

# SUMMER

## KICKOFF

SATURDAY, JUNE 4

6 – 10 p.m.

### EVENT HIGHLIGHTS

- 5,000+ attendees
- Live music
- Family games and activities
- Local vendors
- Food and beverages

### MARKETING & PROMOTION

- Summer events flyer in City newsletter (38,000 mailed; must sign up by April 22)
- 2,000 event flyers distributed
- Press releases to local media
- Postings on City website and social media
- Event listings on external event websites
- Event posters and banners in Centennial Center Park

### MARKETING PERKS

Acknowledgement in City newsletter distributed to 38,000 households (must sign up by April 22)

Acknowledgement in press releases

Logo on City website

Logo on event flyers and promotional posters

Logo on event day posters

### EVENT PERKS

Credit for a future 2 hour park reservation

Recognition by event host during event

Banner(s) displayed at event (provided by sponsor)

10' x 10' booth at the event (booth, tables and chairs provided by the City)

PRESENTING  
\$3,000

GOLD  
\$2,000

SILVER  
\$1,000

BRONZE  
\$500

•

•

•

•

•

•

5

2

•

•

•

•

•

•

3

1

•

•

•

•

•

•

1

1

•

name only

•



SATURDAY, JUNE 25

6 – 10 p.m.

### EVENT HIGHLIGHTS

- 2,000+ attendees
- Car show
- Screening of a popular family film
- Food and beverages

### MARKETING & PROMOTION

- Summer events flyer in City newsletter (38,000 mailed; must sign up by April 22)
- 2,000 event flyers distributed
- Press releases to local media
- Postings on City website and social media
- Event listings on external event websites
- Event posters and banners in Centennial Center Park

### MARKETING PERKS

Acknowledgement in City newsletter distributed to 38,000 households (must sign up by April 22)

Acknowledgement in press releases

Logo on City website

Logo on event flyers and promotional posters

Logo on event day posters

### EVENT PERKS

Credit for a future 2 hour park reservation

Recognition by event host during event

Banner(s) displayed at event (provided by sponsor)

10' x 10' booth at the event (booth, tables and chairs provided by the City)

PRESENTING  
\$1,500

GOLD  
\$750

SILVER  
\$500

•

•

•

•

•

•

5

2

•

•

•

•

•

•

3

1

•

•

•

•

•

•

1

1

•





# SATURDAY, AUGUST 13

6 – 10 p.m.

## EVENT HIGHLIGHTS

- 5,000+ attendees
- Laser show
- Live music
- Family games & activities
- Local vendors
- Food and beverages

## MARKETING PERKS

- Acknowledgement in City newsletter distributed to 38,000 households (*must sign up by April 22*)
- Acknowledgement in press releases
- Logo on City website
- Logo on event flyers and promotional posters
- Logo on event day posters

**PRESENTING**  
\$5,000

**PLATINUM**  
\$3,000

**GOLD**  
\$2,000

**SILVER**  
\$1,000

**BRONZE**  
\$500

•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	name only

## MARKETING & PROMOTION

- Summer events flyer in City newsletter (*38,000 mailed; must sign up by April 22*)
- 2,000 event flyers distributed
- Press releases to local media
- Postings on City website and social media
- Event listings on external event websites
- Event posters and banners in Centennial Center Park

## EVENT PERKS

- VIP gift basket and event food and beverage vouchers
- Credit for a future 2 hour park reservation
- Recognition by event host during event
- Banner(s) displayed at event (*provided by sponsor*)
- 10' x 10' booth at the event (*booth, tables and chairs provided by the City*)

10	5				
5	3				
•	•				
3	2	1	1		
•	•	•	•	•	•



# SEPTEMBER 23 – 25

Friday VIP Event, 6 – 9 p.m. | Saturday, 10 a.m. – 8 p.m. | Sunday, 10 a.m. – 6 p.m.

## EVENT HIGHLIGHTS

- 8,000+ attendees
- Local vendors
- Food and beverages
- Admission to VIP Reception for Artists and Sponsors (*Friday, September 23*)

## MARKETING PERKS

- Acknowledgement in City newsletter distributed to 38,000 households (*must sign up by April 22*)
- Acknowledgement in press releases
- Logo on City website
- Logo on event flyers and promotional posters
- Logo on event day posters

**PRESENTING**  
\$10,000

**PLATINUM**  
\$5,000

**GOLD**  
\$3,000

**SILVER**  
\$1,500

**BRONZE**  
\$500

**ARTIST SPONSOR**  
\$300

•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	name only

## EVENT PERKS

- VIP gift basket and event food and beverage vouchers
- Credit for future 2 hour park reservation
- Recognition by event host during event
- Banner(s) displayed at event (*provided by sponsor*)
- 10' x 10' booth at the event (*booth, tables and chairs provided by the City*)

10	5				
5	3				
•	•				
3	2	1	1		
•	•	•	•	•	•

## MARKETING & PROMOTION

- Summer events flyer in City newsletter (*38,000 mailed; must sign up by April 22*)
- 2,000 event flyers distributed
- Press releases to local media
- Postings on City website and social media
- Event listings on external event websites
- Event posters and banners in Centennial Center Park

