

Sponsorship Guide

SUPPORT | PROMOTE | GATHER



Promote your Business while Supporting Community Building

The City of Sammamish hosts many annual events throughout the year. These events are advertised through the City Newsletter and website, the Recreation Guide and Facebook page, and event posters. As a sponsor you have direct access to event attendees for every event. This sponsorship is an opportunity that will help promote your business and help you build stronger community connections. We offer one sponsorship type, a year-long sponsorship for \$10,000. See benefits section for more details on what this includes.

Sponsor Selection

To be considered, you must fill out the [Sponsor Interest Form](#) by the deadline each year you wish to be considered. Please note a submission does not guarantee you will be a sponsor. The City of Sammamish is seeking sponsors who have products, customers, and promotional goals consistent with the City's character, values, and service priorities. Potential sponsors can be individuals, corporations, businesses, or organizations. Sponsors will be selected based on historical participation, willingness for future involvement, and readiness to enter into a sponsorship agreement.

The City is unable to enter into sponsorships with businesses that are subjected to regulation or monitoring by law enforcement agencies, religious or political organizations, businesses that derive substantial sales from projects or services that are contrary to the interest of public health, safety, or welfare, and enterprises who have business agreements, permit approvals, or other City associations that would create the appearance of impropriety if we entered into a sponsorship agreement.

Sponsorship Benefits

This year-long sponsorship entitles you to attend every Recreation event for the applicable year as a sponsor with a 10'x10' booth. In addition, your logo and/or name will be included in all promotional materials, regardless of whether or not you attend, for all Recreation events. Some examples of promotional materials are the City website event listing, Recreation Guide, Sammamish Park & Recreation Facebook page, Peachjar (flyers sent to local schools), and event posters. Finally, a sponsor banner will be placed in a premium location or on the stage if applicable with your name and logo.

For more information, contact Emily Scott at escott@sammamish.us or 425-295-0524

OUTREACH

- City website: 941,134 page views
- Recreation guide: mailed to up to 50,000 residents
- Social media:
 - 5,220 Twitter followers
 - 1,687 Instagram followers
 - 3,900 Facebook followers
 - 10,231 on parent page that shares Parks posts



Earth Day

Environmental fun for the whole family!

3rd or 4th Saturday in April

Beaver Lake Park

This educational event has fun for the whole family. A well attended event at 1,800+ families and individuals. Booth feature games, giveaways, activities, and information along with interactive kids activities and live animals!



Rig-A-Palooza

Explore. Interact. Discover.

1st or 2nd Saturday in May 11-2pm

The Plaza at City Hall

Approximately 1,500 people explore a variety of service vehicles (police cars, firetrucks, garbage trucks, etc.) while interacting with essential workers to discover how they keep our city safe, clean, and FUN-ctioning.



KidsFirst!

Children Focused Entertainment

Tuesdays, July & August 1-2pm

Pergola at City Hall

The KidsFirst! series draws 100+ kids and their families at each performance. Different musicians, performers, and experiences are featured each week.



Concerts in the Park

Tunes on the Turf

Thursdays, July & August 6:30-8pm

Pine Lake Park

Live music shows that always attracts a good crowd ranging from 1,000 to 1,500 per show. That's a series total of approx. 9,000!



Pumpkin Party

Trick or Treat alternative

Friday before Halloween 4-8pm

Central Washington University

This event is a fun and safe alternative to trick or treating door-to-door. Food trucks, games, activities, and plenty of candy!



Fourth on the Plateau

Red, White, & Blue Family Fun

July 4th, 6-10:15pm

Sammamish Commons

Our largest annual community event with crowds of more than 12,000. This highly attended event includes music, kids' activities, food vendors, & of course...fireworks!



Frosty Fest

Festive Family Fun

Second Friday in December 4-8pm

Central Washington University

A holiday season kick off with approximately 2,000 residents enjoying festive lights, school choirs, kids' activities, a petting zoo, and multiple special guests.

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