



2016



## Community Events Sponsorship Packages

City of Kenmore  
[www.kenmorewa.gov](http://www.kenmorewa.gov)

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# About Kenmore

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- Kenmore is centrally located at the northern tip of Lake Washington between Seattle and Bellevue
- Kenmore population is 21,370 residents <sup>1</sup>
- 66% of households in Kenmore are families
- Median household income in Kenmore was \$76,932 <sup>2</sup>
- Award winning public school system; 47% of residents hold bachelor's degree or higher
- “Playful City USA” community featuring Burke-Gilman Regional Trail, Saint Edward State Park, water access, and other outdoor recreational opportunities

(1) OFM, 2014 population estimates

(2) 2008-10 American Community Survey, 3 year estimates

# Event Overview

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The City of Kenmore organizes four **FREE** community events per year:

- Kenmore Summer Concert Series
- Fourth of July Fireworks Show
- Kenmore Play Day
- Christmas Tree Lighting Festival



# Fourth of July Fireworks Show

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## Arts & Crafts

- In 2016, the City will host its 10<sup>th</sup> annual Fourth of July Fireworks Show

## Vendors

- The Fourth of July Fireworks Show is held at Log Boom Park which is located on the northern tip of Lake Washington

## Entertainment



## Fireworks Show

- The professional fireworks display attracts approximately 2,500 spectators to the park area and several thousand that view the show from surrounding properties, Kenmore hillsides, and boaters viewing from on the lake.

**FREE**

**Fun for the Whole Family!**

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# Summer Concert Series

- The Kenmore Summer Concert Series is in its 14<sup>th</sup> season
- The 2016 Kenmore Summer Concert Series is scheduled for six consecutive Thursday evenings beginning July 7<sup>th</sup> and ending August 11<sup>th</sup> at Saint Edward State Park. Concerts begin at 6pm and end at 8pm.
- Each concert features music from around the world; In the past, the lineup included Hawaiian, bluegrass, folk, and reggae; The varied lineup attracts a wide range of demographics each week
- Approximately 4,500 spectators from Kenmore and the region attend the concert series annually
- The City works with KBCS 91.3 FM on promoting the concert series as the station has a robust world music program and a devoted audience that attends Kenmore concerts



*Thursday evening concerts at  
Saint Edward State Park*

**Family Friendly**

**Food Vendors**

**Free Concert &  
Parking**

**Quality Music**



# Kenmore Play Day

○ Play Day in Kenmore is a city-wide event that recognizes the importance of play in keeping children and families active and healthy. Play Day in Kenmore is part of the national KaBOOM! movement that works with communities to keep families active.

○ KaBOOM! is a national non-profit dedicated to saving play for America's children. Its mission is to create great play spaces through the participation and leadership of communities. They envision a place to play within walking distance of every child in America.

○ Play Day works with Kenmore's "play", health, and fitness providers to provide an event with fun family activities, fitness education, and information to connect families with recreation and play opportunities within Kenmore.

○ This year's Play Day will occur on Saturday, August 13 at Rhododendron Park.



- Fitness
- Games
- Crafts
- Tug-o-War
- Education
- Bubbles
- Family
- Friends
- Food
- Exploration

FREE



# Christmas Tree Lighting Festival

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- Tree Lighting Festival is tentatively scheduled for Saturday, December 3<sup>rd</sup>.
  - Santa surprises children with his arrival by fire truck
  - The community gathers in the Kenmore City Hall plaza area to count down the lighting of the City Christmas tree
  - Approximately 650 people attend this free community holiday event
  - Local entertainment performs including choirs, orchestra groups, and dance troupes
  - Lots of fun activities for kids: photos with Santa, arts and crafts, and holiday treats
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# VIP Sponsorship

## (Volunteers are Important People) Celebrating Community Volunteerism



- Volunteerism creates a way for residents and local businesses to connect to their community and help make Kenmore a great place to live, work, and play.
- In 2016, over 2,700 hours were performed by volunteers to help serve the Kenmore community.
- VIP Sponsors can demonstrate their commitment to volunteerism in Kenmore by helping to support this important program. This sponsorship will help cover costs for supplies, volunteer awards, and needed equipment for volunteer projects.

2016 VIP Sponsorship = \$3,000



# Package Sponsorships at a Glance

Category	Cost	Media	Signage	City Newsletter	At Event Recognition	Digital Marketing	On site display space	VIP Passes
Platinum Package	\$5,000	Logo listed on event ads , flyers & posters  News Release recognition	Name listed on event sponsor sign	¼ pg ad in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments and throughout event over PA	Logo listed on event section of City website, linking your business all of 2016	10' x 10' booth space  Space to hang up to 3' x 5' banner	10 VIP Passes for Fireworks Show
Gold Level Package	\$3,000	Name listed on event ads, flyers, & posters News Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments and throughout event over PA	Name listed on event section of City website	10' x 10' booth space  Space to hang up to 3' x 5' banner	5 VIP Passes for Fireworks Show
Silver Level Package	\$1,000	Name listed on event ads, flyers, & posters News Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments over event PA	Name listed on event section of City website		2 VIP Passes for Fireworks Show
Bronze Level Package	\$500	Name listed on Flyers, & posters		Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments over event PA	Name listed on event section of City website		
Supporting Sponsor	In-Kind Services*	Name listed on flyers & posters specific to event services provided	Depends on value of in kind service		Depends on value of in kind service	Name listed on event section of City website		Depends on value of in kind service
VIP Sponsor (Volunteer Program Sponsor)	\$3,000	Name listed on Volunteer Recruitment flyers & posters  News Release Recognition	Name listed on Volunteer Event signage  Logo on City Cargo Trailer that attends each special event and volunteer event through 2016	Name listed as volunteer sponsor in one of the City's newsletters that reach over 8,800	Recognition at Volunteer Events	Name & Logo listed on volunteer section of City website, showing your business support of volunteerism in Kenmore	Space to hang up to 3' x 5' banner at the major volunteer events	5 VIP Passes for Fireworks Show
<i>Sponsorship Packages receive the above benefits for the entire 2016 Event Season, including Fireworks Show, Summer Concert Series, Kenmore Play Day, and Christmas Tree Lighting Festival</i>								

# Individual Event Sponsorships

Investment = \$250-\$1,000

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Individual sponsorships cater to those sponsors who wish to support only a specific event or event element.

## **Kenmore Fireworks Show (July)**

### **Children's Play Zone Sponsor \$500**

Benefits: Company banner placed at entry to Children's Play Zone area (rides, play, and craft), name listed on event poster, name mentioned during announcements over public address system, name listed on the event section of the City's website.

## **Kenmore Play Day (August)**

### **Healthy Food Sponsor \$500**

Benefits: Company banner placed at entry to food court area, name mentioned during announcements over public address system, name listed on the event section of the City's website and poster.

### **Entertainment Sponsor \$250**

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

## **Christmas Tree Lighting Festival (December)**

### **Entertainment Sponsor \$250**

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

### **Activity Area Sponsor \$250 - \$500**

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

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# Additional Information

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- Community sponsorship package benefits are guaranteed with a commitment by Friday, April 2, 2016.
- Sponsorships provide businesses a unique way to connect with their community and get face-to-face with potential customers.
- If getting your employees out into the community to volunteer is a goal, consider having your employees volunteer as a group at one of our many community events or park clean up projects.
- Help in creating lasting memories for the Kenmore community
- To get your sponsorship set up or to volunteer, please contact Sarah Sandquist at 425-398-8900 or [ssandquist@kenmorewa.gov](mailto:ssandquist@kenmorewa.gov)

