch the towering tree sparkle to life, filling the night with festive cheer. Guests sip on warm cocoa, enjoy fresh donuts, and take in holiday performances that set the perfect seasonal mood. The excitement builds as Santa makes his grand appearance, delighting children and adding a touch of magic to the evening.



TITLE SPONSOR

- "Presented by" naming rights on all marketing materials
- Logo on event signage, shirts (if applicable), etc.
- Recognition on Parks & Rec website and social media
- Booth or table at the event
- Opportunity to speak or provide branded items

\$1500.00

SWEET TREAT SPONSOR

- Helps cover the Town's match of hot cocoa and donuts for attendees
- Recognition on Parks and Rec website and social media
- Booth or table at the event with banner (self-provided)
- Recognition in event social media marketing
- Opportunity to provide branded items for goodie bags

\$500.00



HOLIDAY HELPERS

- For small businesses and individuals who want to support
- Name listed on shared "Friends of" sign
- Option to include merch item in goodie bags

\$250.00

SANTA'S SACK SPONSOR

- Provide 100 items for goodie bags
- Kid Friendly items (no flyers, pens, desk supplies, tech accessories, etc.)

\$30.00



**Average
Attendance: 1,100**

**2024 Event
Recap Video:**



SCAN



Additional Sponsorship 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 for 20 individuals (This could include boxed meals, chips, cookies, water)
- Swag Bag Items (Shirts, hats, water bottles)

2021 Cheer/Basketball Recap Video:



SCAN

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

Adaptive Programs/Events

Throughout the year, we offer various adaptive programs through collaborative efforts with other municipalities.

VETERANS ARCHERY CLINIC

THURSDAY, NOVEMBER 6TH

- Meals/ Snacks/drink for 15 individuals -*This could include boxed meals, chips, cookies, water
- Swag bag items: Examples: pens, keychains, shirts, hats, water bottle

VETERANS PICKLEBALL CLINIC

MONDAY, NOVEMBER 10TH

- Meals/ Snacks/drink for 15 individuals-*This could include boxed meals, chips, cookies, water
- Swag bag items: Examples: pens, keychains, shirts, hats, water bottle, pickleball gear

Recreation Center Opportunities



CHAMPION SPONSOR

Prime exposure on all Rec Center screens during hours and tournaments (one sponsor per industry).

- *Featured placement on all Rec Center Tv's, Main & Championship Gym Projectors*
- *Premium rotation (most frequent screen time)*
- *Logo & mention on social media*
- *Logo placement on Kyparks website*
- *Logo listed in bi-weekly newsletter with quarterly ad*
- *Business card size ad placement in Leisure Guide*

\$4000.00

ALL-STAR SPONSOR

Great visibility for your business

- *Featured placement on all Rec Center Tv's, Main & Championship Gym Projectors*
- *Standard 10 second rotation (frequent screen time)*
- *Logo placement on kyparks website*
- *One featured post on social media*
- *Logo in bi-weekly newsletter*

\$2500.00



VARSITY SPONSOR

- *Advertising on Rec Center TV's*
- *Regular rotation (7 seconds)*
- *Logo on website*

\$1750.00

TEAMMATE SPONSOR

- *Advertising on Lobby TV only*
- *Basic rotation (5 seconds)*
- *Average traffic in lobby*

\$500.00



Average Monthly Walk- In Attendance: 3,500
13,000+ visits every week to our Rec Center and Sports Complex
35 Active Recreation General Programs
Tournaments hosted on Weekends in Spring & Fall

Ivey M. Redmon Sports Complex



Ball Field Signage Sponsorship Information

- ▶ Logo will be included in our Leisure Guide and website
- ▶ Leisure Guides distributed at local schools and events
- ▶ Year round visibility for all sports held at Ivey M. Redmon Sports Complex (287,000+ in 2024)

Pricing Per Ballfield Sign - \$500 for new customers / calendar year
\$300 - Returning customers / calendar year
4' x 8' Sign, Installation and Maintenance Included



Soccer Field Signage Sponsorship Information

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

- ▶ Year round visibility for all sports held at Ivey M. Redmon Sports Complex (287,000+ in 2024)



We cant wait to work with **YOU!**

How To Contact For Sponsorship Inquiries:



Heather Chapman

Program & Marketing Coordinator

Marketing & Sponsorship Contact

hchapman@toknc.com

(336)996-6421

Ashley Sinclair

Recreation & Events Manager

Event Day of Contact

asinclair@toknc.com

(336)564-1624

