

The Town of Knightdale Parks and Recreation Department Sponsorship Program is designed to effectively market local businesses while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorship program allows a business to be actively associated with community events and programs and the resulting positive benefits.

Whatever your marketing needs, we have distinct sponsorship opportunities that can complement your marketing plan. Parks and Recreation festivals and events make a community more attractive and provide greater quality of life. With the help from our sponsors, we are able to offer more quality festivals and events to the residents of Knightdale and the surrounding communities.

Your sponsorship plays an important role in shaping lives, families and homes in our community. Much of the enjoyment and lasting memories of our residents' participation in Parks and Recreation depends on the festivals and events offered. Becoming a sponsor is one of the best ways to show your support for the community which, in turn, makes a positive impact on your business.



Aerial Map of Knightdale Station Park

**Custom Sponsorship Packages** are available to a limited number of companies. We are open to your suggestions and look forward to discussing creative options. Custom sponsorship package benefits will be negotiated and matched with benefits at the sponsorship levels described.

**In-Kind Sponsorships** consist of a donation of a certain product or service instead of direct financial contribution. The "market value" of the contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.



Paws in the Park Easter Egg Hunt, 2014



Knightdale Station Park Grand Opening, 2013

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# Sponsorship Opportunities Festivals & Events



Inaugural July 4th Festival, 2014



# Knightsdale Parks & Recreation Sponsorship Opportunities: Festivals & Events

**Easter Eggstraordinaire** | Saturday before Good Friday; average attendance of 800; music, food trucks & activities; egg hunts divided by age group

**Chocolate Bunny Level:** \$800, logo on website, recognition at event, logo on flyer (6,000 distributed), table at event, banner on train, recognition on EWTW

**Basket Level (4 Available):** \$500, name on website, recognition at event, table at event, host an inflatable, 2x3' sign at event

**Egg Level:** \$100, name on website, recognition at event, table at event

**Paws in the Park Easter Egg Hunt** | Saturday

before Good Friday; average attendance of 200; music, food trucks & activities; egg hunt for dogs

**Doggy Bags:** In-Kind Sponsor(s) provide goodie bags for participant giveaways (at least 100), name on website, recognition at event, table at event

**Eggs (3 Available):** In-Kind Sponsor(s) provide treat filled eggs (at least 200), name on website, recognition at event, table at event

**Frisbee:** \$200, name on website, recognition at event, table at event, logo on Frisbee

**Movie Night Series** | April-June (new in 2015)

**Double Feature Level (3 Available):** \$1,000, title sponsor, logo on website, logo on flyer (6,000 distributed), table at event, logo on movie screen prior to feature presentation, Banner at event, recognition on EWTW

**Main Feature Level:** \$500, name on website, table at event, logo on movie screen prior to feature presentation, sign at event

**Preview Level:** \$250, name on website, logo on movie screen prior to feature presentation

**Concert Series** | August-October (new in 2016)

**Headliner Level (3 Available):** \$2,000, title sponsor logo on website, logo on flyer (6,000 distributed), table at event, recognition at event, 2x4' banner at event, recognition on EWTW

**Tour Bus Level (6 Available):** \$500, name on website, table at event, recognition at event, 2x3' sign at event

**Roadie Level:** \$100, name on website, table at event



Easter Eggstraordinaire



Christmas Tree Lighting 2014

**July 4th Festival** | Average attendance of 10,000; food trucks, activities, vendors, fireworks

**Fireworks Level:** \$3,500, logo on flyer (6,000 distributed), logo on website, 2x4' banner near stage, recognition at event, table at event, host a premier ride/attraction, recognition on EWTW

**Uncle Sam Level:** \$1,500, logo on website, recognition at event, table at event, host an inflatable, 2x3' sign at event

**American Flag Level:** \$500, name on website, recognition at event, table at event, host a carnival game

**Community Day** | Second Saturday in September;

average attendance of 5,000; inflatables, activities, music, food trucks & vendors

**Railroad Crossing Level:** \$2,000, logo on flyer (6,000 distributed), logo on website, 2x4' banner at event, recognition at event, table at event, host an inflatable, recognition on EWTW

**Conductor Level:** \$750, logo on website, recognition at event, table at event, host a carnival game, 2x3' sign at event

**Whistle Post Level:** \$250, name on website, recognition at event, table at event

**Knightsdale Drafts & Carafes** | October 17 (new in 2015);

beer, wine, crafts, food trucks & street performers

**Keg Level:** \$2,000, logo on website, 2x4' banner at event, recognition at event, table at event, host a sports attraction, recognition on EWTW

**Pint Level:** \$750, logo on website, recognition at event, table at event, host a carnival game, 2x3' banner at event

**Mug Level:** \$250, name on website, recognition at event, table at event

**T-Shirt (2 Available):** \$1000, logo on t-shirt, recognition at event, logo on website, 2x3' banner at event

**Dogtoberfest** | October 24 (new in 2015); 2k9; activities/vendors

**K9 Level:** \$2,000, logo on flyer (6,000 distributed), logo on website, 2x4' banner at event, recognition at event, table at event, host an activity, recognition on EWTW

**Dog Bowl Level:** \$750, logo on website, recognition at event, table at event, host an activity, 2x3' banner at event

**Chew Toy Level:** \$250, name on website, recognition at event, table at event

**Turkey Leg 5k** | Road race Thanksgiving morning,

average attendance of 250, sanctioned race, 1 mile fun run

**T-Shirt (2 Available):** \$1,000, logo on t-shirt, recognition at event, logo on website, 2x4' banner at event, recognition on EWTW

**Start/Finish Line:** \$600, 20x48" sign on timer, recognition at event, name on website

**Water Table (3 available):** In-Kind Sponsor(s) provide all supplies & materials for water stations, recognition at event, name on website

**Pace/Trail Car(s):** \$200, 2x4' sign on vehicle

**Christmas Tree Lighting** | Friday before Parade;

average attendance of 1,200, performances, music, food trucks, vendors, letters to Santa, visit with Mrs. Claus, train

**Santa Level:** \$1,500 logo on flyer (6,000 distributed), logo on website, 2x4' banner at event, recognition at event, table at event, host an activity, recognition on EWTW

**Snowflake Level:** \$750, logo on website, recognition at event, table at event, host an activity, 2x3' sign at event

**Star Level:** \$250, name on website, recognition at event, table at event

**Christmas Parade** | First Saturday in December,

average spectator attendance of 4,000

**Mrs. Claus Level:** \$2,000, logo on flyer (6,000 distributed), logo on website, 2x4' banner at event, recognition at event, float in parade, recognition on EWTW

**Sleigh Level:** \$1,000, logo on website, recognition at event, 2x3' banner at event, recognition on EWTW

**Snow Flake Level:** \$250, name on website, recognition at event, table at event

**Cupid Run** | Saturday before Valentines Day (new in

2016), sanctioned road race, 1 mile fun run

**T-Shirt (2 Available):** \$1,000, logo on t-shirt, recognition at event, logo on website, 2x4' banner at event

**Start/Finish Line:** \$600, 20x48" sign on timer, recognition at event, name on website, recognition on EWTW

**Water Table (3 available):** In-Kind Sponsor(s) provide all supplies & materials for water stations, recognition at event, name on website

**Pace/Trail Car(s):** \$200, 2x4' sign on vehicle

Christmas Parade 2012

