

2018 Town Event Sponsorship Opportunities





Mayor's Holiday Lighting Fri. Nov. 23, 2018

Kick-off the holiday season with a sing-a-long of Silent Night before the grand park lighting held on the Friday after Thanksgiving

Estimated Total Attendance
5,000+ spectators

Presenting Sponsor - \$4,000 (two only)

- Presenting sponsor for the 2018 event
- Name listed within event title (i.e. Mayor's Holiday Lighting Presented by ABC, inc.)
- Logo with link to website on event web page
- Name in all event press releases, including Parker's Talk of the Town newsletter
- Booth rights at event
- Banner (provided by sponsor) at booth
- Name mention with event on Town's Facebook page
- Opening and closing mention in announcements at the event

Ice Exhibit Sponsor - \$1,500 (6 total)

- Logo with link to website on event web page
- Name in all event press releases, including Parker's Talk of the Town newsletter
- Booth rights at event
- Banner (provided by sponsor) at booth
- Name mention with event on Town's Facebook event page
- Opening and closing mention in announcements at the event

Hurry! These limited opportunities will be given on a first-come, first-served basis.

Contact Brooke Spain at sponsorship@parkeronline.org or call 303.805.3253 to become an event sponsor! Visit ParkerOnline.org/Events for more information.



Town of Parker's Christmas Carriage Parade

One of Parker's staple events, the Christmas Carriage Parade not only features a spectacular all-equestrian procession but it also delights event-goers with a holiday market, pony rides and petting zoo, ice sculpting and, of course, photos with Santa! Sponsoring a Town event is a wonderful way to support the community while promoting your business or organization. *Some sponsorship opportunities are limited and are named on a first-come, first-served basis.*

 **Estimated Total Attendance**
6,000+ spectators

December 8, 2018
Noon - Downtown Parker

Sponsor Benefits

Sponsorship commitments are due by Oct. 5, 2018

	Presenting \$6,000 (Exclusive)	Santa \$4,000 (Exclusive)	Ice Sculpture \$2,500 (Only 2)	Petting Zoo/ Pony Ride \$2,000 (Only 2)	Reindeer \$1,750 (Only 2)	Elf \$1,500	Announcer Booth \$1,000 (only 2)	Candy Cane \$750
Logo on event web page	■	■	■	■	■	■	■	name
Name announcements during the event	■	■	■	■	■	■	■	■
Name in event press releases, e-mail blasts, social media posts and Talk of the Town newsletter	■	■	■	■	■	■	■	■
Logo on event posters	■	■	■	■	■			
Sponsor recognition on event programs	■	■	■	■	■	name	name	name
Booth rights at event (Town provides 10x10 tent, 2 tables, 2 chairs) sponsor provides banner and all other booth supplies	■	■	■	■	■	■	Banner (sponsor provided) on announcer booth	
Logo in an ice sculpture	■		■					
Exclusive Presenting Sponsor for event. The Town of Parker invites you to the Christmas Carriage Parade presented by (Sponsor)	■							
One of most prominent sponsor logos on event promotional materials and event web page	■	■						
Grand Marshal parade entry after Color Guard (sponsor to provide banners)	■							
Name announced in association with bringing Santa to Town and Sign/banner (provided by sponsor) on Santa's carriage in the parade		■						

Contact Brooke Spain at sponsorship@parkeronline.org or call 303.805.3253 to become an event sponsor! Visit ParkerOnline.org/CarriageParade for more information.





Town of Parker's Stars and Stripes Celebration

Parker's Independence Day Celebration brings the community together for live music, delicious food, fun family activities and, of course, a world-class fireworks show set to patriotic music! Sponsoring a Town event is a great way to give back to the community while marketing your business or organization. *Some sponsorship opportunities are limited and are named on a first-come, first-served basis.*

Estimated Total Attendance
12,000+ spectators

July 4, 2019
6 to 10 p.m. - Salisbury Park

Sponsor Benefits

Sponsorship commitments are due by May 16, 2018

	Presenting Sponsor \$7,000 (Exclusive)	Main Stage Sponsor \$5,000 (Exclusive)	Ballfield Sponsor \$3,000 (only 2)	Kids' Zone Sponsor \$2,000 (Only 2)	Rocket Sponsor \$1,500	Firecracker Sponsor \$750
Logo with link to website on event web page	■	■	■	■	■	Name
Name in event press releases, e-mail blasts, social media posts and Talk of the Town newsletter	■	■	■	■	■	■
Logo on event posters	■	■	■	■		
Sponsorship recognition on event programs	■	■	■	■	Name	Name
Name mention in announcements during the stage programming on event day	■	■	■	■	■	■
Booth rights at event	■	■	■	■	■	
	<i>on event field @ Ballfield #3</i>	<i>one event field @ Ballfield #3</i>	<i>On event field @ Ballfield #1</i>	<i>Kids Zone Area</i>	<i>Event field</i>	
Signs/banners (provided by sponsor) at specific location	■	■	■	■	■	
	<i>Stage skirt or top, Main Entrance Ballfield #3 and event field booth</i>	<i>Main Stage, event field booth & Ballfield #3</i>	<i>Ballfield #1 & event field booth</i>	<i>at booth near Kids Zone</i>	<i>Event field booth</i>	
First right of refusal for sponsorship level in 2019	■	■	■	■		
Direct access to event patrons in ballfield area	■	■	■			
Exclusive Presenting Sponsor for the event: The Parker Stars and Stripes Celebration Presented By (Company Name)	■					
Most prominent sponsor logo on event promotional materials and event web page	■					
Onstage at beginning of event to welcome crowd	■					

Contact Brooke Spain at sponsorship@parkeronline.org or call 303.805.3253 to become an event sponsor! Visit ParkerOnline.org/LetFreedomSing for more information.



2018 Sponsorship Commitment Form

Business/Organization Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-mail: _____

Website Address: _____

Sponsorship Opportunities: 2018 Town Traditions Sponsor \$10,000 (Exclusive/Sold)

2018 Winter Traditions Sponsor \$6,000 (Exclusive/Sold)

Bike To Work Day - June 26, 2019

- T-Shirt Sponsor \$2,500 (Sold)
- Station Sponsor \$300
- Vendor \$75/Parker; \$100/Non-Parker
- In-Kind Food Sponsor

***Vendor Space:** We reserve the right to refuse vendor space to any organization whose focus is not related to the theme of the event.

Parker's Stars and Stripes Celebration - July 4, 2019

- Presenting Sponsor \$7,000(Exclusive/Sold)
- Main Stage Sponsor \$5,000(Exclusive Sold)
- Ballfield Sponsor \$3,000 (2)
- Kids' Zone Sponsor \$2,000(2 Only/ 1 Sold)
- Rocket Sponsor \$1,500
- Firecracker Sponsor \$750

Mayor's Holiday Lighting - Nov. 23, 2018

- Presenting Sponsor \$4,000 (2 Only/Sold)
- Ice Sculpture Sponsor \$1,500 (6 total/4 avail)

Christmas Carriage Parade - Dec. 8, 2018

- Presenting Sponsor \$6,000 (Exclusive/Sold)
- Santa Sponsor \$4,000(Exclusive/Sold)
- Ice Sculpture Sponsor \$2,500 (2 Only/Sold)
- Petting Zoo/Pony Ride \$2,000 (2 Only/Sold)
- Sponsor
- Reindeer Sponsor \$1,750 (2 only)
- Elf Sponsor \$1,500
- Announcer Booth \$1,000 (2 only/1 sold)
- Sponsor
- Candy Cane Sponsor \$750

Contact us if you are interested in recreation community events, marketing or advertising.

Payment:

- Please send me an invoice
- Check enclosed payable to the Town of Parker
- Credit card payment (Visa and MasterCard accepted), call Brooke at 303.805.3253 to provide card information

Once we receive your completed sponsorship form, staff will contact you with additional agreement details and event information. Thank you for your support of the Town of Parker!

Signature: _____

Date: _____

Complete and Return Brooke Spain at Town of Parker, 303.805-3253 email: bspain@parkeronline.org; Mailing address: 20120 E. Mainstreet, Parker, CO 80138 or email to sponsorship@parkeronline.org or fax to 303.805.3153.

