City of Redmond

Event Sponsorship Opportunities

Partner with the City of Redmond! We are seeking community minded businesses that value genuine interaction with potential customers. Increase your brand recognition and support your community with the varied sponsorship options.

www.redmond.gov

Why Choose a Redmond 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: Radio Ads, Pandora
- 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

Derby Days

Signature Event

July 8 & 9 RedmondDerbyDays.com

Redmond Derby Days is a summer festival rooted in the spirit of competition that celebrates the uniqueness of Redmond through parades, races, contests, game booths, carnival rides, arts, music, food, and much more! It all started in 1940 as a bike derby and parade for the community to raise money for holiday decorations and athletic equipment. Today, Derby Days celebrates Redmond's diverse community and offers all ages a chance to participate in a fun summer festival setting.

INVESTMENT LEVELS

Premier Sponsor (2)	$10,000
Criterium Sponsor (Bike Race)	$10,000
Fireworks Sponsor	$10,000
Friday Night Live Sponsor	$10,000
Saturday Main Stage Sponsor	$5,000
Beer & Wine Garden Sponsor	$5,000
Kid's Parade Sponsor	$5,000
Volunteer Sponsor	$3,000
Kid's Parade Coin Sponsor	$2,000
Derby Do Gooder Scholarship	$1,500
Youth Bike Race Sponsor	$1,000 plus prizes
Business Booth	$350 - $450
Contest Sponsor	$200
Non-Profit Business Booth (15)	$125
Race Sponsor	$100

EVENT FACTS

- 13,000-15,000 attendees
- Washington State's longest running Kid's Parade with over 2,000 participants
- Home of the longest running bicycle Criterium 200 volunteers
- 70 business booths
- 70 Grand Parade entries
- 500 5K participants
- 10 live band performances
- 5 breweries

So Bazaar

Signature Event

August 11, 18, 25 RedmondSoBazaar.com

So Bazaar provides an imaginative platform and market for local artists, artisans, chefs, and entertainers to share their arts and talents with the Redmond community. Downtown Redmond will come alive with surprising performances, art installations, artisanal foods, fine art and social engagement.

INVESTMENT LEVELS

Premier Sponsor (2)	$5,000
Art Performance Stage	$2,000
Sip Bazaar	$2,000
Volunteer Sponsor	$1,000

EVENT FACTS

- 3000-5000 attendees
- Activates Downtown Redmond Thursdays in August
- Food trucks and outdoor cocktail patio

Redmond Lights

Signature Event

December 3 RedmondLights.com

Redmond Lights is a celebration of the city's traditions, cultures, and faiths. This winter festival honors holiday spirit through a community gathering that sparkles with light, music, performances, decorations and much more. Individuals and groups share their traditions and festivities, marking customs and beliefs from around the world.

INVESTMENT LEVELS

Premier Sponsor (2)	$10,000
Fireworks Sponsor	$5,000
Volunteer Sponsor	$3,000
Light Sponsor	$2,000
Business Booth (7)	$750
Non-Profit Business Booth (limited)	$250
Holiday Market Vendor	$50

EVENT FACTS

- 10,000-15,000 attendees
- Thousands of luminaries light the Sammamish River Trail/Redmond Central Connector
- Collector blinkers available to the first 10,000 attendees
- Over 25 light installations
- Highlighted Redmond non-profits
- 5 faith communities
- 10 community groups
- 40 artist booths
- 10 business booths
- 100+ volunteers
- Musicians
- Performers

Arts & Showcase Events

Moving Art Center Season
April, May 8, June 21, July 7 & 8, Dec 3

Presenting Sponsor	$2,000

Movies in the Park Season
July 8, 16, 23, 30, August 6, 13

Premier Sponsor	$2,000

Redmond's Got Talent
Youth Empowerment through the Arts

Premier Sponsor	$1,000
Prize Sponsor	$500

Redmond 5K's

Beat the Bunny	March 19	
	Partner	$300
Poultry Predictor	November 12	
	Partner	$300
5K Grass Lawn Series	Apr 13-Sep 28	
	Partner	$300

Hackathon NEW
March

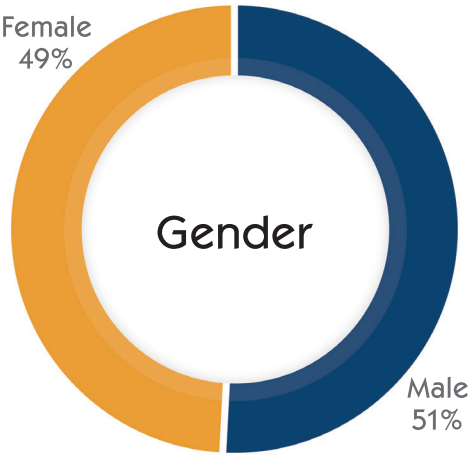
Premier Sponsor	$1,000
Partner Sponsor	$300

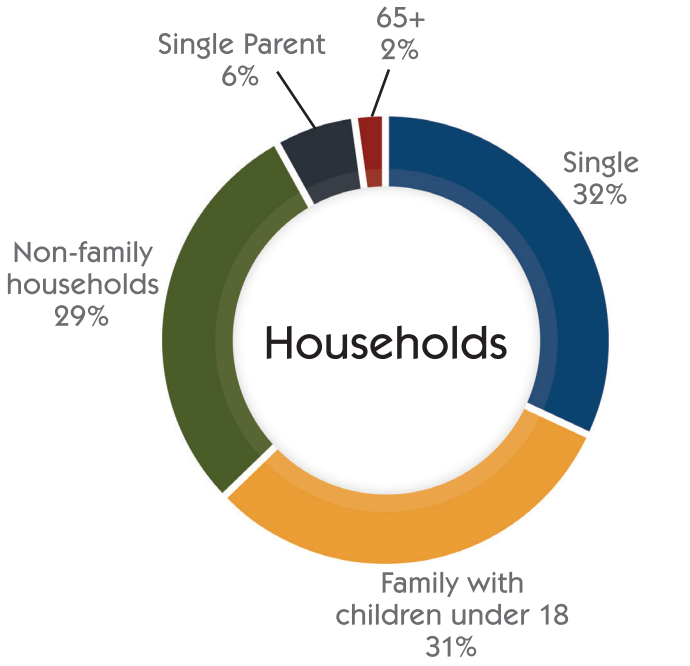
Rock'n on the River Concert Series
July 13, 20, 27, August 3, 10

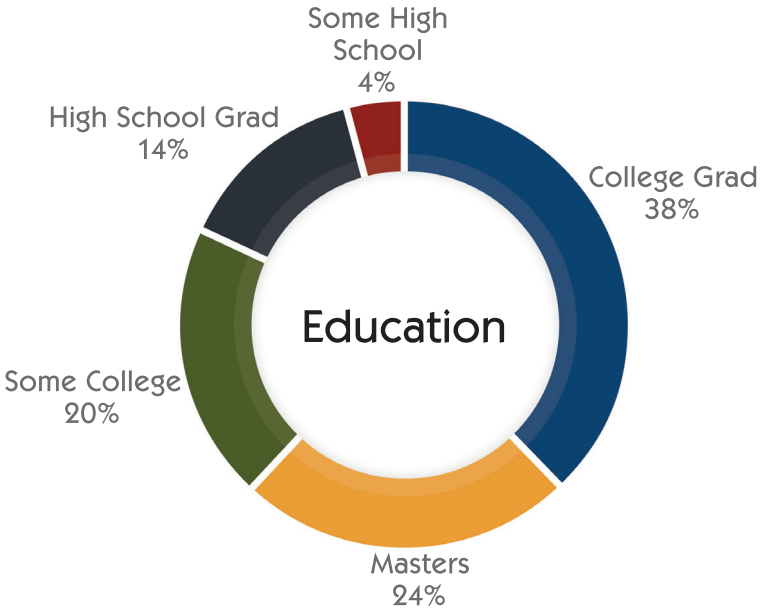
SOLD	Premier Sponsor	$10,000
	Main Stage Sponsor	$1,000

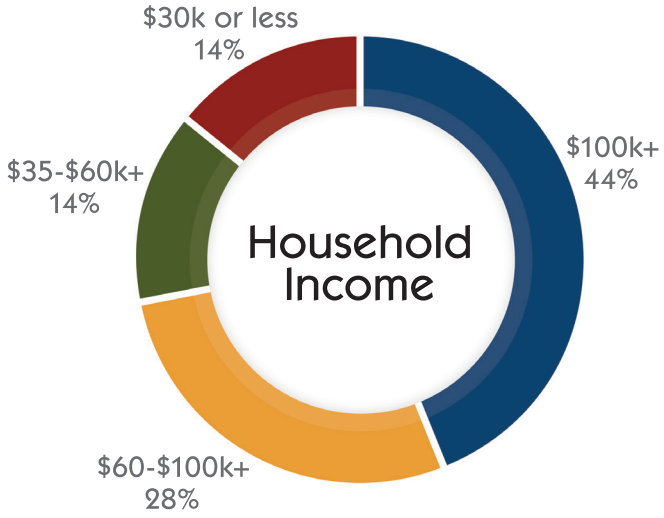
Demographics

The City of Redmond Parks & Recreation Special Events department produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies who seek a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event, program or initiative will not only improve the city's quality of life, but can also meet your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it's contributing time, resources, or financial support, the opportunities with City of Redmond special events are limitless.









*Source: 2010 Census

Sponsorship is limited. Contact us today to secure your participation in a Redmond event.
Connect with Redmond events at **www.facebook.com/RedmondEvents**
Volunteer with Redmond events at **www.shiftboard.com/RedmondVolunteers**

Contacts: Rachel Van Winkle, rvanwinkle@redmond.gov, 425-556-2360
Nicole Wiebe, nwiebe@redmond.gov, 425-556-2395