



Redmond
Parks and
Recreation

2020 Sponsorship
Opportunities

Let's do *great things*
TOGETHER



Enhance Your Visibility. Build Your Community.

The City of Redmond Parks and Recreation Department hosts events and activities that create, build, and inspire community building. Our events are made possible with the involvement of a dedicated corporate community whose sponsorship ensures that our traditions stay alive and thriving. Support our community through sponsorship and cement your place in the lives of our workers, residents, and Eastsiders who love Redmond!

redmond.gov/ParksRecreation

The City of Redmond assures that no person shall, on the grounds of race, color, national origin, or gender, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. For more information about Title VI, please visit redmond.gov/TitleVI.

无歧视声明可在本市的网址 redmond.gov/TitleVI 上查阅 | El aviso contra la discriminación está disponible en redmond.gov/TitleVI.

Why sponsor a Redmond event?

- Reach your target audience in a unique way
- Spotlight your product or service; give event attendees a “taste” of your business
- Support our local community
- All sponsorship dollars are re-invested into the event
- Connect with an engaged, happy audience
- Unique media exposure and customized plans
- Brand awareness and recognition
- Generate new customers and new business partnerships
- Cost effective and generates a return on investment

Sponsorship benefits may include:

- Venue specific naming rights
- Advertising inclusion: radio and print ads
- Marketing collateral: poster distribution, regional magazines, utility bill stuffer
- Social media recognition: Facebook, Instagram, e-mail campaigns
- Website representation: business link on event website
- On-site presence
- Category exclusivity
- Local and regional reach
 - 20k+ website visits per month
 - 300K+ Facebook impressions per event
 - 26,000 subscribers to e-newsletters
 - 9,000 followers on social media
 - 288,000 engagements on social media for the Redmond Lights event
 - 22,500 visitors on our website

Thank you to all
our 2019 Sponsors!

Together we can do
great things.

Microsoft

BECU

Minute Man

Go Redmond

Smith Brothers

Warm 106.9

Wyndham Destinations

PSE

Peter's Creek

Overlake Terrace

...and many more!



Derby Days

July 10 & 11 RedmondDerbyDays.com

Signature Event

Celebrating 80 years, Redmond Derby Days is a summer festival rooted in the spirit of competition that celebrates the uniqueness of Redmond through parades, races, contests, game booths, carnival rides, arts, music, food and much more! It all started in 1940 as a bike derby and parade for the community to raise money for holiday decorations and athletic equipment. Today, Derby Days celebrates Redmond's diverse community and offers all ages a chance to participate in a fun summer festival setting.

Community Building Options	Amount
Premier	\$20,000
Grand Parade	\$10,000
Criterium (Bike Race)	\$10,000
Fireworks	\$10,000
Main Stage	\$10,000
Photo Bus	\$5,000
Beer & Wine Garden	\$5,000
Kid's Parade	\$5,000
Volunteers	\$3,000
Derby Dash 5k	\$2,500
Face Painting	\$2,000
Kid's Parade Coins	\$2,000
Derby Do Gooder Scholarship	\$1,500
Derby Days Kid Zone	\$1,500
Youth Criterium (Bike Race)	\$1,000
Cornhole Tournament	\$1,000



EVENT FACTS

- 20,000 attendees
- Washington State's longest running Kid's Parade with over 2,000 participants
- Home of the longest running bicycle criterium
- Over 200 volunteers
- 70+ business booths
- 70+ Grand Parade entries
- 500+ 5K participants
- 10+ live band performances
- 5+ local breweries and wineries

So Bazaar

August 13, 20, 27 RedmondSoBazaar.com

Signature Event

Occuring over three Thursdays, So Bazaar provides an imaginative platform and market for local artists, artisans, chefs and entertainers to share their arts and talents with the Redmond community. Downtown Redmond comes alive with surprising performances, art installations, artisanal foods, fine art and social engagement.

Community Building Options	Amount
Presenting	\$10,000
Sip Bazaar	\$5,000
Art Market	\$5,000
Art Installation	\$5,000
Chef Demos	\$2,000
Downtown Park Stage	\$2,000
Signals Stage	\$1,000
Volunteers	\$1,000
Event Booth	\$750

EVENT FACTS

- 15,000 attendees
- Energizes Downtown Redmond Thursdays in August
- Food trucks and outdoor cocktail patio



Redmond Lights

December 5 & 6 RedmondLights.com

Signature Event

Redmond Lights is a celebration of light, art and culture. This winter festival honors holiday spirit through a community gathering that sparkles with lights, music, performances, artist installations and much more.

Sponsorship options:

Option	Amount
Stages	\$5,000
Art Installations	\$1,000 to \$5,000
Laser Lightshow	\$5,000 to \$10,000
Fire Barrels	\$2,500 to \$5,000
Light Installations	\$5,000
Community Highlights	\$500 to \$2,500
Volunteers	\$3,000
Business Booth	\$500
Non-Profit Booth	\$250

Contact us at events@redmond.gov or:
Loreen Hamilton, 425.556.2336, lhamilton@redmond.gov



EVENT FACTS

- 17,000 attendees
- Collector blinkers available to the first 13,000 attendees
- Thousands of luminaries light the Sammamish River Trail/ Redmond Central Connector
- Collector blinkers available to the first 10,000 attendees
- Interactive activities
- 25+ light installations
- 8+ faith communities
- 10+ community groups
- 10+ business booths
- 100+ volunteers
- Live performances
- 5+ Unique artist installations

Marketing Benefits for Presenting Sponsors

Digital Promotions include:

- Sponsor name in email newsletter (22,000 subscribers)
- Sponsor name in online activity guide and registration software (20,000 visits)
- Logo or name included on redmond.gov/ParksRecreation (50,000 visits/year)
- Promotions on Facebook (8,000 – 20,000 followers)

Print Promotions:

- Logo included on event flyers, rack cards, or other materials
- Name included in quarterly Focus magazine sent to all residents in City of Redmond
- Name mentions in relevant press release articles

Teen Activities and Events

The Old Fire House Redmond Teen Center is an inclusive, positive community space, and the longest-running all-ages music venue in the greater Seattle area. Redmond's teens build friendships, confidence, and leadership skills, while attending or leading various sports, arts, music and cultural arts events all throughout the year. Your sponsorship ensures that activities remain affordable for everyone, while offering a quality experience to local teens and youth. Here are just some opportunities where your sponsorship makes an impact.

Youth Theater Presenting Sponsor (3) \$10,000

Sponsor one of three shows in 2020. This program provides performance opportunities for young people throughout the Redmond area. Support middle & high school students practice public speaking, creativity and find their passion for theater.

Activities and Clubs (6) \$1,000

Sponsor one of the many youth centered clubs that meet and host community events at the Teen Center. Support students as they celebrate, educate and elevate their mission and vision. Clubs include LGBTQIA+, Neurodiversity, Chinese, Latinos Unidos and French Clubs.

Teen Art Collective Showcase (6) \$500

Produced and curated by a teen volunteer group, the Teen Center showcases art created by their peers. Support youth artists and the youth committed to amplifying their voice.

Rock-a-thon (3) \$1,000

This three part Battle of the Bands series supports youth musicians.



Youth Basketball League 2020

November–February
8 Games, 800 Athletes

Our youth basketball program offers an opportunity for youth to gain development in leadership, teamwork, character and confidence. Running from November to February, over 3,000 community members pack our gyms each Saturday to support over 800 youth playing on 84 teams. Your sponsorship supports the sustainability of this treasured program!

Presenting Sponsor **\$5,000**

- See Presenting Sponsor digital and print promotional benefits on page 6
- “Presented by” business or organization name
- Logo printed on every jersey
- Banner hung at game site, company logo on website, opportunity to table at games and give out company coupons/swag
- Name and logo on social media (potential reach=20,000)

Basketball Sponsor **\$3,000**

Provides a basketball for every child registered in grades 1-5

- Company logo on custom printed basketball
- Banner hung at game site, company logo on website, opportunity to table at games and give out company coupons/swag

Volunteer Coaches Sponsor **\$2,000**

Provides a polo shirt for each coach and helps pay for professional coaching clinic

- Company logo on coaching apparel
- Provides swag and/or catering at Coaches Meeting

Game Day Sponsor **\$1,000**

Supports game day operations

- Banner hung at game site, company logo on website, opportunity to table at games and give out company coupons/swag



Adult Sports

City of Redmond offers softball, soccer, basketball, volleyball and baseball leagues throughout the year serving between 275-290 teams, and over 3,000 individuals. Your sponsorship supports community building on the field and demonstrates your support in keeping residents healthy and active.

Adult Leagues Presenting Sponsor (1) \$5,000

Sponsor a whole year of adult leagues

- See Presenting Sponsor digital and print promotional benefits on page 6
- Leagues listed as “Presented by” business or organization name
- Logo on championship shirt and promotional materials
- Opportunity to table at tournaments and give out company coupons/swag



Adaptive Sports Leagues (3) \$1,000

Sponsor a season and make sports accessible for adults with special needs. Basketball, soccer and kick ball are offered seasonally, and you won't find a more dedicated or hard-working group of athletes.

Community 5K Runs

Community runs draw between 400-600 participants. The Derby Dash is a featured event at Derby Days, providing exposure to thousands of spectators and visitors. The Beat the Bunny 5k takes place at the Redmond Community Center, and takes place during our annual summer kick-off open house.

5K Run Presenting Sponsor (2) \$2,500 (1 per race)

Derby Dash (July) or Beat the Bunny (April)

- See Presenting Sponsor digital and print promotional benefits on page 6
- Runs listed as “Presented by” business or organization name
- Logo on fun shirt and promotional materials
- Opportunity to table at tournament and give out company coupons/swag



redmond.gov/ParksRecreation

Senior Activities and Events

The Redmond Senior Center offers hundreds of activities and events throughout the year and serves thousands of seniors from across the region. Your sponsorship helps maintain affordable and quality programs, while also helping reach more seniors in our local and surrounding communities. Here are just some opportunities where your sponsorship makes an impact.

Winter Whimsy – February 21, 28 & March 6 **SOLD**

Rockin’ on the River Outdoor Concerts – July 17, 24, 31, & August 6 **SOLD**

Health and Wealth Fair – Fall 2020 **SOLD**

Community Events

The Great American Campout

July 31, 2020

Presenting Sponsor **\$2,500**

- See Presenting Sponsor digital and print promotional benefits on page 6
- “Presented by” business or organization name
- Logo on t-shirt
- Opportunity to table at event and give out company coupons/swag

Event Sponsor **(1) \$1,000**

Table at event, provide snacks and goody bags for the kids

- Business name on print and digital marketing materials

Big Truck Day

August 16, 2019

Estimated 1,000 attendees including youth and families. Help carry on the tradition of this community event at Farrel-McWhirter Park, where kids of all ages get up close and personal with trucks, tractors, construction equipment and other unique vehicles that work in our community.

Presenting Sponsor **(2) \$2,500**

- See Presenting Sponsor digital and print promotional benefits on page 6
- “Presented by” business or organization name
- Logo on t-shirt
- Opportunity to table at event and give out company coupons/swag

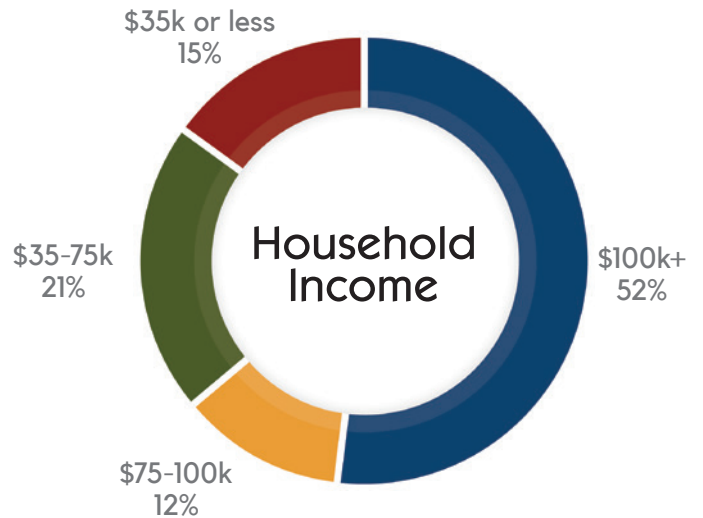
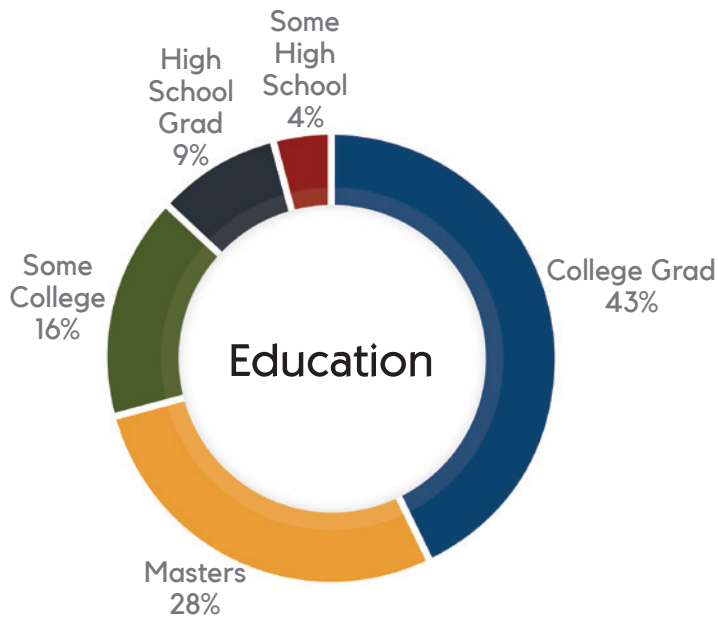
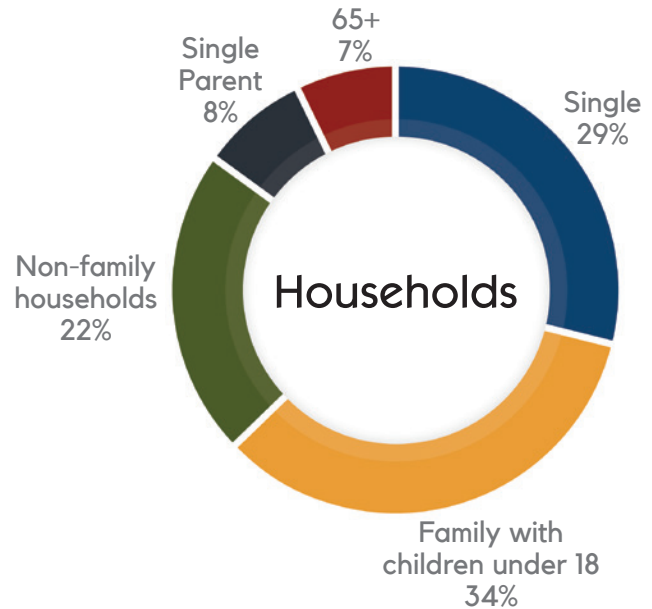
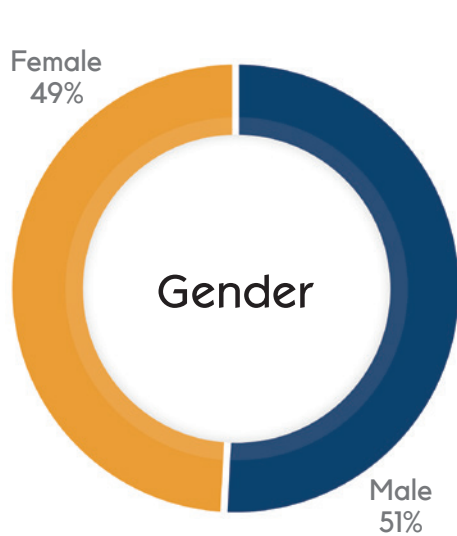
Event Sponsor **(5) \$1,000**

Table at event, provide snacks and goody bags for the kids

- Business name on print and digital marketing materials

Demographics

The City of Redmond Parks & Recreation produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies seeking a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event or program will improve the city's quality of life, while meeting your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it's contributing time, resources, or financial support, the opportunities with City of Redmond special events are limitless.



*Source: 2015 Census

Sponsorship is limited. Contact us today to secure your participation in a Redmond Parks and Recreation Event or Program.

Connect with Redmond Parks and Recreation at facebook.com/RedmondParks and redmond.gov/ParksRecreation

Contact: Loreen Hamilton, lhilton@redmond.gov, 425-556-2336