



KIRKLAND PARKS & COMMUNITY SERVICES

2023 - 2024

SPONSORSHIP GUIDE





TOGETHER CREATING A GREAT COMMUNITY

"Sponsoring See Spot Splash and Halloween Bingo and connecting with people in the community has been a very rewarding experience. I look forward to continuing the effort to sponsor more wonderful community events in 2023."

Michael Espada, Residential Realtor
Array Real Estate

"Ziply Fiber is happy to partner with the City of Kirkland to sponsor the Outdoor Summer Movie Series. Enjoying the sunshine and connecting with the community is a perfect way to spend the Summer!"

Jennifer Harvey, Community
Development Manager, Ziply Fiber



The City of Kirkland offers a wide variety of events and programs that reflect the incredible quality of life we enjoy. Many of these events are made possible with the partnership of local businesses, corporations, and organizations that support the community. We invite you to partner with us in collaboration and promotion of your business and these community building events.

Sponsoring supports the community you live, work, and play in and allows for a truly unique marketing opportunity. These benefits stretch out for many months using several platforms, including digital, print, and social media. The best part of sponsorship is engaging directly with customers and promoting your brand while showing community support.

We have so many great events, each offering various levels of benefit. Together, we're creating a stronger, healthier community where everyone feels welcome and included.

Lynn Zwaagstra
Director of Parks and Community Services



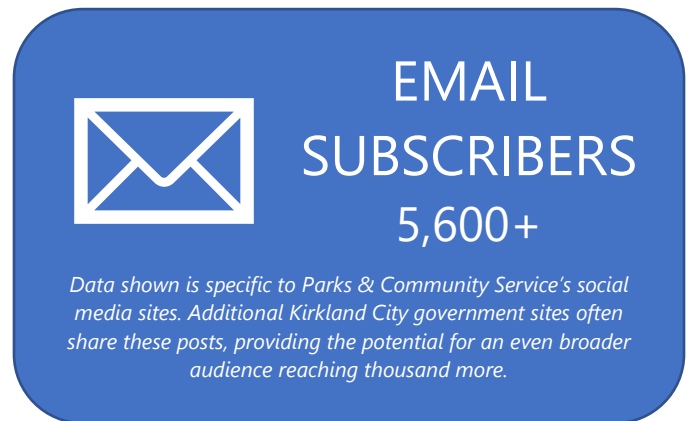
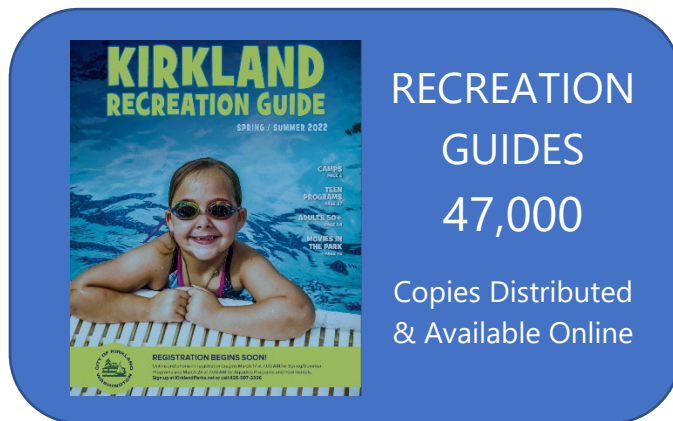
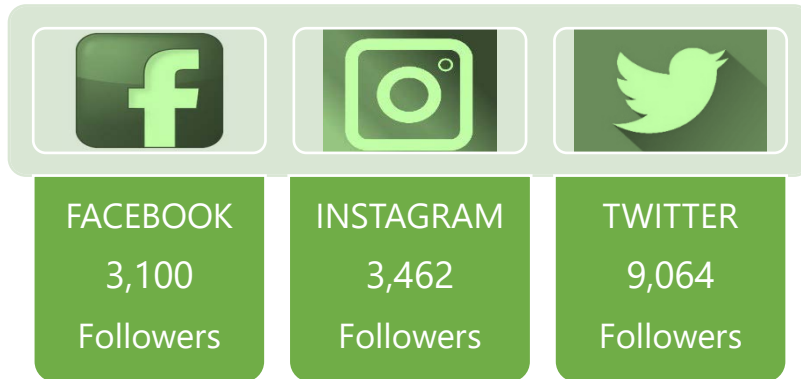


MARKETING SNAPSHOT

Create a unique and meaningful marketing opportunity for your business and build community and engagement with your brand through sponsorship.

Be Highly Visible in Your Community

Each year, Kirkland Parks and Community Services offers several family-friendly events and programs to thousands of community members in Kirkland and the surrounding areas. Connecting with your community is made easy through a well thought out sponsorship package giving your company exposure in a positive and healthy environment. Many sponsorships include the use of social media, subscribed email lists, print and digital media, banners, TV, and press releases.



Custom Sponsorship Packages

Sponsorship packages can be customized to fit your budget. Sponsorships range from in-kind services to a special event headlining sponsor.

Per Agreement Benefits

Sponsorship agreements specifically define sponsor benefits. Agreements will convey the number of email blasts and social media posts sent out, the exposure period and other benefits. Higher sponsor levels will receive more benefits.

Sponsorship Commitment Deadlines

We want to talk with you about sponsorship opportunities year-round, but to have your logo included in our Recreation Guide, our publication deadlines are Jan 31 for the Spring/Summer guide and May 31 for the Fall/Winter guide.

Exposure Periods

The ongoing advertising benefit your sponsorship provides extends your marketing covering a one-, three-, six- or twelve-month exposure period combining social media, digital and print media, and more per agreement.



LUNAR NEW YEAR - WINTER

Celebrate Lunar New Year with crafts, music, decoration, drums, light refreshments storytelling, and through shared experience. Attendees will learn the importance of the Lunar New Year holiday as celebrated from around the world. Approximately 500 come to the Peter Kirk Community Center to attend.

SPONSOR BENEFITS	HEADLINING SPONSOR \$1,500 (1 available)	SUPPORTING SPONSOR \$800 (2 available)	BUSINESS SPONSOR \$150 (Numerous)
Company logo listed on dedicated event web page	✓	✓	✓
Company name listed on digital advertisements	✓	✓	
Logo inclusion on print media	✓	✓	
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓	
Sponsor acknowledged on stage during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Sponsor on-site table space		✓	
Headlining Sponsor on-site table space and welcome sign at entry	✓		



Custom sponsorship options can be discussed

For more information, contact Maryke Burgess | (425) 587-3330 | mburgess@kirklandwa.gov



JUANITA FRIDAY MARKET, JUNE – SEPT

The Juanita Friday Market has been a beloved community gathering place since 2007. The weekly market attracts over twenty thousand patrons each summer, stimulates the local economy, provides increased access to fresh food, and supports a healthy community by offering a place to connect with neighbors and meet local farmers. The open-air market held at Juanita Beach Park features local farmers and crafters who offer fresh locally grown produce, flowers, Washington wines, handcrafted beers, ready to eat foods and more. Guests enjoy live music, kids' crafts, and other special activities throughout the season.

SPONSOR BENEFITS	NATURE'S BOUNTY SPONSOR \$10,000 (1 available)	KIND OF A BIG DILL SPONSOR \$5,000 (1 available)	BUSY BEES KIDS BOOTH SPONSOR \$1,500 (2 available)	LEGEN-DAIRY MAIN STAGE SPONSOR \$1,000 (1 available)	BERRY SWEET SPONSOR \$500 (Numerous)
Company logo listed on dedicated event web page	✓	✓	✓	✓	✓
Company name listed on digital advertisements	✓	✓	✓	✓	
Logo inclusion on print media	✓	✓	✓	✓	
Logo included on entrance event banner	✓				
Logo included on event banner	✓	✓	✓	✓	
Company logo listed in Spring/Summer Recreation Activity Guide	✓	✓			
Opportunity to include promotional materials in Juanita Friday Market tote bags	✓				
Kirkland TV Channel event post, includes sponsor logo	✓	✓			
Sponsor booth space up to 10 x 10	✓ (18 days)	✓ (8 days)	✓ (4 days)		





CELEBRATE KIRKLAND JULY 4TH PARADE

Celebrate Kirkland is a family-friendly parade taking place along Kirkland's downtown core and features processions from local business, dance and music groups, government representatives, Non-profit agencies, clubs, and organizations. Additional elements include a kid's parade and honoring of Veterans. Attendance for Celebrate Kirkland is approximately 30,000 people.

SPONSOR BENEFITS	HEADLINING SPONSOR \$20,000 (1 available)	SUPPORTING SPONSOR \$10,000 (1 available)	VETERAN'S OR KID'S PARADE SPONSOR \$5,000 (One each)	T-SHIRT OR BANNER SPONSOR \$3,500 (One each)	BUSINESS SPONSOR \$500 (Numerous)
Company logo listed on event web page	✓	✓	✓	✓	✓
Company name listed on digital advertisements	✓	✓	✓	✓	
Logo inclusion on print media	✓	✓	✓	✓	
Celebrate Kirkland parade entry with banner (sponsor level on banner)	✓	✓	✓	✓	✓
Logo on event t-shirt	✓	✓	✓	✓	
Logo included on general event banner	✓	✓	✓	Banner sponsor only	
Parade loudspeaker announcements	10 times	5 times	3 times	2 times	
Company logo listed in Spring/Summer Recreation Activity Guide	✓	✓	✓		
Kirkland TV Channel event post with logo	✓	✓			
VIP grandstand passes	10 passes	5 passes			
Logo on City Council parade entry vehicle sign	✓	✓			
Grand Marshal car sign with company logo	✓				
Grandstand event day naming rights	✓				
Pop-up tent booth at Marina Park	✓				
Sponsor level recognition on signage at site			✓		



Custom sponsorship options can be discussed

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REC-N-ROLL MOBILE RECREATION - SUMMER

Every week for ten weeks, the recreation staff heads off to a different Kirkland neighborhood setting up its mobile recreation program called, Rec-N-Roll. The program provides recreational access to youth right where they live. Summer recreation now becomes available to kids who may otherwise not be able to participate. The mobile unit is filled with equipment and trained staff to facilitate games. Lunch is provided to participating youth.

SPONSOR BENEFITS	SEASON SPONSOR \$5,000 (1 available)	SUPPORTING SPONSOR \$2,500 (2 available)	KID'S PLAY SPONSOR \$250 (Per event)
Company logo listed on event web page	✓	✓	✓
Company name listed on digital advertisements	✓	✓	
Logo inclusion on print media	✓	✓	
Sponsor acknowledged during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Company logo listed in Spring/Summer Recreation Activity Guide	✓	✓	
End-of-season spotlight article featuring program highlights posted to web page	✓		





OUTDOOR SUMMER MOVIE SERIES

Bring a blanket or lawn chair and enjoy free movies in the park. Movies are viewed from our giant LED movie screen with both day and night viewing capabilities! Last year between 200-400 people watched either single or double-feature movies. Growing in popularity, the Outdoor Summer Movie Series repeatedly reaches a population of over 100,000 community members with six months of ongoing, dedicated marketing and exposure making it a great branding and engagement opportunity for the sponsor.

SPONSOR BENEFITS	HEADLINING SPONSOR \$10,000 (Exclusive)
Company logo listed on dedicated event web page	✓
Company name listed on digital advertisements	✓
Logo inclusion on print media	✓
Logo included on event banner	✓
Company logo listed in Fall/Winter Recreation Activity Guide	✓
Sponsor acknowledged during pre-movie show	✓
Kirkland TV Channel event post, includes sponsor logo	✓
Option to provide giveaways at each movie	✓
Option to play company commercial on LED screen before movie	✓
Option to host 10 by 10 sponsor booth (Tent provided by sponsor)	✓
Sponsorship exclusivity for the series	✓



Custom sponsorship options can be discussed

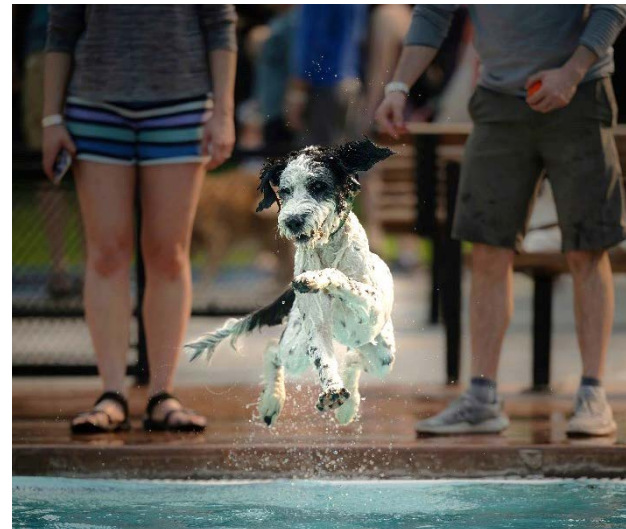
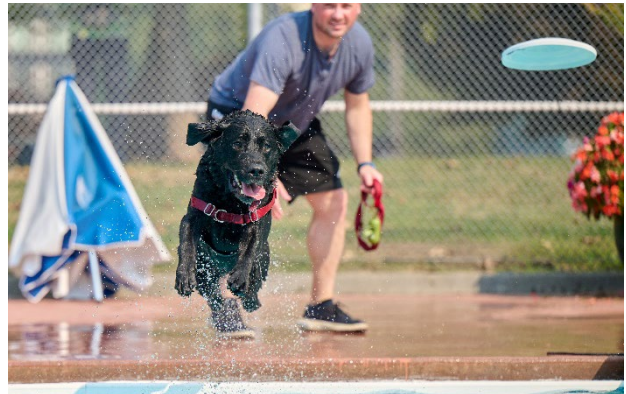
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SEE SPOT SPLASH - SEPTEMBER

It's a dog's day at Kirkland's Peter Kirk Park! Bring Fido for a splash and play day at the Peter Kirk Pool followed by some off-leash fun at the Lee Johnson Ballfield. This event is a Kirkland favorite and is truly a day made just for dogs and the humans who love them. Approximately 1000 people and 500 dogs attend this event.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,000 (1 available)	SUPPORTING SPONSOR \$1,500 (2 available)
Company logo listed on dedicated event web page	✓	✓
Company name listed on digital advertisements	✓	✓
Logo inclusion on print media	✓	✓
Logo included on event banner	✓	✓
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓
Sponsor acknowledged over pool loudspeaker during event	✓	✓
Kirkland TV Channel event post, includes sponsor logo	✓	✓
Sponsor-lead photo selfie station	✓	✓
Sponsor booth space up to 10 x 10 with		✓
Headlining Sponsor booth space up to 10 x 20 with sponsorship	✓	
Off-leash area recognition (Ex: Off Leash Area at Lee Johnson Ballfield sponsored by XYZ company)	✓	





HARVEST FESTIVAL - OCTOBER

The Harvest Festival is a family-friendly celebration of Fall with food trucks, live music, artisan craft vendors, apple cider pressing, tractor-pulled rides, pie eating and corn shucking contests, photo booths, kid's activities such as bull-roping, faux cow milking, horseshoes, pumpkin bowling, crafts and so much more. Attendance for the Harvest Festival consistently draws over 6,000 people.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,500 (1 available)	MUSIC STAGE SPONSOR \$2,500 (1 available)	KID'S KORRAL SPONSOR \$2,000 (1 available)	CONTEST SPONSOR \$500 (2 available)	BUSINESS SPONSOR \$100 (Numerous)
Company logo listed on dedicated event web page	✓	✓	✓	✓	✓
Company name listed on digital advertisements	✓	✓	✓	✓	
Logo inclusion on print media	✓	✓	✓		
Logo included on event banner	✓	✓	✓		
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓	✓		
Sponsor acknowledged on stage during event	Two times	One time			
Kirkland TV Channel event post, includes sponsor logo	✓	✓	✓		
Sponsor booth space up to 10 x 10		✓	✓		
Headlining Sponsor booth space up to 10 x 20	✓				

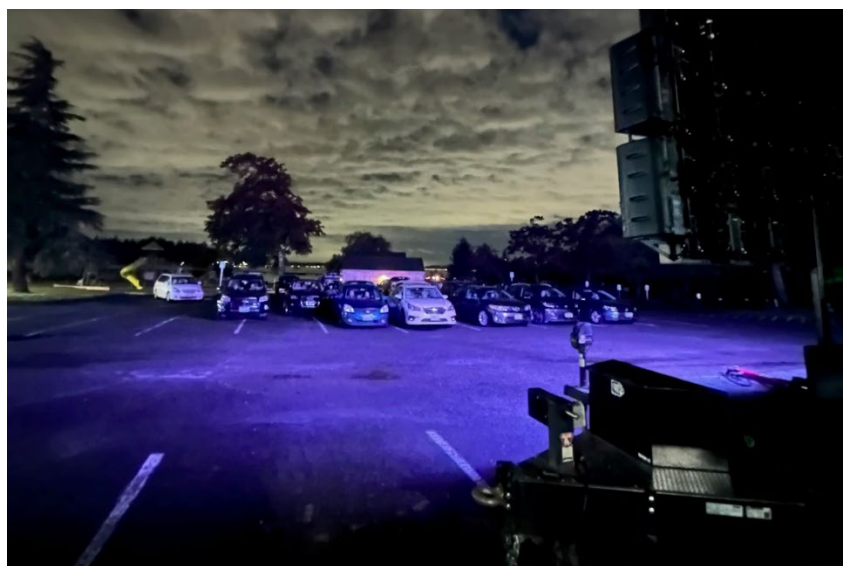




HALLOWEEN BINGO - OCTOBER

Play Halloween Bingo in your vehicle! Listen from your car radio as numbers are called, then displayed on our giant LED screen. Laughs and excitement will ensue as the announcer entertains. Each attendee will receive a goodie bag of candy treats and bingo cards upon arrival. Non-cash prizes are awarded to bingo winners. Halfway through, participants can parade once around the lot displaying their Halloween costumes for all to see. This is a free community event made possible through the generosity of sponsorship.

SPONSOR BENEFITS	HEADLINING SPONSOR \$1,500 (Exclusive)
Company logo listed on dedicated event web page	✓
Company name listed on digital advertisements	✓
Logo inclusion on print media	✓
Company logo listed in Fall/Winter Recreation Activity Guide	✓
Sponsor acknowledged during pre-event PowerPoint scroll	✓
Kirkland TV Channel event post, includes sponsor logo	✓
Option to make an announcement over microphone before bingo starts	✓
Option to provide in-kind goodie bags with snacks/candy to attendees	✓
Option to play company commercial on LED screen before event	✓

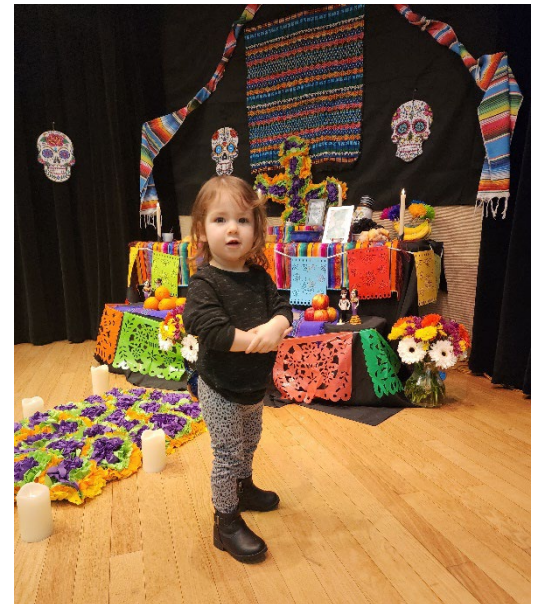




DÍA DE LOS MUERTOS - OCTOBER

Join us as we celebrate Día de los Muertos as we remember our loved ones, and enjoy traditional activities, food, music, and more. The City of Kirkland encourages community participation and provides an educational component that includes sharing with community members the significance behind this cultural event and how celebrations vary amongst regions. Approximately 500 people attend the event.

SPONSOR BENEFITS	HEADLINING SPONSOR \$1,500 (1 available)	SUPPORTING SPONSOR \$800 (2 available)	BUSINESS SPONSOR \$150 (Numerous)
Company logo listed on dedicated event web page	✓	✓	✓
Company name listed on digital advertisements	✓	✓	
Logo inclusion on print media	✓	✓	
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓	
Sponsor acknowledged on stage during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Sponsor on-site table space		✓	
Headlining Sponsor on-site table space and welcome sign at entry	✓		





POP-UP DOG PARK(S) SPONSOR - SEASONAL

Kirkland is a dog-loving city. Pop-up dog parks allow dogs to get their energy out, are great for socialization, and are a fantastic way for community members to connect. Kirkland has pop-ups at Juanita Beach Park and Snyder's Corner. Sponsor benefits are listed below, with specific print and digital media posting opportunities listed within the sponsor agreement.

SPONSOR BENEFITS	PLATINUM PAW \$5,000 (3 available)	GOLD PAW \$1,000 (3 available)	SILVER PAW \$250 (Numerous)	IN-KIND (Donation)
Company logo listed on dedicated dog park web page	✓	✓	✓	
Company logo and name listed on signage at dog park during specified season	✓	✓		
Company name listed on digital social media posts	✓			
Logo inclusion on print media	✓			
Company logo listed in Fall/Winter Recreation Activity Guide	✓			
Opportunity to host a 10 by 10 booth at pop-up dog park(s)	✓ 1 pop-up park up to 8 days total	✓ 1 pop-up park up to 2 days total		
In-kind donation of wood chips, mutt mitts, fencing materials				✓
Sponsor benefits to be discussed				



Custom sponsorship options can be discussed

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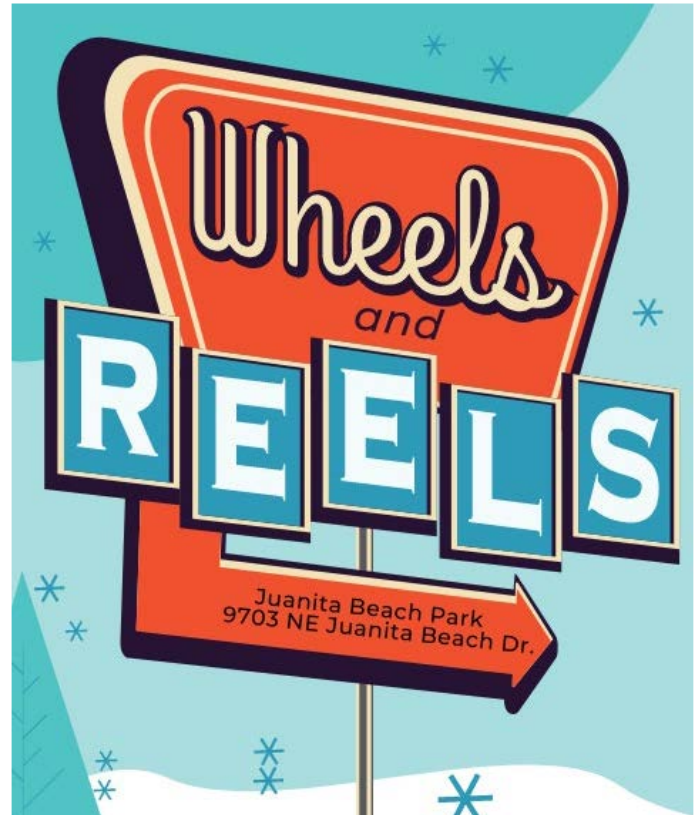


WHEELS & REELS DRIVE-IN SERIES

WINTER & FALL

Enjoy a night under the stars at Juanita Beach Park with our drive-in movie series. This three-movie series shows a variety of films from nostalgic to new using our giant LED movie screen. Sponsor one series for a six-month exposure period or sponsor two series for twelve months of exposure. The series is becoming a Kirkland staple and can serve up to 50 cars, and approximately 250 people per movie.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,000 (1 available)	PER MOVIE SPONSOR \$1,000 (3 available)
Company logo listed on dedicated event web page	✓	✓
Company name listed on digital advertisements	✓	✓
Logo inclusion on print media	✓	✓
Logo included on event banner	✓	✓
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓
Sponsor acknowledged during pre-movie show	✓	✓
Kirkland TV Channel event post, includes sponsor logo	✓	✓
Option to provide in-kind goodie bags with snacks/candy to attendees	✓	✓
Option to play company commercial on LED screen before movie	✓	
Sponsorship exclusivity for the series	✓	



Custom sponsorship options can be discussed

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TEEN NIGHTS - MONTHLY

The City of Kirkland wants to ensure that teens have access free and low-cost recreation opportunities that offer unique experiences. Teen Nights at the Peter Kirk Community Center are free programs that offer a safe space for teens ages 13-19 to hang out with friends and enjoy activities such as trivia, art, movies, music, and more. The Teen Night events are offered twelve times per year and are growing in attendance with approximately 50-100 teens at each event.

SPONSOR BENEFITS	ANNUAL SPONSOR \$8,500 (1 available)	SUPPORTING TEENS SPONSOR \$4,500 (2 available)	TEEN NIGHT SPONSOR \$500 (Per night)	BUSINESS SPONSOR \$200 (Per year)
Company logo listed on event web page	✓	✓	✓	✓
Company name listed on digital advertisements	✓	✓	✓	
Logo inclusion on print media	✓	✓		
Company logo listed in Fall/Winter Recreation Activity Guide	✓	✓		
Sponsor acknowledged during event	✓	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓		
Option to make an announcement over microphone during event	✓	✓	✓	
Option to provide in-kind goodie bags with snacks/candy to attendees	✓	✓	✓	
Sponsorship of all twelve Teens Nights for current year	✓	✓		
End-of-year spotlight article featuring program highlights on web page	✓			





OTHER SPONSORSHIP OPPORTUNITIES

The information below outlines additional sponsorship opportunities for youth sports leagues, teen programs, parent-child dances, and Senior programs with Kirkland Parks and Community Services.

Youth Sports Leagues | Support Youth through Customized Opportunities

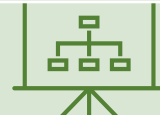
Kirkland Parks and Community Services hosts a variety of youth sports leagues including Youth and Pee Wee Basketball, Pee Wee Soccer, Lil Hooper's, and Flag Football. Sponsoring a league provides a unique advertising benefit exposure in the form of branding as well as on-site engagement. Many teams on average have ten members per team with approximately fifty teams within the league. Games and practices take place at multiple locations in Kirkland.



Company
logo on
league
equipment



Company
logo on
league team
jerseys



Season
scoreboard
sponsorship



Teen Programs | Access to Adventure

Teen programs are intentionally designed activities that emphasize outdoor adventure and classes, focusing on life skills and confidence-building through experiences. Every effort is made to removed barriers to participation, with most programs offered as free or low-cost, with transportation and equipment included. Sponsoring teen adventure programs includes excellent marketing for our company and goes further as it is an investment in young people that will have positive, long-lasting benefits.

Parent-Child Dances

Parent-child dances such as the Mermaid Ball, Snowflake Ball, and Monster Bash provide an opportunity to create beautiful, long-lasting memories together. Dance allows children and parents alike to boost confidence and express emotion. Sponsoring a dance is a great way for your business to be directly involved and get great advertising benefits, too.



Senior Programs | Support 50+ Wellness

The Peter Kirk Community Center gives people aged 50+ opportunities to create healthy and rewarding lives and offers a wide variety of activities and services to achieve the goal of wellness of body, mind, and spirit. To sponsor a senior lunch, event, or program, we can work with you to develop a customized sponsorship for mutual benefit that could include monetary or in-kind support.



GREEN KIRKLAND PARTNERSHIP

The Green Kirkland Partnership is an alliance between the City of Kirkland, nonprofit partners, businesses, and the community to restore more than 500 acres of natural areas in the City. Most of this work is completed by dedicated volunteers, guided by the City's 20-year Forest and Natural Areas Restoration Plan, and supported by dynamic, forward-thinking local partners like you. Please consider supporting Green Kirkland Partnership. For more information visit www.GreenKirkland.org.

SPONSOR BENEFITS	PRESENTING SPONSOR \$2,500 (1 available)	LEADING SPONSOR \$1,000 (2 available)	BUILDING SPONSOR \$500 (5 available)	SUPPORTING SPONSOR \$250 (Numerous)	IN-KIND SPONSOR (Numerous)
Use of Kirkland Partner digital logo	✓	✓	✓	✓	✓
Logo on Green Kirkland Web page	✓	✓	✓	✓	
Logo included in Green Kirkland monthly e-news (2,000+ recipients)	✓	✓	✓	✓	
Logo on Green Kirkland Day poster and in Parks Biannual Print & Brochure	✓	✓	✓		
Print banner, VIP booth and designated banner at restoration area special events	✓	✓			
Welcoming remarks and speaking opportunity at special events	✓				



Scholarship Program

Provide Life-long Experiences & Equitable Opportunities

Kirkland residents of all ages and abilities can participate in diverse, challenging, and high-quality recreation programs that are accessible and affordable. Scholarship opportunities are available to those who might not be able to participate because of income. Companies donating \$500 or more to the Scholarship program will have their name included in the Fall/Winter Recreation Activity Guide as a thank you. For more about the Scholarship program, visit www.kirklandwa.gov/recreationscholarships or call 425-587-3330.

SCHOLARSHIP PROGRAM

Did You Know? Just \$40 will teach a low-income youth the lifesaving skill of swimming at Peter Kirk Pool this summer.

