

EVENT 2011 SPONSORSHIP PACKAGES



Make your sponsor commitment before December 15, 2010 and save 10%



fun
MORE THAN YOU IMAGINED

Auburn Parks, Arts & Recreation
253-931-3043 | www.auburnwa.gov



Businesses searching for creative, interactive ways to reach new, loyal and active customers are invited to partner with the Auburn Parks, Arts and Recreation Department for great results. Sponsors are sought on an on-going basis for a variety of community-wide events and other activities, including youth sporting programs, teen programs, and cultural activities and performances.

By partnering with Auburn Parks, Arts & Recreation you can increase your business exposure within the community and can enhance your customer base. The cross-marketing offered will benefit your business and strengthen your roots in the community and surrounding areas. We offer many sponsorship opportunities that can be tailored to your marketing goals and budget.

Get face to face with thousands of new customers!

Petpalooza gave us a chance to connect with literally thousands of animal lovers in our immediate area in a way that regular advertising simply can't touch. We still have clients mention what a great time they had!

*Michael Seitz &
Michele Sisk, Owners
Tiki Tails Dog Salon*

KidsDay is an important event for Valley Medical Center to sponsor and also participate in. It's a terrific opportunity for us to connect with Auburn families, and we meet lots of "Valley babies" at our booth which is a real treat! KidsDay is truly an event we look forward to every year.

*Kim Blakeley
Valley Medical Center*

We feel a strong sense of pride every year we participate in the Veterans Day Parade. It's our joy and privilege to partner with the City of Auburn and honor our past and current U.S. Military through this fantastic and patriotic event.

*Jenette Warne
770 KTTH Promotion Director*

Event Index

Petpalooza

Pages 4-7



Saturday, May 21, 2011 - Game Farm Park

A special day for four-legged family members or other furry friends. The event kicks off with a Dog Trot 3K/5K Fun Run. The FREE event also includes an animal-related entertainment stage, children's activities, the unleashed pet contest, a petting zoo, over 140 vendor booths, a pet parade, food concessions and lots of activities to keep both humans and pets entertained.

KidsDay

Pages 8-11



Friday, June 24, 2011 - Les Gove Park

An event to celebrate Auburn's youngest citizens! The FREE fun-filled, one-day event includes inflatable rides, entertainment, arts and crafts, face painting, over 70 information and activity booths, mini golf, food concessions, and much more.

4th of July Festival

Pages 12-15



Monday, July 4, 2011 - Les Gove Community Campus

A fun-filled event for the whole family, featuring a kids' bike parade, live entertainment on three stages, inflatable rides, bungy trampoline, rock wall, youth activities, trackless train, petting zoo, pony carousel, over 50 craft artists, car show, mini golf, food concessions and much more. Many activities are FREE.

Summer Sounds & Cinema

Pages 16-19



Friday evenings in August, 2011

A FREE, three-week outdoor concert and movie series to increase the quality of life of the Auburn community. Each week has special additions including inflatable rides, arts & crafts, and more. Food concessions are available for a nominal fee. Outdoor concerts and movies energize communities and gather friends, colleagues and neighbors for an unforgettable experience.

Other Sponsorship Opportunities **Pages 20-21**

Sponsorship Commitment Form **Page 23**



Petpalooza

Event Profile

A special day for four-legged family members or other furry friends. The event kicks off with a Dog Trot 3K/5K Fun Run. The FREE event also includes an animal-related entertainment stage, children's activities, the unleashed pet contest, a petting zoo, over 140 vendor booths, a pet parade, food concessions and lots of activities to keep both humans and pets entertained.

Target Audience: Pet lovers – families, youth, teens, adults and seniors

Anticipated Attendance: 15,000+

Date and Time: Saturday, May 21, 10 a.m. – 7 p.m. (Dog Trot starts at 9:30 a.m.)

Location: Game Farm Park, 3030 R Street SE

Promotional Plan

- Posters: 500 delivered to businesses, schools and libraries in Auburn, Seattle and Tacoma
- Bookmarks: 8,000 distributed to regional pet/animal businesses/agencies
- Flyers: 10,000+ distributed through all local Elementary schools, private schools and daycares
- Auburn Area Chamber of Commerce insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Guides delivered to households and businesses in Auburn
- Special Invitations to vendors and past participants
- Auburn@PLAY electronic newsletter to over 8,000 people (Feb. - May)
- Event Banner on Auburn Way
- Utility Bill Inserts
- Media Releases
- Website information



Top Dog Presenting Sponsor Investment - \$10,000

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2011
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and start/finish of Dog Trot race.
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (20' x 20') at the event with exclusivity rights
- Ability to provide up to six (6) banners to be posted throughout the event
- Ability to provide event bags to be handed out to all event participants
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April and May Editions
- Two complimentary VIP parking passes
- Two complimentary entries into Dog Trot (registration required)



Feathered Fan Investment - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2011
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2) and entertainment stage.
- Recognition on the City of Auburn's government access channel and in pre-promotional event-related videos
- Name included in event press releases
- Logo included on event T-shirts
- Name/logo included in event program
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April and May Editions
- Two complimentary entries into Dog Trot (registration required)



T-Shirt 'Paw'tner Investment - \$3,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Petpalooza 2011
- Recognition at main event entrances (2) and entertainment stage
- Name recognized from the stage during welcoming comments
- Name/logo included in event program
- Name included in event press releases
- Logo included on event T-shirts
- Promotional booth space (12' x 12') at the event
- Ability to host stage demonstration
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April and May Editions
- Two complimentary Dog Trot entries (registration required)

Animal Adv'o'cat' Investment - \$1,500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Recognition at both main event entrances
- Recognition at entertainment stage
 - Name included in event press releases
 - Name/logo included in event program
 - Logo included on event T-shirts
 - Promotional booth space (12' x 12') at the event
 - Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April and May Editions
 - Two complimentary Dog Trot entries (registration required)

Dog Trot 'Paw'tner Investment - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Recognition at start/finish of Dog Trot race
- Ability to start Dog Trot Race
- Name recognized from stage during Dog Trot awards
- Name included in event program
- Logo included on event T-shirts
- Ability to provide banner at start of Dog Trot
- Two complimentary Dog Trot entries (registration required)
- Promotional booth space (12' x 12') at the event

Pet Parade Su'purr'ter Investment - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Recognition at start and finish of Pet Parade and from main stage
- Ability to lead off Pet Parade
- Name included in event program
- Promotional booth space (12' x 12') at the event

Petpalooza On-Site Booth Space - \$350

- Promotional booth space (12' x 12') at the event



Petpalooza



Petpalooza

Make your
sponsor
commitment
before
December 15, 2010
and save 10%

Sponsorship Levels

Top
Dog
\$10,000

Feathered
Fan
\$5,000

T-Shirt
'Paw'tner
\$3,000

Animal
Advo'cat'
\$1,500

Pet
Parade
Su'purr'ter
\$700

Dog Trot
'Paw'tner
\$1,000

On-Site
Booth
\$350

*With commitment by February 1, 2011, the above packages are guaranteed.
Customized sponsorship packages can be created to meet your needs, budget and goals.*

KidsDay

Event Profile

An event to celebrate Auburn's youngest citizens! The FREE fun-filled, one-day event includes inflatable rides, entertainment, arts and crafts, face painting, over 70 information and activity booths, mini golf, food concessions and much more.

Target Audience: Families, youth (ages 4-10 years) and parents

Anticipated Attendance: 12,000+

Date and Time: Friday, June 24, 11 a.m. – 4 p.m.

Location: Les Gove Park, 910 Ninth Street SE

KidsDay Promotional Plan

- Posters: 150 at Auburn city facilities, local businesses, schools
- Flyers: 10,000+ distributed through all local Elementary schools, private schools and daycares
- Auburn Area Chamber of Commerce newsletter insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Summer Guides delivered to households and businesses in Auburn
- Auburn@PLAY electronic newsletter to 7,000 individuals (April, May, June)
- Event Banners at Auburn Way, Main Street and park fences
- Special Invitations to vendors and past participants
- Press Releases
- Website information
- Utility Bill Inserts



KidsDay Presenting Sponsor Investment - \$10,000

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to KidsDay 2011
- Logo added to event program
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and all inflatable rides (minimum of 5)
- Promotional booth space (20' x 20') at the event with exclusivity rights
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Ability to provide up to six (6) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Ability to provide event bags to be handed out to all event participants
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April, May & June Editions
- Two complimentary VIP parking passes

KidsDay Multi-Platinum Partner Investment - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to KidsDay 2011
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2), entertainment stage, and all inflatable rides (minimum of 5)
- Promotional booth space (12' x 12') at the event with exclusivity rights based on business type
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name and logo on City of Auburn website
- Ability to provide up to three (3) banners to be posted throughout the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April, May & June Editions



**KidsDay Platinum Partner
Investment - \$3,000**

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to KidsDay 2011
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Recognition at inflatable rides (minimum of 5)
- Promotional booth space (12' x 12') at the event
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April, May & June Editions

**KidsDay Gold Partner
Investment - \$1,000**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Name added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Promotional booth space (12' x 12') at the event
- Name included in event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, April, May & June Editions

**KidsDay Silver Partner
Investment - \$700**

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Name added to event program
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Promotional booth space (12' x 12') at the event

**KidsDay On-Site
Booth Space - \$350**

- Promotional booth space (12' x 12') at the event



KidsDay!

KidsDay



Make your sponsor commitment before December 15, 2010 and save 10%

Sponsorship Levels

Presenting Sponsor
\$10,000

Multi-Platinum Sponsor
\$5,000

Platinum Sponsor
\$3,000

Gold Partner
\$1,000

Silver Partner
\$700

On-Site Booth
\$350

With commitment by March 1, 2011, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

4th of July Festival

Event Profile

A fun-filled event for the whole family, featuring a kids' bike parade, live entertainment on three stages, inflatable rides, bungee trampoline, rock wall, youth activities, trackless train, petting zoo, pony carousel, over 50 craft artists, car show, mini golf, food concessions and much more. Many activities are FREE, including lazer tag, bocce, museum entry and a kids' craft tent.

Target Audience: Families, youth, teens, adults and seniors

Anticipated Attendance: 12,000+

Date and Time: Monday, July 4, 11 a.m. – 4 p.m.

Location: Les Gove Park, 910 Ninth St. SE

4th of July Festival Promotional Plan

- Posters: 150 delivered to Auburn city facilities, local businesses, schools
- Flyers: 10,000+ distributed through all local Elementary schools, private schools and daycares
- Auburn Area Chamber of Commerce insert
- Government Access Cable Channel 21
- Series of paid event advertisements in various local/regional papers
- Auburn Recreation Guide: 38,000 Summer edition
- Press Releases
- Website information
- Utility Bill Inserts
- Auburn@PLAY electronic newsletter to 7,000 individuals (April-July)
- Event Banners at Auburn Way, Main Street and park fences



4th of July All-American Club Investment - \$10,000

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 4th of July Festival
- Logo added to event program
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and all inflatable rides (minimum of 5)
- Promotional booth space (20' x 20') at the event with exclusivity rights
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Ability to provide up to six (6) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Ability to provide event bags to be handed out to all event participants
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 8,000 program participants, May, June & July Editions
- Two complimentary VIP parking passes
- Thirty (30) complimentary event wristbands



Patriot's Club Investment - \$3,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 4th of July Festival
- Logo added to event program
- Name recognized from stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at main event stage
- Recognition at all inflatable rides (minimum of 5)
- Promotional booth space (12' x 12') at the event
- Name added to event press releases
- Ability to provide up to three (3) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 8,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands

Main Stage Presenting Sponsor Investment - \$3,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and other event promotional items
- Logo added to event program
- Name recognized from stage during welcoming comments
- Recognition at main event entrances (2); main stage, and all inflatable rides (minimum of 5)
- Promotional booth space (12' x 12') at the event
- Name added to event press releases
- Ability to provide banner for stage
- Recognition on the City of Auburn's government access channel and in any pre-promotional event videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants, May, June & July Editions
- Fifteen (15) complimentary event wristbands

Car Show Presenting Sponsor Investment - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on car show specific marketing materials
- Ability to provide up to four (4) banners to be posted throughout the Car Show site
- Name added to event program
- Name added to press releases
- Recognition at main event entrances (2)
- Recognition at main event stage
- Name recognized from stage during car show awards
- Ability to select two car show award winners
- Promotional booth space (12' x 12') at the event
- Ten (10) complimentary event wristbands
- Two (2) complimentary car show entries

Freedom Club Investment - \$1,000

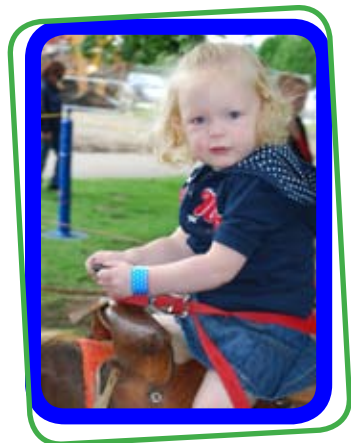
- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Name added to event program
- Name recognized from stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at main event stage
- Promotional booth space (12' x 12') at the event
- Name added to event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 participants, May, June & July Editions
- Ten (10) complimentary event wristbands

Spirit Club Investment - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Name added to event program
- Recognition at main event entrances (2)
- Recognition at main event stage
- Promotional booth space (12' x 12') at the event
- Five (5) complimentary event wristbands

4th of July On-Site Booth Space - \$350

- Promotional booth space (12' x 12') at the event



4TH OF JULY FESTIVAL



Make your
sponsor
commitment
before
December 15, 2010
and save 10%

Sponsorship Levels

All-
American
Club
\$10,000

Patriot's
Club
\$3,000

Main
Stage
Presenter
\$3,000

Car Show
Presenter
\$1,000

Freedom
Club
\$1,000

Spirit
Club
\$700

On-Site
Booth
\$350

*With commitment by March 1, 2011, the above packages are guaranteed.
Customized sponsorship packages can be created to meet your needs, budget and goals.*

Summer Sounds & Cinema

Event Profile

A FREE, three-week outdoor concert and movie series to increase the quality of life of the Auburn community. Each week has special additions including inflatable rides, arts & crafts, and more. Food concessions are available for a nominal fee. Outdoor concerts and movies energize communities and gather friends, colleagues and neighbors for an unforgettable experience.

Target Audience: Families, youth, teens, adults and seniors

Anticipated Series Attendance: 3,000+

Dates and Time: Fridays, August 5-19, 7:00 p.m.

*Bands and movie listings to be announced in March 2011

Summer Sounds & Cinema Series Promotional Plan

- Event Posters: 100 delivered to Auburn city facilities, local businesses, schools
- Event Flyers: 10,000+ distributed through all local Elementary schools, private schools and daycares
- Auburn Area Chamber of Commerce insert
- Postcards: 4,000+ mailed to neighborhood surrounding park
 - Government Access Cable Channel 21
 - Series of paid event advertisements in various local/regional papers
 - Auburn Recreation Guide: 38,000 Summer edition
 - Auburn@PLAY electronic newsletter to 7,000 individuals (June, July & August)
 - Event Banner along Auburn Way and at park sites
 - Press Releases
 - Website Information
 - Utility Bill Inserts



Presenting Sponsor Investment - \$10,000

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 60 seconds)
- Logo recognition on the screen
- Opportunity to make welcoming comments at each event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at each event with exclusivity rights
- Banner space at the event (if provided by sponsor)
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos for duration of event series
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions
- Three complimentary VIP parking passes, one for each event

Oscar Level Partner Investment - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 Summer Sounds & Cinema events
- Opportunity to screen promotional clips or public service announcements prior to movie (maximum of 30 seconds)
- Logo recognition on the screen
- Opportunity to make welcoming comments at one event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at each event
- Banner space at the event (if provided by sponsor)
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos for duration of event series
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions



Red Carpet Level Partner Investment - \$2,500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2011 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, utility bill stuffers, and all other promotional items related to Auburn's 2011 Summer Sounds & Cinema events
- Logo recognition on the screen
- Opportunity to make welcoming comments at one event
- Recognition from stage at all events
- Promotional booth space (12' x 12') at one event
- Name included in event press releases
- Banner space at the event (if provided by sponsor)
- Recognition on the City of Auburn's government access channel
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 7,000 program participants July & August Editions

On-Site Booth Space - \$200

- Promotional booth space (12' x 12') at one event
- Recognition from stage at event
- *Note: All benefits must occur on same event night*





Make your sponsor commitment before December 15, 2010 and save 10%

Sponsorship Levels

Presenting Sponsor
\$10,000

Oscar Sponsor
\$5,000

Red Carpet Partner
\$2,500

On-Site Booth
\$200

With commitment by March 1, 2011, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.



**Senior Programs,
Events & Sports**



**Youth Sport
Sponsorships - \$195**

- Business or organization on a t-shirt uniform
- Team Photo plaque
- Benefit of helping youth enjoy a positive recreation experience

**Looking for other ways to get involved?
Auburn Parks, Arts & Recreation has
other sponsorship and marketing
opportunities for your business**



**Cultural Arts
Performances**

**Museum Programs
and Events**



**Auburn Ave Theater
Performances**

- Exposure in direct mail pieces, within event programs and much more

**Auburn's
Veterans
Day
Parade and
Observance**

**November 5,
2011**



Scoreboard Sponsor - \$2,500

- High-impact advertising opportunity
- Direct exposure to an estimated 50,000 people a year at Game Farm Park
- Company name/ logo featured on the scoreboard for the lifetime of the scoreboard (approximately 10 years)
- First right of refusal for new scoreboard

Tournaments at the Auburn Golf Course

- Logo recognition on entry sheet
- Hole signage
- Tournament signage
- Listing on the website
- and much more

& Junior Golf Programs



Clean Sweep Spring 2011



Specialized Recreation Programs

Auburn International Farmers Market

Mid-June
thru
September
2011



Halloween Harvest Festival

October 2011



Battle of the Bowl Summer 2011

Kids Summerstage Series

July
2011



Tax-deductible donation options are available through the Northwest Parks Foundation, nwparks.org and can help fund playgrounds, benches, capital projects, and other special items.

**Reach
thousands
of your
potential
customers
and clients**

**Enhance
your
customer
base
through
your
involvement**

**Opportunity for team-building
among employees**

**Options
for
every
budget**

**Increase
exposure
for your
business
throughout
the
community**



City of Auburn Parks, Arts & Recreation 2011 Event Sponsor Commitment Form

Contact Person: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

List on-site activity and any distribution materials: _____

Please note:

- Auburn Parks, Arts & Recreation provides one 12'x12' area (unless otherwise noted). Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.).
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth.
- Event instructions and driving directions will be sent 2-4 weeks before the event.

Please check the following opportunities that interest you:

Petpalooza – May 21, 2011

- Top Dog\$10,000
- Feathered Fan \$5,000
- T-Shirt 'Paw'tner \$3,000
- Animal Advo'cat' \$1,500
- Dog Trot 'Paw'tner \$1,000
- Pet Parade Su'purr'ter\$700
- On-Site Booth Space\$350

Fourth of July Festival - July 4, 2011

- All-American Club\$10,000
- Patriot's Club \$3,000
- Main Stage Presenter \$3,000
- Car Show Presenter \$1,000
- Freedom Club \$1,000
- Spirit Club\$700
- On-Site Booth Space\$350

KidsDay – June 24, 2011

- Presenting Sponsor.....\$10,000
- Multi-Platinum Partner..... \$5,000
- Platinum Partner..... \$3,000
- Gold Partner \$1,000
- Silver Partner\$700
- On-Site Booth Space\$350

Summer Sounds & Cinema August 2011

- Presenting Sponsor.....\$10,000
- Oscar Partner..... \$5,000
- Red Carpet Partner..... \$2,500
- On-Site Booth Space\$200

Agreement: The City of Auburn agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: _____ Date: _____

Authorized Signature for City of Auburn: _____ Date: _____

CREDIT CARD INFORMATION



**VISA



**MC

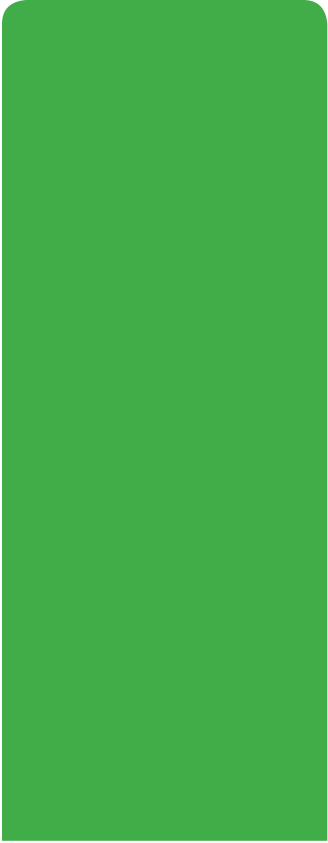
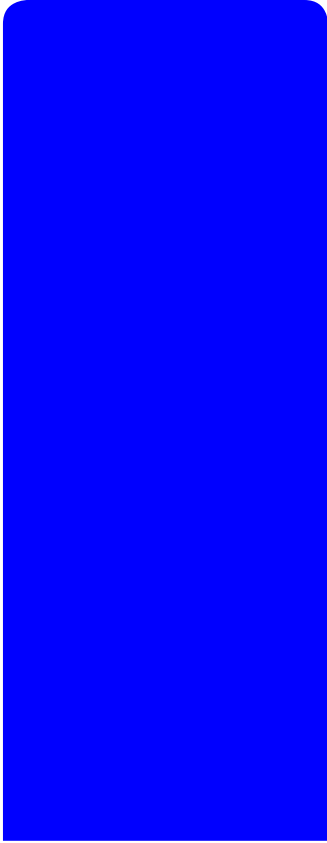
EXP. DATE _____

VISA or MASTERCARD # _____

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