



KIRKLAND PARKS & COMMUNITY SERVICES

SPONSORSHIP GUIDE





TOGETHER CREATING A GREAT COMMUNITY

"Zipty 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, Zipty Fiber

"Lee Johnson Auto Family has been part of Kirkland for over 90 years, and giving back is at the heart of what we do. Sponsoring the Celebrate Kirkland July 4th Parade and other local events is one way of supporting the community that has supported us for generations."

*Tod Johnson, President
Lee Johnson Auto Family*



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.

Your sponsorship 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 programs, events, and services, 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

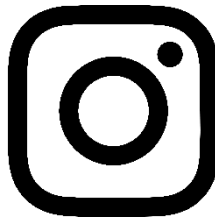
Create a unique and meaningful marketing opportunity for your business and build community and engagement with your brand through sponsorship.

Be Highly Visible in Your Community

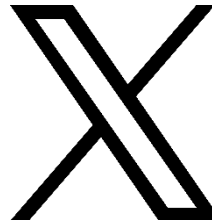
Each year, Kirkland Parks and Community Services offers several family-friendly events and programs to thousands of community members in Kirkland and the surrounding areas. Connecting with your community is made easy through a well thought out sponsorship package giving your company exposure in a positive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



FACEBOOK
14,800+
followers



INSTAGRAM
6,300+
followers



X (formerly twitter)
9,400+
followers

Data shown includes Parks and Community Services and City of Kirkland social media accounts.



**RECREATION
GUIDES
47,000**

Copies Distributed
& Available Online



**EMAIL
SUBSCRIBERS
5,850+**
Distributed monthly

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 outline the number of email blasts and social media posts, 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

Your sponsorship includes ongoing advertising benefits that extend your marketing reach over a one-, three-, six-, or twelve-month period through a combination of social media, digital, and print media, as per agreement.



LUNAR NEW YEAR - WINTER

Celebrate Lunar New Year with crafts, music, decoration, drums, light refreshments, storytelling, and through shared experience. Attendees learn the importance of the Lunar New Year holiday as celebrated from around the world. Over 750 people attend this annual 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 Guide	✓		
Sponsor acknowledged on stage during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓		
On-site table space and welcome sign at entry	✓		
On-site table space		✓	





JUNK IN THE TRUNK - SPRING

New for 2025! Junk in the Trunk is a unique annual community sale. Community members sell vintage finds, secondhand goods, and other goods from the trunks of their vehicles. Over 1,000 people attend this event.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,000 (1 available)	SUPPORTING SPONSOR \$1,500 (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	✓	✓	
Logo included on event banner	✓		
Company logo listed in Recreation Guide	✓	✓	
Sponsor acknowledged during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Booth space up to 10 x 10	✓	✓	
Option to include digital ad on LED screen during event	✓		





CELEBRATE KIRKLAND JULY 4TH PARADE

The Celebrate Kirkland July 4th Parade 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 (1 each)	T-SHIRT OR BANNER SPONSOR \$3,500 (1 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 Guide	✓	✓	✓		
Kirkland TV Channel event post with logo	✓	✓			
VIP seating 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	✓				
Booth space at Marina Park	✓				
Logo on Veteran's or Kid's Parade signage			✓		





JUANITA FRIDAY MARKET, JUNE - SEPTEMBER

Since 2007, the Juanita Friday Market has been at the heart of our community, bringing people together in a vibrant open-air setting at Juanita Beach Park. Each summer, over 20,000 visitors come to enjoy fresh, locally grown produce, handcrafted goods, and ready-to-eat delights while supporting local farmers, artisans, and culinary experts.

Beyond being a farmer's market, the Juanita Friday Market is a hub for connection and economic vitality, providing increased access to fresh food and fostering a healthy, engaged community. With live music, free children's crafts, and special events throughout the season, the market offers an enriching experience for families, friends, and neighbors alike.

SPONSOR BENEFITS	NATURE'S BOUNTY SPONSOR \$10,000 (1 available)	KIND OF A BIG DILL SPONSOR \$5,000 (1 available)	MARKET TOTE SPONSOR \$2,500 (2 available)	KIDS CLUB PILOT SPONSOR \$1,500 (1 available)	BUSY BEES KIDS BOOTH SPONSOR \$1,500 (1 available)	LEGEN-DAIRY MAIN STAGE SPONSOR \$1,000 (1 available)
Company logo listed on dedicated event web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name listed on digital advertisements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo inclusion on print media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo included on entrance event banner	<input checked="" type="checkbox"/>					
Logo included on event banner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company logo listed in Recreation Guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Opportunity to include promotional materials in Juanita Friday Market tote bags	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Booth space up to 10 x 10	<input checked="" type="checkbox"/> (16 days)	<input checked="" type="checkbox"/> (8 days)	<input checked="" type="checkbox"/> (2 days)	<input checked="" type="checkbox"/> (4 days)	<input checked="" type="checkbox"/> (4 days)	





OUTDOOR SUMMER MOVIES, JUNE - AUGUST

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. Each year between 350 - 600 people watch either single or double-feature movies. Growing in popularity, the Outdoor Summer Movie Series 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 (1 available)	BUSINESS SPONSOR \$500 (multiple)
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 Recreation 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 include digital ad on LED screen before movie	✓	✓
Booth space up to 10 x 10	✓	



Custom sponsorship options can be discussed

For more information, contact Events & Services Manager | (425) 587-3330 | eparks@kirklandwa.gov



INTERNATIONAL NIGHT MARKET - SUMMER

New for 2025! Kirkland International Night Market will be a dynamic evening of food, music, and culture. 1,000 people are expected to attend this event.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,000 (1 each)	SUPPORTING SPONSOR \$1,500 (2 each)	BUSINESS SPONSOR \$150 (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 Spring/Summer Recreation Guide	✓	✓	
Sponsor acknowledged during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Booth space up to 10 x 10	✓	✓	
Option to include digital ad on LED screen during event	✓		

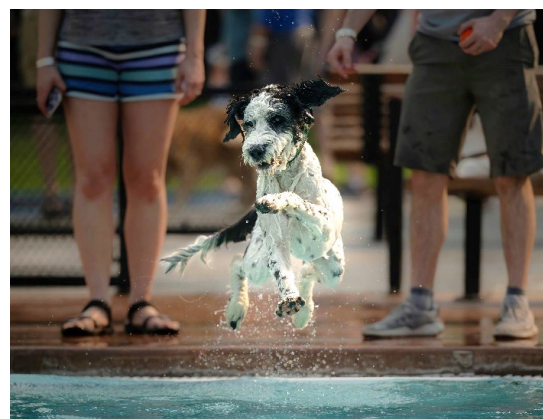
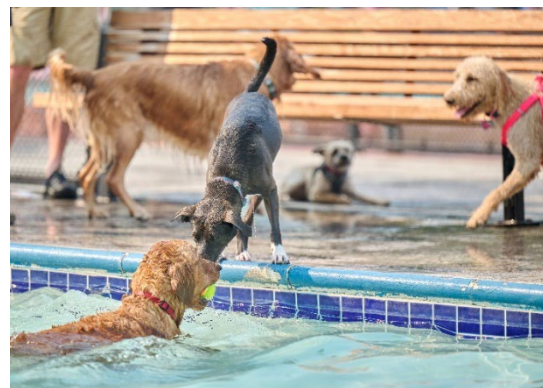




SEE SPOT SPLASH - SEPTEMBER

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 on the Lee Johnson field at Peter Kirk Park. This event is a Kirkland favorite and is truly a day made just for dogs and the humans who love them. Approximately 1,000 people and 500 dogs attend this event.

SPONSOR BENEFITS	HEADLINING SPONSOR \$3,000 (1 available)	SUPPORTING SPONSOR \$1,500 (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	✓	✓	
Logo included on event banner	✓	✓	
Company logo listed in biannual Recreation Guide	✓	✓	
Sponsor acknowledged over pool loudspeaker during event	✓	✓	
Kirkland TV Channel event post, includes sponsor logo	✓	✓	
Sponsor-lead photo selfie station	✓	✓	
Booth space up to 10 x 20	✓		
Booth space up to 10 x 10		✓	
Off-leash area recognition	✓		





HARVEST FESTIVAL - OCTOBER

The Harvest Festival is a family-friendly celebration of Fall with live music, artisan craft vendors, apple cider pressing, pie eating and corn shucking contests, photo booths, kid's activities such as bull-roping, faux cow milking, horseshoes, pumpkin bowling, crafts, food trucks, 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 \$150 (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 biannual Recreation Guide	✓	✓	✓		
Sponsor acknowledged on stage during event	Two times	One time			
Kirkland TV Channel event post, includes sponsor logo	✓	✓	✓		
Booth space up to 10 x 10		✓	✓		
Booth space up to 10 x 20	✓				





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. Over 750 people attend this 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	✓		
On-site table space and welcome sign at entry	✓		
On-site table space		✓	

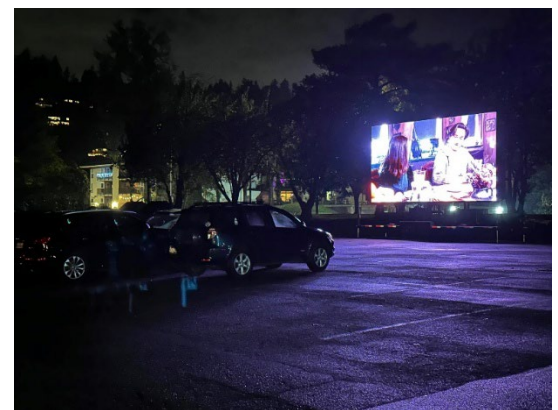
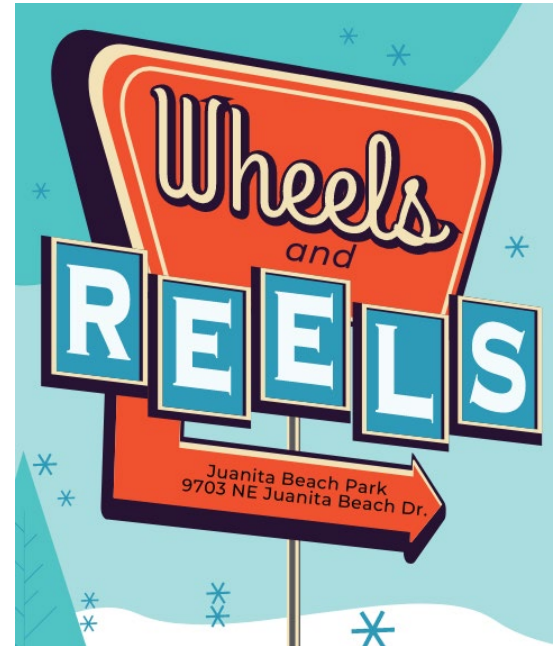




WHEELS & REELS DRIVE-IN SERIES - FALL/WINTER

Enjoy a night under the stars at Juanita Beach Park with our drive-in movie series. This six-movie series shows a variety of films from nostalgic to new using our giant LED movie screen. Sponsor the series for up to six 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 (6 available)	BUSINESS 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 event banner	✓		
Company logo listed in Fall/Winter Recreation 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	✓		
Option to include digital ad on LED screen before movie	✓	✓	✓





TEEN NIGHTS - MONTHLY

Teen Nights are free programs that offer a safe space for youth ages 11-18 to hang out with friends and enjoy activities such as trivia, art, movies, music, and more. The Teen Night events are offered every month and are growing in attendance with approximately 75-100 teens at each event.

SPONSOR BENEFITS	ANNUAL SPONSOR \$8,500 (1 available)	SUPPORTING SPONSOR \$4,500 (2 available)	NIGHT SPONSOR \$500 (Per night)	IN-KIND (numerous)
Company logo listed on event web page	✓	✓	✓	
Company name listed on digital advertisements	✓	✓	✓	
Logo inclusion on print media	✓	✓		
Company logo listed in biannual Recreation 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 snacks/candy to attendees	✓	✓	✓	
Sponsorship of all Teens Nights for one year	✓	✓		
End-of-year spotlight article featuring program highlights on web page	✓			
In-kind donation, Sponsor benefits to be discussed				✓





DOG PARKS

Kirkland is a dog-loving city. Off-leash 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 four off-leash dog parks at Edith Moulton Park, Jasper's Dog Park at Heronfield Wetlands, Juanita Beach Park, and Snyder's Corner. Learn more at www.kirklandwa.gov/dogparks.

SPONSOR BENEFITS	PLATINUM PAW \$5,000 (1 per park)	GOLD PAW \$1,000 (2 per park)	SILVER PAW \$250 (numerous)	IN-KIND (numerous)
Company logo listed on dedicated dog park web page	✓	✓	✓	
Company logo and name listed on signage at dog park	✓	✓		
Company name listed on digital social media posts	✓			
Logo inclusion on print media	✓			
Company logo listed in biannual Recreation Guide	✓			
Opportunity to host a 10 x 10 booth at the park	✓ 4 days per year	✓ 1 day per year		
In-kind donation, Sponsor benefits to be discussed				✓





GREEN KIRKLAND PARTNERSHIP

The Green Kirkland Partnership (GKP) is an alliance between the City of Kirkland, nonprofit partners, businesses, and the community to restore more than 500 acres of natural areas in Kirkland. 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. 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 (numerous)
Use of Green Kirkland 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 biannual Kirkland Recreation Guide	✓	✓	✓		
Print banner, VIP booth and designated banner at restoration area special events	✓	✓			
Welcoming remarks and speaking opportunity at special events*	✓				
In-kind donation, Sponsor benefits to be discussed					✓



*Green Kirkland Partnership hosts special events throughout the year including: MLK day of Service; Earth Day and Green Kirkland Day (fall).



OTHER SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities for youth sports leagues, teen programs, parent-child dances, and senior programs are available from Kirkland Parks and Community Services.

Youth Sports Leagues

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 gear 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.



Rec-n-Roll Mobile Recreation

Each summer for eight weeks, recreation staff head off to different Kirkland parks to offer 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.



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.



Teen Adventure Programs

Teen adventure programs are intentionally designed activities during the summer that emphasize outdoor adventure and classes, focusing on life skills and confidence-building through experiences. Contact us to discuss custom sponsorship options.



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.



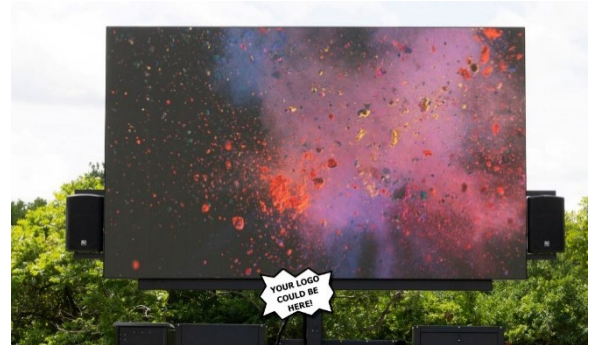


NEW SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities for include naming rights for our large LED screen, automated external defibrillators, and our donation program.

LED Screen Sponsorship

The City of Kirkland's large LED screen is used for outdoor movies, festivals, and other events. Contact us to discuss screen sponsorship and how to add your name to the screen for year-round exposure.



Automated External Defibrillators

The City of Kirkland has installed automated external defibrillators (AEDs) in several parks with athletic fields, sport courts, and active amenities. If someone experiences a sudden cardiac arrest, an AED can be used to restart their heart. Sponsor a new AED in a park or ongoing operations. Sponsors will be recognized with on-site plaques and signage. Learn more at kirklandwa.gov/parkaeds



Donation Program

Donate a Bench or Table to a Park or Trail

The City of Kirkland's Sharing Program is a wonderful way to donate a park bench or table or Cross Kirkland Corridor (CKC) bench to commemorate a loved one, celebrate an event, or simply to give back to the community. For more information visit kirklandwa.gov/parks or call 425-587-3330.



Custom Sponsorship

Got an idea for a program, event, or sponsorship? Let's talk! For more information contact the Events and Services Manager at eparks@kirklandwa.gov or 425-587-3330.



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 Kirkland Recreation Guide and their logo included on the Scholarship webpage. For more about the Scholarship program, visit kirklandwa.gov/recreationscholarships or call 425-587-3330.



Recreation Scholarships

A donation of **\$48** will teach a child how to swim.

