



Bainbridge Island
Metro Park & Recreation District

Special Events

SPONSORSHIP OPPORTUNITIES

Bainbridge Island Metro Park & Recreation District
7666 NE High School Road
Bainbridge Is, WA 98110

206-842-2306 x129
biparks.org

Partner with the Bainbridge Island Metro Park & Recreation District! We are seeking community minded businesses that value genuine interaction with potential customers. Increase your brand recognition and support your community with these varied sponsorship options!



WHY SPONSOR A BIMPRD EVENT?

- Reach your target audience while engaging in a unique way
- Spotlight your product or service; give event attendees a “taste” of your business
- Community partnership
- All sponsorship dollars are re-invested into the event
- Connect with an engaged, happy audience
- Create and develop credibility through a genuine interaction
- Unique media exposure and customized plans
- Brand awareness and recognition
- Generate new customers and new business partnerships
- Cost effective and generates a return on investment

SPONSORSHIP OPPORTUNITIES MAY INCLUDE:

- Naming rights: venue specific naming rights
 - Advertising inclusion: print ads
- Marketing collateral: poster distribution, regional magazines, utility bill stuffer
 - Social media recognition: Facebook, Instagram, e-mail campaigns
 - Website representation: business link on event website
 - On-site presence
- Category exclusivity

IMPRESSIONS:

- mEGGa Hunt: 2,000+ attendees
- Concerts in the Park: 800+ attendees per concert, 4,800+ during series
- Movie in the Park: 200+ attendees per movie or 800+ during series
- Haunted Hayride: 2,000+ attendees
- Winter Wonderland: 2,000+ attendees
- Advertising screen at the Bainbridge Island Aquatic Center: 10,000 per month through the door
- Park District ads: over 12,000 distributed three times a year, and posted on website
- Sign over Winslow Way: for two weeks per event indicated, thousands of views per banner
- Sign at Rotary Centennial Park: for two weeks per event, thousands of views per banner



Hello,

The Bainbridge Island Metropolitan Park & Recreation District's Recreation Department has served the community by providing special events and entertainment to people of all ages across the Island, even reaching communities off island!

As the expected attendance of Park District special events has steadily risen over the years, (statistically: 25-50% increase each year) our budget remains about the same. To satisfy the popularity and demand for our popular events, we are seeking businesses interested in reaching target markets and marketing outreach goals by partnering with us!

We have several different special event opportunities including the Haunted Hayride, Winter Wonderland, mEGGa Hunt, Sounds of Summer concert series, Movies in the Park and more. Based on your level of partnership, your business will be supported through Park District marketing efforts providing exposure in the community and generating interest in your products and services. We understand that each company has unique objectives; therefore, partnerships are customizable and may include a combination of in-kind and cash sponsorship.

We strive to provide quality opportunities that local businesses will find have a positive return on their investment! The support of local businesses such as yours is essential in helping to create successful and quality events for the community.

We would love your support and involvement to continue to grow these island favorite events, and help you reach your goals as well. Please review the sponsorship opportunities, I will follow up with a phone call and would love to setup a meeting. If you have any questions, please contact me.

Sincerely,

Ashley Miller
Recreation Program Manager
206.842.2306 x129
ashleym@biparks.org

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Haunted Hayride



The Haunted Hayride is the premier community event of the fall season! We line the path of Battle Point Park with 400+ jack-o-lanterns carved by volunteers! The pumpkins are lit each night as the hayride makes its way through the park. Along the way, we coordinate with community dance groups such as; the Girl Scouts, BI Cheer Squad, Island Dance, and other talented groups who perform at stops along the ride. The three-night event is not complete without a visit with Dr. Frank in his lab, games, crafts, cider and cookies. Sponsorship of this special event will benefit not only your company, but your Bainbridge Island neighbors as well!

Expected attendance: 2,000+

SPONSORSHIP BENEFITS:

Gold Sponsor \$700

- Sponsorship table and/or display at the event
- Company name/logo on all marketing materials (flyers, social media, website, e-newsletter, must be committed 3 months before event start date)
- Company can provide a game/activity/craft for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Your advertisement on screen at the Bainbridge Island Aquatic Center for the month of October
- Your company thanked at the end of the Hayride Script (the script is read by the ghost hosts on each of the 18 rides per night)



Silver Sponsor \$350

- Sponsorship table and/or display at the event
- Company name/logo on marketing materials (flyers and e-newsletter, must be committed 3 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Company can provide a game/activity for the kids at their booth

Bronze Sponsor \$150

- Sponsorship table and/or display at the event
- Company can provide a game/activity for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)

In-Kind Donation

- Instead of giving money to buy needed goods and services, the goods and services themselves are given.
- Goods and services which match the value of above mentioned tiered sponsorship will be recognized as such and will be granted the same perks based on the value amount of donation received.

For example: If your organization donated 100 boxes of cookies which total value = \$700, your organization would be recognized as a Gold Sponsor and receive the perks listed.

Winter Wonderland



The Winter Wonderland Event is one of our favorite events of the year. We partner with the City of Bainbridge Island, the Police Department, and the Senior Center to produce a family-friendly holiday event for people of all ages! We bring the spirit of the season to Waterfront Park with live reindeer, snow feature, crafts, light features, Santa Claus, live performances by over 10 local community groups, and a visit by the Argosy Christmas ships!

Expected attendance: 2,000+

SPONSORSHIP BENEFITS:

Gold Sponsor \$1000

- Sponsorship table and/or display at the event
- Company can provide lights for a tree of your choice at Waterfront Park
- Public thank you at event over PA System
- Your company logo on large banner at Rotary Centennial Park (must be committed 2 months before event start date)
- Company name/logo on all marketing materials (flyers, social media, website, e-newsletter, must be committed 3 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 5 months before event start date)
- Your advertisement on screen at the Bainbridge Island Aquatic Center for the month of November



Silver Sponsor \$500

- Sponsorship table and/or display at the event
- Company name/logo on marketing materials (flyers and e-newsletter, must be committed 3 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 5 months before event start date)
- Company can provide a game/activity for the kids at their booth
OR
- Company can choose a theme and provide lights for a tree of your choice at Waterfront Park

Bronze Sponsor \$200

- Sponsorship table and/or display at the event
- Company can provide a game/activity for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo)

In-Kind Donation

- Instead of giving money to buy needed goods and services, the goods and services themselves are given.
- Goods and services which match the value of above mentioned tiered sponsorship will be recognized as such and will be granted the same perks based on the value amount of donation received.

For example: If your organization donated 100 boxes of cookies which total value = \$1000, your organization would be recognized as a Gold Sponsor and receive the perks listed.

mEGGa Hunt



This egg hunt goes beyond the ordinary with live entertainment, crafts, games, balloon clowns, face painting and of course egg hunts! We give away over 7,000 eggs with candy and prizes, as well as 80 prize eggs to win a prize basket full of goodies! Sponsor this event for an EGG-cellent opportunity to reach over 2,000 families from around the Kitsap Peninsula.

Expected attendance: 2,000+

SPONSORSHIP BENEFITS:

Gold Sponsor \$700

- Sponsorship table and/or display at the event
- Your company logo on large banner at Rotary Centennial Park (must be committed 1 month before event start date)
- Company name/logo on all marketing materials (flyers, social media, website, e-newsletter, must be committed 3 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Your advertisement on screen at the Bainbridge Island Aquatic Center for the month of April
- Public thank you at the event
- Your company info stuffed into eggs (prizes, coupons, promos, etc.)



Silver Sponsor \$500

- Sponsorship table and/or display at the event
- Company name/logo on marketing materials (flyers and e-newsletter, must be committed 3 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Company can provide a game/activity for the kids at their booth

Bronze Sponsor \$200

- Sponsorship table and/or display at the event
- Company can provide a game/activity for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)

In-Kind Donation

- Instead of giving money to buy needed goods and services, the goods and services themselves are given.
- Goods and services which match the value of above mentioned tiered sponsorship will be recognized as such and will be granted the same perks based on the value amount of donation received.

For example: If your organization donated 100 boxes of cookies which total value = \$700, your organization would be recognized as a Gold Sponsor and receive the perks listed.

Sounds of Summer



The Sounds of Summer Concert Series brings music from the Seattle area to small town Bainbridge Island. We seek artists who bring music people can connect, jive, and jiggy to! A popular summer favorite, the series has grown and continues to grow each year. Last year, our opening concert brought over 1,000 people to Battle Point Park and we hope to keep that number growing with support from businesses like YOU!

Your company will have the choice to sponsor 1 of the 6 concerts.
Expected attendance: 800+/concert, 4,800+/series

SPONSORSHIP BENEFITS:

Gold Sponsor \$750/per concert OR \$4400/entire series (\$100 in savings)

- Sponsorship table and/or display at the event
- Your company logo on large banner at Rotary Centennial Park (must be committed 1 month before event start date)
- Company name/logo on all marketing materials (flyers, social media, website, e-newsletter, must be committed 6 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Your advertisement on screen at the Bainbridge Island Aquatic Center for the month of April
- Public thank you at the event over PA System
- A signed copy of the band's photo presented on stage to your company representative the night of the concert.



Silver Sponsor \$450/per concert OR \$2700/entire series

- Sponsorship table and/or display at the event
- Company name/logo on marketing materials (flyers and e-newsletter, must be committed 6 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Company can provide a game/activity for the kids at their booth

Bronze Sponsor \$200/per concert OR \$1200/entire series

- Sponsorship table and/or display at the event
- Company can provide a game/activity for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)

In-Kind Donation

- Instead of giving money to buy needed goods and services, the goods and services themselves are given.
- Goods and services which match the value of above mentioned tiered sponsorship will be recognized as such and will be granted the same perks based on the value amount of donation received.

For example: If your organization donated 100 boxes of cookies which total value = \$750, your organization would be recognized as a Gold Sponsor and receive the perks listed.

Movies in the Park



Join the fun as the community gathers on Friday nights to celebrate the end of summer with some quality time together. We bring an extra-large inflatable movie screen to Battle Point Park and project this year's most popular and in-demand movies to the community. Park partners bring concessions with popcorn and snacks for sale, as a sponsor, your business could have your advertisement played on the big screen!

Your company will have the choice to sponsor 1 of the 6 movies.
Expected attendance: 200+/movie, 800+/series

SPONSORSHIP BENEFITS:

Gold Sponsor \$500/per movie OR \$1900/entire series (\$100 in savings)

- Sponsorship table and/or display at the event
- Your company logo on large banner at Rotary Centennial Park (must be committed 1 month before event start date)
- Company name/logo on all marketing materials (flyers, social media, website, e-newsletter, must be committed 7 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Public thank you at the event
- Your company commercial/advertisement shown before movie (you provide commercial/advertisement)



Silver Sponsor \$300/per movie OR \$1800/entire series

- Sponsorship table and/or display at the event
- Company name/logo on marketing materials (flyers and e-newsletter, must be committed 7 months before event start date)
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Company can provide a game/activity for the kids at their booth
- Your company commercial/advertisement shown before movie (you provide commercial/advertisement)

Bronze Sponsor \$100/ per movie OR \$600/entire series

- Sponsorship table and/or display at the event
- Company can provide a game/activity for the kids at their booth
- Company thanked in our Recreation Connection catalog (with logo, must be committed 3 months before event start date)
- Your company commercial/advertisement shown before movie (you provide commercial/advertisement)

Advertisement Sponsor \$50/per movie OR \$300/entire series

- Your company commercial/advertisement shown before movie (you provide commercial/advertisement)

In-Kind Donation

- Instead of giving money to buy needed goods and services, the goods and services themselves are given.
- Goods and services which match the value of above mentioned tiered sponsorship will be recognized as such and will be granted the same perks based on the value amount of donation received.

For example: If your organization donated 100 boxes of cookies which total value = \$500, your organization would be recognized as a Gold Sponsor and receive the perks listed.

SPONSORSHIP COMMITMENT FORM



Company Name: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Please check the event and level your business is interested in sponsoring:

Haunted Hayride

- Gold: \$700
- Silver: \$350
- Bronze: \$150
- In-kind (please specify below)

Sounds of Summer

- Gold: \$750/per concert OR \$4400/ entire series (\$100 in savings)
- Silver: \$450/per concert OR \$2700/ entire series
- Bronze: \$200/per concert OR \$1,200/ entire series
- In-kind (please specify below)

Winter Wonderland

- Gold: \$1000
- Silver: \$500
- Bronze: \$200
- In-kind (please specify below)

Movies in the Park

- Gold: \$500/per movie OR \$1900/entire series (\$100 in savings)
- Silver: \$300/per movie OR \$1800/entire series
- Bronze: \$100/ per movie OR \$600/entire series
- Advertisement: \$50/ per movie OR \$300/entire series
- In-kind (please specify below)

mEGGa Hunt

- Gold: \$700
- Silver: \$500
- Bronze: \$200
- In-kind (please specify below)

In-Kind Donation:

My in-kind donation contribution includes: (please specify what, and how much it is worth)

Enclosed is a check for \$ _____

Please invoice my organization/business for \$ _____

Please make payment payable to:

Bainbridge Island Metro Park & Recreation District
7666 NE High School Road NE
Bainbridge Is, WA 98110

Please return completed form, and electronic 300 ppi or vector version of your logo (if applicable to sponsorship level) to ashleym@biparks.org.