2027 SPONSORSHIP OPPORTUNITIES











Town of
KERNERSVILLE
NORTH CAROLINA

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

3,200
IG FOLLOWERS

14,000
FB FOLLOWERS

60+
COMMUNITY PARTNERS

13
ANNUAL EVENTS

30+
FT PARTNERS

30+
VOLUNTEERS

Father Daughter Dance

February 6th, 2027

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*
- *Company logo on website and social media*
- *Verbal thank you during entertainment*
- *Logo item in all promotional goodie bags*
- *2 Complimentary tickets to the event*

$1250.00



PICTURE PERFECT SPONSOR

- *Company logo displayed at photo booth backdrop/prints*
- *Company logo on website and social media*
- *Verbal thank you during entertainment*

$750.00

CREW CARE SPONSOR

- *Recognition as staff meal sponsor on signage*
- *Verbal thank you during entertainment*
- *Company logo on website and social media*

$500.00

Average Attendance: 650

2026 Event Recap Video:

SCAN

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 post-event social media*

Mother Son Date Night

May 7th, 2027

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" on all marketing materials*
- *Company logo on event signage*
- *Company logo on 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*
- *Company 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

- *Company logo on event signage*
- *Shoutout on post-event social media "Thnak you"*
- *Opportunity to include a promo item in giveaway bags*

$350.00

Average Attendance: 150

2026 Event Recap Video:

SCAN

Juneteenth

June, 19th 2027

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

- *Company logo on all event promotions*
- *Verbal thank you during opening and closing remarks*
- *Booth space at the event*
- *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*
- *Company logo on website and social media*
- *Includes all "Contributing Sponsor"*

$1500.00



SPEAKER SPONSOR

- *Recognition as speaker sponsor on signage near stage*
- *Verbal thank you before speaker begins*
- *Company logo on website and social media*
- *Includes all "Contributing Sponsor"*

$1500.00

CONTRIBUTING SPONSORS

- *Company logo on event signage*
- *Thank you mentioned on post-event social media "Thank you"*
- *Booth at Juneteenth Event*

$500.00

Average Attendance: 800

Movies in the Park

May 21st , ..., September 17th 2027

We are excited to bring families together and unite our community with a free and fun way to spend quality time outdoors. All movies selected are family-friendly and enjoyable for all ages. Guests are encouraged to bring their blankets and lawn chairs, grab dinner or a treat from one of our food trucks, and settle in for a movie under the stars. Each movie night offers a relaxed atmosphere where friends, families, and neighbors can come together and enjoy an evening in the park. The series runs on the third Friday of each listed month.



PREMIERE SPONSOR

- *Company logo on website and social media*
- *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 "Contributing" and "Community Sponsor" benefits*

$1200.00

CONTRIBUTING SPONSORS

- *Company logo on website and social media*
- *Booth space at selected movie(s)*
- *15-second shout-out before the film*
- *Promo item in goodie bags*
- *Tagged in pre-event "Thank you" post*

$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, 2027

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*
- *Premium 10x10 booth space*
- *Company logo in post-event thank you ad*

$6000.00 -Exclusive 1 spot

BAND SPONSOR

- *Company logo featured on the stage banner*
- *Shout-out from the band during their set*
- *Company 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*
- *Company logo on website and day of signage*
- *Group thank you post*

$1000.00

FIRECRACKER FRIENDS

- *Helps support event operations, vendors, and logistics*
- *Company 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 at event site, 25,000+ around Kernersville

The Honeybee Festival

August 21st, 2027

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.





Average Attendance: 9,000

2026 Event Recap Video:

SCAN

QUEEN BEE SPONSOR

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

$5000.00

BUZZING BEATS SPONSOR

- *Company 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)*
- *Company logo on website*

$3000.00

TRAIN RIDE SPONSOR

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

$2000.00

HB T-SHIRT SPONSOR

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

$1500.00

SUPPORTING BEE SPONSOR

- *Helps support event operations, vendors, staff meal and logistics*
- *Company logo on website and social media*
- *Booth space at event*
- *Name listed on group thank you signage*

$500.00

FRIENDS OF THE HIVE

- *For small businesses and individuals who want to support*
- *Name listed on shared "Friends of the Hive"*
- *Post-event social "Thank you"*

$250.00

Haunted Movie Night

October 15, 2027

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 on all event promotions*
- *1-2 minute video/commercial before each movie begins*
- *Booth Space at event*
- *Option to include promo items in goodie bags*
- *Recognition in press releases and email newsletters*

$850.00

HAUNTED HELPER

- *Company logo on flyers, social media, website*
- *Booth space*
- *15-scond shout-out before the film*
- *Promo item in goodie bag*
- *Tagged in a post-event "thank you"*

$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

2024 Event Recap Video:

SCAN

Christmas Movie Night

December 3rd, 2027

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*

$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 post-event "Thank you"*

$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 4th, 2027

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*
- *Company logo on event signage, shirts (if applicable), etc.*
- *Company logo on website and social media*
- *Booth 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*
- *Company logo on website and social media*
- *Booth 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

2025 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 Kvparks 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 kvparks 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

