City of Newcastle
September 6th, 2014

Newcastle Day, 20th Anniversary

Sponsorship Opportunities

*All event sponsorships are 100% tax deductible.

Reach 2,000 City of Newcastle, Renton and Bellevue Residents

The City of Newcastle is ranked 19th on CNN Money’s “Best Places to Live.”

Demographics:
- Population: 10,380 2010 Census
- Median family income (per year) $120,082
- Median home price (2012) $461,250

What: Join us and help us celebrate The City of Newcastle’s, 20th Anniversary at Newcastle Day. Enjoy musical and dance performances, food vendors and a beer garden, vendor tents and activities that will include face painting and balloon artistry, pony rides and much more. We are bringing back our much talked about Free Children’s Area and the Pay for Play Area. The Pay for Play area will feature a climbing wall, tea cup style spinning ride and inflatable slides and bounce areas.

When: September 6th, 2014

Where: Lake Boren Park, 13058 SE 84th Way.
Park features looped walking paths, children’s play area, picnic shelters, fishing dock, restrooms, two tennis courts, a basketball court, a sand volleyball court, and a parking lot.

Who: More than 2,000 attendees that live in and around the City of Newcastle, Bellevue and Renton

Sponsorship Opportunities

Silver Community Sponsor: $500
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned twice (2) during the event
3. Sponsor name included on the Event Flyer
4. Sponsor Name included on the City of Newcastle Event Web Page

Gold Community Sponsor: $1,000
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned twice (2) during the event
3. 2 tickets for 1x admittance to the VIP Refreshment Area (cold nonalcoholic beverages and snacks)
4. Logo prominently displayed on the Event Flyer
5. Sponsor Name included on the City of Newcastle Event Web Page

Platinum Community Sponsor: $2,500
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) during the event
4. 4 tickets for 1x admittance to the VIP Refreshment Area (cold nonalcoholic beverages and snacks)
5. Logo prominently displayed on the Event Flyer
6. Mayor of Newcastle will introduce a representative from your company to the stage and the representative can promote your business to the audience.
7. Sponsor Name included on the City of Newcastle Event Web Page

Presenting Community Sponsor: $8,000
1. Opportunity to provide and hand out Goody Bags with your business promotional collateral to over 5,000 attendees
2. Sponsor Name/Logo on the main park entrance sign and on the Coal Creek Parkway Banner
3. Sponsor Name mentioned twice (2) during the event
4. 6 tickets for 1x admittance to the VIP Refreshment Area (cold nonalcoholic beverages and snacks)
5. Logo prominently displayed on the Event Flyer
6. 3 VIP Parking Pass
7. One (1) Tent 10” x 10”, for your brand to promote your product or services
8. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
9. Sponsor Name included on the City of Newcastle Event Web Page

Bronze Community Sponsor: $350
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned twice (2) during the event
3. Sponsor name included on the Event Flyer
4. Sponsor Name included on the City of Newcastle Event Web Page

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4. Sponsor Name included on the City of Newcastle Event Web Page

Gold Community Sponsor: $1,000
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned twice (2) during the event
3. 2 tickets for 1x admittance to the VIP Refreshment Area (cold nonalcoholic beverages and snacks)
4. Logo prominently displayed on the Event Flyer
5. Sponsor Name included on the City of Newcastle Event Web Page

Platinum Community Sponsor: $2,500
1. Sponsor Name/Logo on the main park entrance sign
2. Sponsor Name mentioned before the firework show
3. Sponsor Name mentioned twice (2) during the event
4. 4 tickets for 1x admittance to the VIP Refreshment Area (cold nonalcoholic beverages and snacks)
5. Logo prominently displayed on the Event Flyer
6. 1 VIP Parking Pass
7. Mayor of Newcastle will introduce a representative from your company to the stage and the representative can promote your business to the audience.
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9. Sponsor Name included on the City of Newcastle Event Web Page

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8. One (1) Tent 10” x 10”, for your brand to promote your product or services
9. Sponsor Name/Logo billed as the Presenting Sponsor on the main stage banner
10. Sponsor Name included on the City of Newcastle Event Web Page

To sponsor this event, please contact Wendy Kirchner at wendyk@ci.newcastle.wa.us or 425.649.4444 x142, for more information.