

KIDSDAY

EVENT PROFILE

An event to celebrate Auburn's youngest citizens! The FREE fun-filled, one-day event includes inflatable rides, entertainment, arts and crafts, face painting, a variety of information and activity booths, mini golf, food concessions and much more.

TARGET AUDIENCE	Families, youth (ages 4-10 years) and parents/caregivers
EXPECTED ATTENDANCE	12,000+
DATE AND TIME	Tuesday, June 25, 11am-4pm.
LOCATION	Les Gove Park, 910 Ninth Street SE

KIDSDAY PROMOTIONAL PLAN

- Posters: 150 at Auburn city facilities, local businesses, schools
- E-Flyers: distributed through the Auburn School District
- Government Access Cable Channel 21
- Paid event advertisements in various local/regional papers
- Advertising in 38,000 Auburn Parks, Arts & Recreation Summer Guides delivered to households and businesses in Auburn
- Auburn@PLAY electronic newsletter to 30,000 individuals (April, May, June)
- Event Banners at Auburn Way, Main Street and park fences
- Special Invitations to vendors and past participants
- Press Releases
- Social media campaign
- Website information
- Radio Advertisements
- E-blast and more.



KIDSDAY PRESENTING SPONSOR

INVESTMENT - \$10,000
(ONE SPONSORSHIP AVAILABLE)

- Name added to event title as presenting sponsor
- ¼ page advertisement in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2024
- Logo added to event program
- Opportunity to make welcoming comments at event
- Recognition at main event entrances (2), entertainment stage, and five various high-traffic locations
- Promotional booth space (24' x 12') at the event with exclusivity rights
- Press releases announcing and promoting title sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Ability to provide up to six (6) banners to be posted throughout the event
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Ability to provide event bags to be handed out to all event participants
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April, May & June Editions
- Two complimentary VIP parking passes

**KIDSDAY MULTI-PLATINUM PARTNER**

INVESTMENT - \$5,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2024
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2), entertainment stage, and and five various high-traffic locations
- Promotional booth space (12' x 12') at the event with exclusivity rights based on business type
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name and logo on City of Auburn website
- Ability to provide up to three (3) banners to be posted throughout the event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April, May & June Editions



KIDSDAY PLATINUM PARTNER

INVESTMENT - \$3,000

- 1/8 page advertisement in 38,000 Recreation Guides (Fall 2024 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, and all other promotional items related to KidsDay 2024
- Logo added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Recognition at five various high-traffic locations
- Promotional booth space (12' x 12') at the event
- Name included in event press releases
- Recognition on the City of Auburn's government access channel and in any pre-promotional event-related videos
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April, May & June Editions

KIDSDAY GOLD PARTNER

INVESTMENT - \$1,000

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Name added to event program
- Name recognized from the stage during welcoming comments
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Promotional booth space (12' x 12') at the event
- Name included in event press releases
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 30,000 program participants, April, May & June Editions

KIDSDAY SILVER PARTNER

INVESTMENT - \$700

- Name listed as Event Sponsor in 38,000 Recreation Guides (Fall 2024 Edition)
- Name added to event program
- Recognition at main event entrances (2)
- Recognition at entertainment stage
- Promotional booth space (12' x 12') at the event

KIDSDAY ON-SITE BOOTH SPACE

\$350 (\$420 AFTER 5/1/24)

- Promotional booth space (12' x 12') at the event



KidsDay!



Presenting Sponsor
\$10,000

Multi-Platinum Sponsor
\$5,000

Platinum Sponsor
\$3,000

Gold Partner
\$1,000

Silver Partner
\$700

On-Site Booth
\$350

Make your sponsor commitment before January 12, 2024 and save 10%

With commitment by April 1, 2024, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget & goals.

CITY OF AUBURN PARKS, ARTS & RECREATION-2024 SPONSOR COMMITMENT

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		

List on-site activity and/or any distribution materials and giveaways

Please check the following opportunities that interest you:

PETPALOOZA – MAY 18, 2024

- Top Dog: \$10,000
- Feathered Fan: \$5,000
- T-Shirt 'Paw'tner: \$3,000
- Main Stage: \$2,500
- Petting Zoo: \$2,500
- Kid's Ag-Ventureland: \$2,500
- All Alaskan Racing Pigs: \$2,500
- K-9 Kings High Flying Dog Show: \$2,500
- Food Court Sponsor: \$1,500
- Animal Advo'cat': \$1,500
- Event Bag: \$1,250
- Dog Trot 'Paw'tner: \$1,000
- 'Unleashed' Pet Contest: \$1,000
- Petpalooza Su'purr'ter: \$700
- On-Site Booth Space: \$350/\$420 after 4/5/24

KIDSDAY – JUNE 25, 2024

- Presenting Sponsor: \$10,000
- Multi-Platinum Partner: \$5,000
- Platinum Partner: \$3,000
- Gold Partner: \$1,000
- Silver Partner: \$700
- On-Site Booth Space: \$350/\$420 after 5/1/24

**FOURTH OF JULY FESTIVAL
JULY 4, 2024**

- All-American Club: \$10,000
- Patriot's Club: \$3,000
- Main Stage Presenter: \$3,000
- Car Show Presenter: \$1,000
- Freedom Club: \$1,000
- Spirit Club: \$700
- On-Site Booth Space: \$350/\$420 after 6/1/24

**AUBURN FARMERS MARKET -
JUNE-SEPT**

- Opportunities from \$100 (Please use form on page 16)

For all events, please note:

- City provides one 12'x12' area (unless otherwise noted). Sponsors are responsible for providing all necessary set-up materials (tent, tables, chairs, displays, etc.).
- Give-a-ways and/or hands-on activities are recommended to draw participants to your booth
- Event instructions and driving directions will be sent 2-3 weeks before the event.

TOTAL \$

CITY OF AUBURN PARKS, ARTS & RECREATION-2024 SPONSOR COMMITMENT, CONT'D

Agreement: **INSURANCE** – The City does not maintain insurance that will respond to claims against the applicant arising out of the use of the booth by the applicant, its members, or those attending the event. Depending on the type of event you are planning, and the activity and risk level of your group, you may be required to obtain bodily injury and property damages liability insurance in accordance with City policy, name the City as an additional insured on the policy, and be responsible for obtaining said insurance. After reviewing this application, the City will determine whether you must obtain liability insurance. **RELEASE** – The Applicant is fully aware that there are special dangers and risks inherent in this activity, including, but not limited to, serious physical injury, death or other harmful consequences, that may arise directly or indirectly from participation in this activity and harm the Applicant listed above or its individual members. Being informed of these risks and in consideration of being allowed to participate, we assume all risk of injury, damage, and harm to any member arising from participation. The Applicant agrees to indemnify, defend, and hold harmless the City, its officials, employees, volunteers, and agents from all causes of action, claims, and fees arising from its participation, except those arising from the City's sole negligence, and waive any right of recovery against the City for personal injury, death or other consequences occurring from participation in this activity. I agree that I have authority to enter into this agreement for the Applicant. I also agree I have read and agree to the conditions outlined in the "Selection Criteria and Booth Information" on the reverse side of this application. **COVID-19 WAIVER LANGUAGE** - 1. I agree that I and/or persons in my family involved in any way in the Program will fully comply with all federal, state, county and City ordinances, codes, rules, regulations, executive and/or emergency orders, and to strictly follow the protocols as directed by the Centers for Disease Control and Prevention, the United States Department of Labor Division of Occupational Safety and/or the Washington State Department of Health Services, arising from, addressing, or related to COVID-19 and/or any other threats to public health. 2. Agree that effective physical distancing and proper hygiene can be only be accomplished through personal responsibility and it is each person's individual duty to protect themselves, their families and the community, and doing so is the sole responsibility of myself, Participant (if other than me), the other participants, and the other parties involved in the Program, not the responsibility of the City. 3. By signing this agreement, I acknowledge the contagious nature of COVID-19 and the risk that my child or children and I may be exposed to or infected by COVID-19 by attending City of Auburn activities and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 at City of Auburn activities may result from the actions, omissions, or negligence of myself and others, including but not limited to City of Auburn employees, volunteers, and program participants and their families. 4. I voluntarily agree to assume all of the foregoing risks and accept sole responsibility for any injury to my child or children or myself, including, but not limited to, personal injury, disability, death, illness, damage, loss, claim, liability, or expense or any kind, that I or my child or children may experience or incur in connection with my child or children's attendance at City of Auburn activities or programming. On my behalf and on behalf of my child or children, I hereby release, covenant not to sue, discharge, and hold harmless and indemnify the City of Auburn, its employees, agents, and representatives, of and from any and all claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of the City of Auburn, its employees, agents and representatives, whether a COVID-19 infection occurs before, during, or after participation in any City of Auburn program.

Authorized Signature for Sponsor: _____ Date: _____

Authorized Signature for City of Auburn: _____ Date: _____

PAYMENT INFORMATION

Method of Payment (check one) <input type="checkbox"/> Check enclosed (Make payable to Auburn Parks, Arts & Recreation) <input type="checkbox"/> Credit Card (fill in information below)	CARD TYPE (check one): <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
CARDHOLDER NAME (please print)		
CARD NUMBER	EXP. DATE	CSC#
CARDHOLDER SIGNATURE		DATE

Questions? Contact: Kristy Pachciarz, Special Events Coordinator | kpachciarz@auburnwa.gov | 253-931-3052

Return to: Auburn Parks, Arts & Recreation Attn: Events

910 9th St SE, Auburn, WA 98002 | Fax to: 253-931-4005 | Email to: events@auburnwa.gov