

Marina Park |
Dec 3, 2022

Winterfest

TOGETHER IN KIRKLAND

Sponsorship Guide



Presenting Sponsor

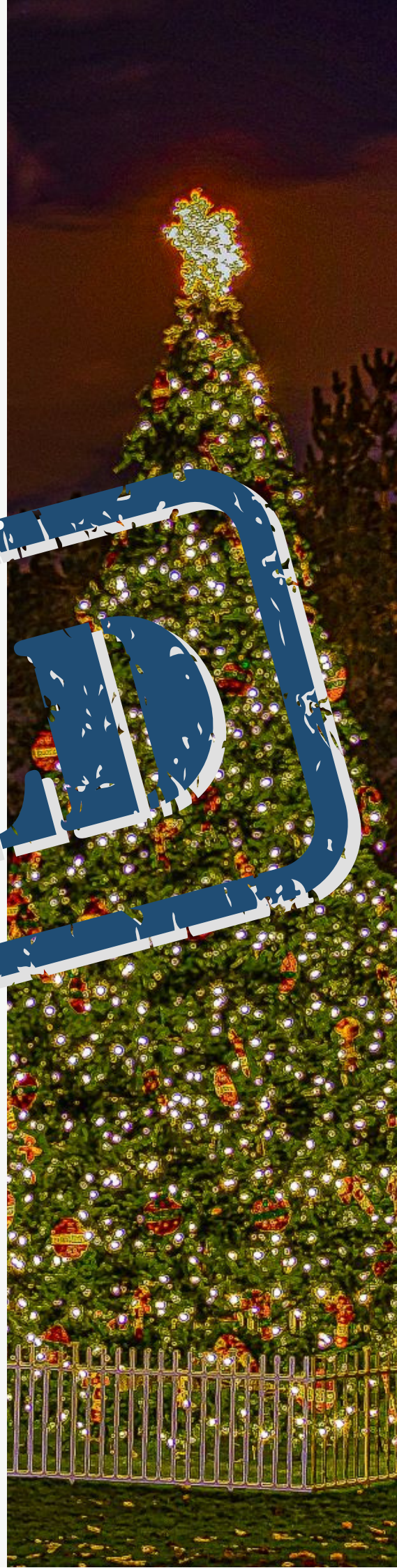
SPONSORSHIP INCLUSIONS:

- Company name listed as "Presenting Sponsor" on all signage, social media publications, banners, etc.
- 10x10 booth space at the Winterfest lighting event
- Opportunity to present "Holiday Awards" at Lighting Event
- Opportunity to speak at Winterfest
- VIP seating for light show event for company executives
- Branded stickers on giveaways
- Presenting Sponsor for "Angelo's Art Competition"
- Logo Present on lighting tree lighting.
- Special feature in newsletter

ABOUT THIS PACKAGE:

The Winterfest Presenting Sponsor package is the "Gold Standard" for our Winterfest event. Funding covers lighting, marketing and logistic expenses and will give the sponsoring company the highest level of visibility and promotion for this family-friendly holiday event.

PACKAGE VALUE: \$15,000



Winter Markets

SPONSORSHIP INCLUSIONS:

- 10x10 booth space at all 4 Winter Markets (Nov 26, Dec 3, Dec 10 and Dec 17)
- Company name and logo on signage and social media, website, and newsletter
- Special newsletter spotlight
- Opportunity to put branded items in KDA winter-market giveaway

ABOUT THIS PACKAGE:

The Winter Markets will be in conjunction with Kirkland Urban's Frostival Event. This will give you high visibility. The event is meant to cater toward families, which will be a great opportunity to reach families with kids.

PACKAGE VALUE: \$850

(FOR ALL MARKETS, A \$1000 VALUE)

OR \$250 PER MARKET



"Glow" Sponsor

SPONSORSHIP INCLUSIONS:

- 10x10 booth space at Winterfest event
- Company name and logo on signage and social media, website, and newsletter
- Special signage with "Presented by" next to glow stick candle giveaway counter
- Social media, newsletter, etc. accolades

ABOUT THIS PACKAGE:

Help us light up the night by being the candle glow stick sponsor. Attendees will be given candle glow sticks that they will raise while the tree lighting occurs. All the lights in the night will add a beautiful holiday joy and provide you with lots of visibility.

PACKAGE VALUE: \$2500



Winterfest – General Event Sponsor

SPONSORSHIP INCLUSIONS:

- 10x10 booth space at Winterfest event (\$500 or more)
- Company name and logo on signage and social media, website, and newsletter
- Social media, newsletter, etc. accolades

ABOUT THIS PACKAGE:

Help us continue the holiday tree lighting and winter program tradition in Kirkland! Become a general event sponsor by donating directly to our Winterfest event. \$500 or more gets you a booth and recognition at the event.

PACKAGE VALUE: ANY

\$500 or more gets booth and event recognition



Holiday Merch Sponsor (2 years)

SPONSORSHIP INCLUSIONS:

- 10x10 booth space at Winterfest
- Company name and logo on newsletter, social media, website, and newsletter.
- Complimentary merchandise provided to you and (3) others
- Signage with company logo next to merchandise counter
- Booth opportunity at either Winter Market(s), Google Lights and/or other winter events.
- KDA will help promote your services, initiatives, etc. throughout the season

ABOUT THIS PACKAGE:

We want people to enjoy their holiday season by purchasing KDA winter merchandise we can sell at our winter events and at our office.

Depending on how much we sell, we can re-use and sell unsold merchandise for next year with the same sponsorship inclusions.

PACKAGE VALUE: \$20,000



Letters to Santa

SPONSORSHIP INCLUSIONS:

- (2) Table opportunity at Letter Writing parties
- Social media, newsletter, and publication accolades
- Website and newsletter inclusion

ABOUT THIS PACKAGE:

Help the KDA fund supplies, stamps, materials, etc. we need for sending letter responses back to kids for the holiday. The donations will help go directly toward the Santa's Letters program and to provide kids with joy during the holiday season.

PACKAGE VALUE: ANY

