



SPONSORSHIP OPPORTUNITIES 2020



WHY SPONSOR?

- Make a lasting impact in the Bothell community
- Help provide great programs & events for all ages
- Promote your business in front of 1000's of people
- Connect with your audience face-to-face
- Gain greater recognition (& good will!) in Bothell
- Give back to the community you call home!



HOW DO I BECOME A SPONSOR?

CHOOSE

Which event(s) you would like to sponsor, & at what level.

CONTACT

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COMMIT

To make it into our Summer magazine, sponsorship commitments & logos **must** be received by **APRIL 15, 2020!**



BOTHELL BRIDGE MAGAZINE

Our quarterly City of Bothell news and recreation brochure, The Bridge is released on the following dates:

June 1—SUMMER ISSUE • Sept. 1—FALL ISSUE

Sponsor logos **must** be received by **April 15, 2020** for the summer issue, and **July 8, 2020** for the fall issue.



Fourth of July

FREEDOM FESTIVAL

Don't miss Bothell's biggest annual event, happening for well over 100 years! The fun starts off with a free **Pancake Breakfast** at the Downtown Fire Station, followed by 1100+ kiddos in the **Children's Parade** and another 1000+ participating in the **Grand Parade**. With over 8,000 attendees, you won't want to miss this spectacular celebration!

	GRAND PARADE Presenting Sponsor (1 only!)	CHILDREN'S PARADE Presenting Sponsor (1 only!)	PANCAKE BREAKFAST (1 only!)	Event Sponsor	Event Supporter
	\$4,000	\$3,000	\$3000	\$1,500	\$300
Logo recognition in 20,000 Bothell Bridge magazines (summer issue), City & "Explore Bothell" websites, social media, & 150 event posters	X	X	X	X	
Logo recognition on Grand Parade start banner	X				
Logo recognition on Parks & Recreation staff t-shirt	X	X	X		
Early parade placement with sign boards to display on entry	X		X	X	
Vendor booth at City Hall fountain plaza (sponsor provides own tent)	X	X		X	
Logo on banner at staging area	X			X	
Logo Recognition on 1,500 Children's Parade participant ribbons and Children's Parade banner		X			
Kick off the parade & carry the official banner at the start!		X			
Logo recognition on signage & booth at Pancake Breakfast			X		
Line Recognition in 20,000 Bothell Bridge magazines (summer issue), City & "Explore Bothell" websites, social media & 150 posters					X



35th Annual

MUSIC IN THE PARK

**2020 DATES: July 10 - Aug 28 (Friday nights)
6:30-8:00pm | North Creek Field #3**

Our 2019 series had nearly 7,000 attendees singing & dancing along to some of the best bands in the Seattle area (& beyond)!

	Presenting Sponsor (1 only!)	Concert Sponsor (8 only!)	Event Supporter
	\$5,000	\$1,500	\$500
Promo table provided at all 8 concerts (<i>sponsor provides own tent</i>)	X		
Logo recognition in 20,000 Bothell Bridge magazines (summer issue), City & “Explore Bothell” websites, social media & 150 event posters	X	X	
Logo recognition on Parks & Recreation staff t-shirt	X		
Emcee acknowledgement at all 8 concerts, & recognition on poster at City table & signage next to band	X		
Reserved seating & pizza party for your company at the concert of your choice! (<i>max. 10 pizzas & assorted soda provided</i>)	X		
Emcee acknowledgement at sponsored concert, & recognition on poster at City table & signage next to band		X	
Promo table provided at sponsored concert (<i>sponsor provides own tent</i>)		X	
Line recognition in 20,000 Bothell Bridge magazines (summer issue), City & “Explore Bothell” websites, social media & 150 event posters			X

MUSIC IN THE PARK 2020

July 10: Wally & the Beaves

Playing your favorites from the 50's, 60's, 70's & 80's!

July 17: The West Coast Feed

Seattle's electrifying 7-piece Rock/Soul experience.

July 24: Darin Jones & the Last Men Standing

Traveling man with a traveling band, playing songs for those who'll hear them.

July 31: Just One Look

The nation's longest-running tribute to Linda Ronstadt.

Aug. 7: SWAY

All the latest chart-topping hits!

Aug. 14: Harmonious Funk

We keep you dancing to R&B/Hip Hop/Soul!

Aug. 21: Petty Differences

Tom Petty cover band that's changing the world.

Aug. 28: Heart By Heart

All your favorite Heart songs, with a band featuring two of the original members!

SPONSORED!

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The best “Kindie” bands around!

JUST KIDDING AROUND

<p>2020 DATES: July 8—Aug 19 (Wednesdays) 11am-noon Park at Bothell Landing amphitheater <i>With nearly 2,000 people attending the 2019 concerts, this series is a great way to connect with some of Bothell’s youngest residents!</i></p>	<p>Presenting Sponsor (1 only!)</p>	<p>Concert Sponsor (7 only!)</p>	<p>Event Supporter</p>
<p>Promo table provided at all 7 concerts (<i>sponsor provides own tent</i>)</p>	<p>\$3000</p>	<p>\$1000</p>	<p>\$250</p>
<p>Logo recognition in 20,000 Bothell Bridge magazines (summer issue), City & “Explore Bothell” websites, social media & 150 event posters</p>		<p>X</p>	
<p>Logo recognition on Parks & Recreation staff t-shirt</p>			
<p>Emcee acknowledgement at all 7 concerts, & recognition on poster at City table & signage next to band</p>			
<p>Reserved seating & ice cream party for your company at the concert of your choice!</p>			
<p>Emcee acknowledgement at sponsored concert, & recognition on poster at City table & signage next to band</p>		<p>X</p>	
<p>Promo table provided at sponsored concert (<i>sponsor provides own tent</i>)</p>		<p>X</p>	
<p>Line recognition in 20,000 Bothell Bridge magazines (summer issue), City & “Explore Bothell” websites, social media & 150 event posters</p>			<p>X</p>

JUST KIDDING AROUND

2020

July 8: The Not-Its!

July 15: Mikey Mike the Rad Scientist

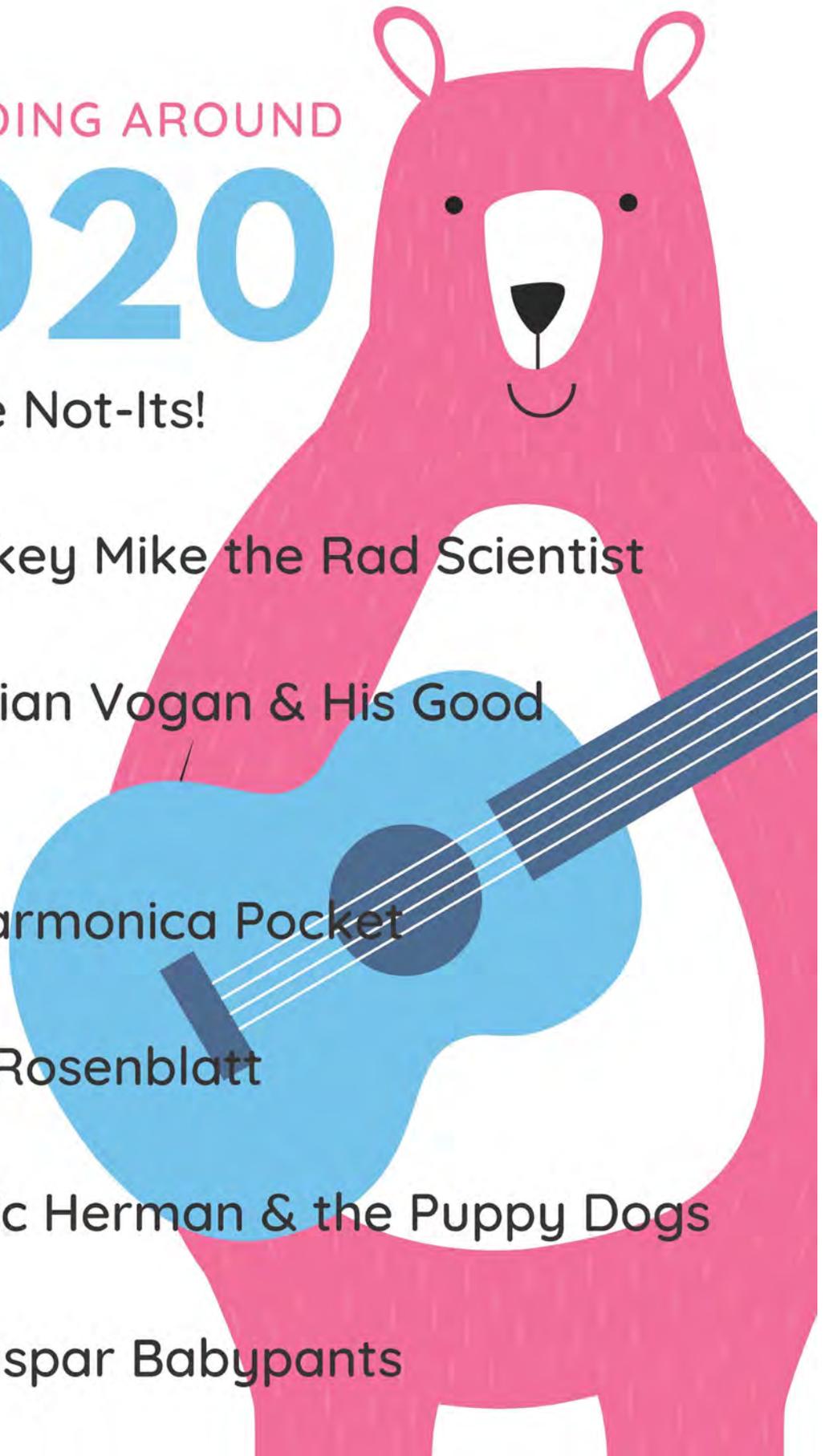
July 22: Brian Vogan & His Good Buddies

July 29: Harmonica Pocket

Aug. 5: Eli Rosenblatt

Aug. 12: Eric Herman & the Puppy Dogs

Aug. 19: Caspar Babypants





2020 Campouts Featuring Science Tellers!

BLYTH PARK FAMILY CAMPOUTS

CAMPOUT #1: July 18-19, 2020

CAMPOUT #2: Aug. 29-30, 2020

A community favorite, this event is in high demand every summer and typically sells out in less than 48 hours! Come be a part of this one-of-a-kind overnight event in Blyth Park.

	Event Sponsor (2 only!)	Event Supporter
	\$1500	\$250
Logo recognition in 20,000 Bothell Bridge magazines (summer issue), City & "Explore Bothell" websites, social media & 150 event posters	X	
Logo recognition on Parks & Recreation staff t-shirt	X	
Table at Blyth Park evening of event (<i>sponsor provides own tent</i>)	X	
Line recognition in 20,000 Bothell Bridge magazines (summer issue), City & "Explore Bothell" websites, & social media		X



Spring & Summer

ADULT SOFTBALL LEAGUES

With over 1000 players playing on 83 teams in 2019, our spring/summer adult softball leagues are some of the best around!

	League Sponsor (1 only!)	Field Sponsor (4 only!)	League Supporter
	\$5,000	\$1,500	\$500
Logo recognition in 20,000 Bothell Bridge magazines (fall issue), City & Bothell Softball websites, & social media	X	X	
Logo recognition on 2019 CHAMPIONS t-shirt (all leagues)	X		
Logo recognition on all softball banners at fields	X		
Logo recognition in 2019 Bothell Softball Rules Manuals, available online and hard copies given out at Manager's Meetings	X	X	
One (1) softball team registration into league of choice <i>(subject to league availability)</i>	X	X	
Promo materials/giveaways available at Manager's Meetings	X	X	
Logo recognition on softball banner at sponsored field		X	
Line recognition in 20,000 Bothell Bridge magazines (fall issue), City & Bothell Softball websites, & social media			X
Line recognition in 2019 Bothell Softball Rules Manuals, available online and hard copies given out at Manager's Meetings			X



Sponsorship deadline July 8!

SAFE HALLOWEEN

Saturday, Oct. 31 | 5-7pm

A community favorite! Every Halloween we shut down Main St. to vehicles, and 2,000 kiddos and their families fill the streets and trick-or-treat from business to business. Don't miss this fun night!

	Event Sponsor	Event Supporter
	\$1,000	\$300
Logo recognition in 20,000 Bothell Bridge magazines (fall issue), City & "Explore Bothell" websites, social media & 150 event posters	X	
Promo table on Main Street (<i>sponsor provides own tent</i>)	X	
Line recognition in 20,000 Bothell Bridge magazines (fall issue), City & "Explore Bothell" websites, social media & 150 event posters		X



Ongoing sponsorship opportunity!

POP-UP DOG PARK

In summer 2019, Parks & Recreation hosted our first ever Pop-Up Dog Park at Bothell Landing...and had over 200 dogs visit on day 1! We plan to continue "popping up" all over Bothell in the months ahead until a more permanent solution can be found. Be a part of providing a great, safe place for people and their pups to connect!

	Diamond Dog	Platinum Paw	Gold Bone	Silver Collar	Bronze Biscuit
	\$1500	\$1000	\$500	\$250	\$100
Logo recognition in 20,000 Bothell Bridge magazines and City website; name recognition on social media & in Parks &	X	X			
Name recognition in 20,000 Bothell Bridge magazines, City website, social media, & Parks & Recreation eNews			X	X	
Logo recognition on sponsor sign at dog park	X	X	X		
Name recognition on sponsor sign at dog park				X	X
Opportunity to table at dog park up to <u>three</u> days at <u>each</u> location (sponsor provides own tent)	X				
Opportunity to table at dog park up to <u>three</u> days at <u>one</u> location (sponsor provides own tent)		X			
Opportunity to table at dog park up to <u>one</u> day at <u>one</u> location (sponsor provides own tent)			X		