

# City of Fife Sponsorship Opportunities



*“Fife will be a vibrant destination with a healthy balance between residential, commercial, and industrial uses, all of which are interconnected with green infrastructure and open space that supports a great quality of life.”*

– City of Fife Vision Statement

The City of Fife recognizes that sponsorships play an important role in supporting our community, as well as promoting the tourism and economic development efforts of the City. Partnership with local businesses and organizations allow the City to better accommodate the needs of its residents. When we work hand in hand, we enhance our community’s quality of life, as well as supporting local business.

We would love for you to take advantage of one of our great sponsorship opportunities. Sponsoring an event provides your company with the opportunity to increase regional awareness while simultaneously promoting a product(s) and/or service(s) through a comprehensive sponsorship relationship. Your contribution to the City of Fife makes it possible to provide quality family activities, awesome entertainment, delicious food, and lots of smiles. This year’s events will build off past successes and be better than ever. We hope you will join us in sponsoring one of our great community events.

## Sponsorship Opportunities

### Harvest Festival

**Title Sponsor - \$3,500 (Limited to 1)**

**Benefits:**

- Title naming rights to the 2016 Fife Harvest Festival.
  - *(Will be printed as follows: Fife Harvest Festival, sponsored by\_\_\_\_\_).*
- Exclusivity in sponsor’s category.
- (1) premium 10 X 20 booth space to distribute product/educate participants.
- Sponsor logo and a link to sponsor’s website is posted on the official Harvest Festival website, (8,090 page views in 2014).
- Recognition in all televised public service announcements.
- Recognition during the Mayoral Address on the day of festival.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 rack cards)
- Sponsor name/logo on the event’s promotional posters (qty. 200 posters).
- Sponsor name/logo on Fife Harvest Festival flier that is mailed to 3,800 homes, given out to 3,000 students in the Fife School District, and advertised in the Fife Parks and Recreation Guide.
- Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife’s main web page. (15,403 page views from August 2, 2013-October 5, 2013).

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- New Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Sponsor name/logo in on-site program brochures (qty. 250 brochures).
- Recognition in any and all additional marketing materials, (door hangers, ads in newspapers, etc)
- Opportunity to provide (2) 3X6 event banners to be prominently placed on-site by City of Fife.
- Opportunity to host (1) education seminar on sponsor's product/service.
- Opportunity to produce and provide (1) collateral marketing piece for inclusion in each participant goodie bag (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.

## **Title Sponsor - \$1,750 (Limited to 4)**

### **Benefits:**

- Presenting sponsor recognition of the 2015 Fife Harvest Festival.
- (1) Premium 10 X 10 booth space to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Harvest Festival website, (8,090 page views in 2014).
- New Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Recognition in all televised public service announcements.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 Rack cards).
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Sponsor name/logo in on-site program brochure (qty. 250 brochures).
- Opportunity to provide (1) 3X6 event banner to be prominently placed on site by City of Fife.
- Opportunity to produce and provide (1) collateral marketing piece for inclusion in each participant goodie bag (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.

# City of Fife Sponsorship Opportunities



## Activity Sponsor - Amount varies (Limited to One Sponsor per Activity)

### Benefits:

- Company banner hung at the sponsored activity.
- Sponsor logo on website next to activity, (8,090 page views in 2014).
- Sponsor logo in festival program next to activity.
- **Additional benefits may be awarded depending on sponsorship level.**

\$200 Hay Pile: Children of all ages love digging through the hay to find prizes and treats.

\$250 Parade Main Sponsor: Our highly anticipated parade kicks off the whole event! Your banner will appear first in line during the parade.

\$300 Rene Bibaud: One of the best jump ropers around, does a show to help teach kids the importance of fitness and reaching their goals.

\$1,000 Tractor Pull

\$500 Really Big Show!

\$5,000 Fireworks

\$350 Bubbleman: One of the most interactive and positive performances of the day. Children are inspired by the imagination of the Bubbleman!

\$350 Apple Squeeze: New in 2013, attendees were able to taste fresh squeezed apple juice and watch how the process is done.

\$875 Face Painting: The lines are always long for face painting!

\$2,800 Petting Zoo: The petting zoo is the biggest hit of the festival.

\$1,200 Hay Rides: The free hay ride winds around the entire festival all day long. Your banner will appear on the ride.

\$1,900 Clown Buggy (Glitterbug): The Clowns stay for the whole day for the parade, and making balloons.

\$2,100 Pony Rides: One of the favorite booths by kids.

\$3,000 Hot Dog Meals:  
Everyone at the Festival is offered a coupon for a free hot dog meal, allowing parents to feed even the largest family for free. Coupons will be picked up at sponsor's booth.



## Fife Farmers Market

### Apple-A-Day Sponsor - \$300 (Limited to 4)

#### Benefits:

- Apple-A-Day sponsor receives recognition at all 18 weeks of the 2016 Fife Farmers Market.
- (1) Premium 10 X 10 booth space, on one market day, to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market website.
- Recognition in all televised public service announcements.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 Rack cards).
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Sponsor name/logo on all Apple-A-Day tokens distributed to area youth.
- Opportunity to provide (1) 3X6 event banner to be prominently placed on site by City of Fife.
- Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.

### Fresh Bucks Sponsor - \$500 (Limited to 3)

#### Benefits:

- Fresh Bucks sponsor receives recognition at all 18 weeks of the 2016 Fife Farmers Market.
- (1) Premium 10 X 10 booth space, on two market days, to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market website and Facebook page.
- Recognition in all televised public service announcements.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 Rack cards).
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Sponsor name/logo on all Fresh Bucks coupons distributed at Farmers Market.
- Opportunity to provide (1) 3X6 event banner to be prominently placed on site by City of Fife.
- Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.



## Food Demo or Youth Activity Sponsor - \$100

### Benefits:

- (1) Premium 10 X 10 booth space, on one market day, to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market Facebook page.
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.

## Summer Sounds Series

### Main Stage Sponsor - \$2,000 (Limited to 1)

### Benefits:

- Title naming rights to the 2016 Summer Sounds Series Stage.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Summer Sounds Series website.
- Recognition in all televised public service announcements.
- Recognition before each musical performance for entire 11-week series.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 rack cards)
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Sponsor name/logo on Summer Sounds Series flier that is mailed to 3,800 homes, given out to 3,000 students in the Fife School District, and advertised in the Fife Parks and Recreation Guide.
- New Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Recognition in any and all additional marketing materials, (door hangers, ads in newspapers, etc)
- Opportunity to provide (1) 3X6 event banners to be prominently placed on the Summer Sounds Series stage.
- Opportunity to host (1) education seminar on sponsor's product/service.
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.
- Additional sponsor benefits to be awarded at Fife Farmers Market occurring in conjunction with Summer Sounds Series:
  - (1) Premium 10 X 10 booth space, on two market days, to distribute product/educate participants.
  - Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market Facebook page.

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- Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
- Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.

## **Main Event Sponsor - \$3,000 (Limited to 1)**

### **Benefits:**

- Title naming rights to the 2016 Summer Sounds Series.
- Sponsor logo and a link to sponsor's website is posted on the official Fife Summer Sounds Series website.
- Recognition in all televised public service announcements.
- Recognition before each musical performance for entire 11-week series.
- Sponsor name/logo on all pre-event mailings (qty. 3,000 rack cards)
- Sponsor name/logo on the event's promotional posters (qty. 200 posters).
- Sponsor name/logo on Summer Sounds Series flier that is mailed to 3,800 homes, given out to 3,000 students in the Fife School District, and advertised in the Fife Parks and Recreation Guide.
- New Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Recognition in any and all additional marketing materials, (door hangers, ads in newspapers, etc)
- Opportunity to provide (2) 3X6 event banners to be prominently placed on-site by City of Fife.
- Opportunity to host (1) education seminar on sponsor's product/service.
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.
- Additional sponsor benefits to be awarded at Fife Farmers Market occurring in conjunction with Summer Sounds Series:
  - (1) Premium 10 X 10 booth space, on three market days, to distribute product/educate participants.
  - Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market Facebook page.
  - Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
  - Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.

## **Concert Sponsor - \$500 (Limited to 11)**

### **Benefits:**

- Sponsor logo and a link to sponsor's website is posted on the official Fife Summer Sounds Series website.
- Recognition before one musical performance during 11-week series.
- New Sponsor name/logo on the Fife Harvest Festival Scrolling Banner on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.



- Opportunity to provide (1) 3X6 event banners to be prominently placed on-site by City of Fife.
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.
- Additional sponsor benefits to be awarded at Fife Farmers Market occurring in conjunction with Summer Sounds Series:
  - (1) Premium 10 X 10 booth space, on one market days, to distribute product/educate participants.
  - Sponsor logo and a link to sponsor's website is posted on the official Fife Farmers Market Facebook page.
  - Opportunity to produce and provide (1) collateral marketing piece for inclusion at Farmers Market information booth (qty. 3,000).
  - Opportunity to provide City of Fife with (6) prizes to be raffled off during Farmers Market season.

## Holiday Event Sponsor

### Easter Egg Hunt Sponsor - \$1,000 (Limited to 1)

#### Benefits:

- Title naming rights to the 2016 Easter Egg Hunt.
  - *(Will be printed as follows: City of Fife Easter Egg Hunt, sponsored by\_\_\_\_\_).*
- Exclusivity in sponsor's category.
- (1) premium 10 X 20 booth space to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official City of Fife events website.
- Recognition during the City staff and City Council during the event.
- Sponsor name/logo on Fife Harvest Festival flier that is mailed to 3,800 homes, given out to 3,000 students in the Fife School District, and advertised in the Fife Parks and Recreation Guide.
- New Sponsor name/logo on the Easter Egg Hunt advertisement on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Sponsor name/logo in on-site program brochures (qty. 250 brochures).
- Recognition in any and all additional marketing materials, (door hangers, ads in newspapers, etc)
- Opportunity to provide (2) 3X6 event banners to be prominently placed on-site by City of Fife.
- Opportunity to host (1) education seminar on sponsor's product/service.
- Opportunity to produce and provide (1) collateral marketing piece for distribution at the event.
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.



## **Santa Breakfast Sponsor - \$500 (Limited to 1)**

### **Benefits:**

- Presenting sponsor recognition of the 2016 Santa Breakfast.
- (1) Premium 8' table to distribute product/educate participants.
- Sponsor logo and a link to sponsor's website is posted on the official City of Fife events website.
- New Sponsor name/logo on the Santa Breakfast advertisement on the City of Fife's Bulletin TV's located in the Fife Swim Center, and City Hall.
- Opportunity to provide (1) 3X6 event banner to be prominently placed on site by City of Fife.
- Opportunity to provide City of Fife with (6) prizes to be raffled off during the event.

## **Other Sponsorship Opportunities**

### **Camp Fife Camper Sponsorship - \$145**

### **Fife Family Affair Car Show Sponsor - \$300**

### **Fife Police Department National Night Out – Raffle Prizes**

During this special evening, the Fife Police Department raffles off prizes to members of the community. Businesses are encouraged to donate items for these goodwill raffles. Raffled prizes can be anything of value that exceeds a monetary amount of \$25, such as gift cards for restaurants, electronics, gift baskets, clothing, tickets to sporting events, travel packages, gift certificates for beauty services, plants or flowers, etc.

### **Benefits**

- Sponsor name/logo will appear on flyers and marketing materials
- Sponsor name/logo will be featured in the wrap-up presentation for city council that is televised and aired locally
- Descriptions of the raffle items and contributing businesses will be announced during the National Night Out Activities
- Satisfaction from donating and becoming a valuable sponsor of this worthwhile community event

### **Overall sponsorship of All Fife PRCS Events - \$10,000**

Easter Egg Hunt, Car Show, Fife Farmers Market, Summer Sounds, Harvest Festival, Halloween Carnival, Holiday Events

# City of Fife Sponsorship Opportunities



Please take a moment to review the benefits of sponsorship, then complete and mail your sponsorship pledge today! Hurry, space is limited. Please respond at least 6 months prior to your sponsored event to ensure your sponsorships receives all its benefits. If you cannot sponsor our event, you can always volunteer your time! Please contact Bonnie Moeller at (253) 896-8657 for details.