



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

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



EVENT FACTS

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

So Bazaar

August 11, 18, 25

RedmondSoBazaar.com

Signature Event

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 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	<div style="width: 100%;"></div>
Fireworks Sponsor	\$5,000	<div style="width: 50%;"></div>
Volunteer Sponsor	\$3,000	<div style="width: 33%;"></div>
Light Sponsor	\$2,000	<div style="width: 25%;"></div>
Business Booth (7)	\$750	<div style="width: 16%;"></div>
Non-Profit Business Booth (limited)	\$250	<div style="width: 5%;"></div>
Holiday Market Vendor	\$50	<div style="width: 1%;"></div>



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

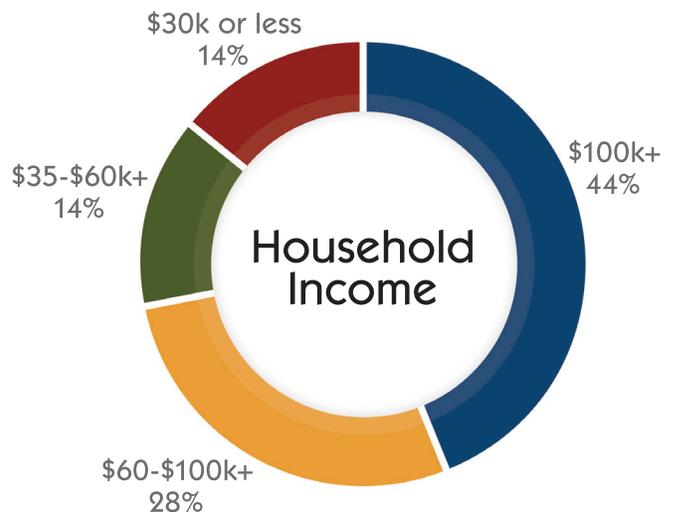
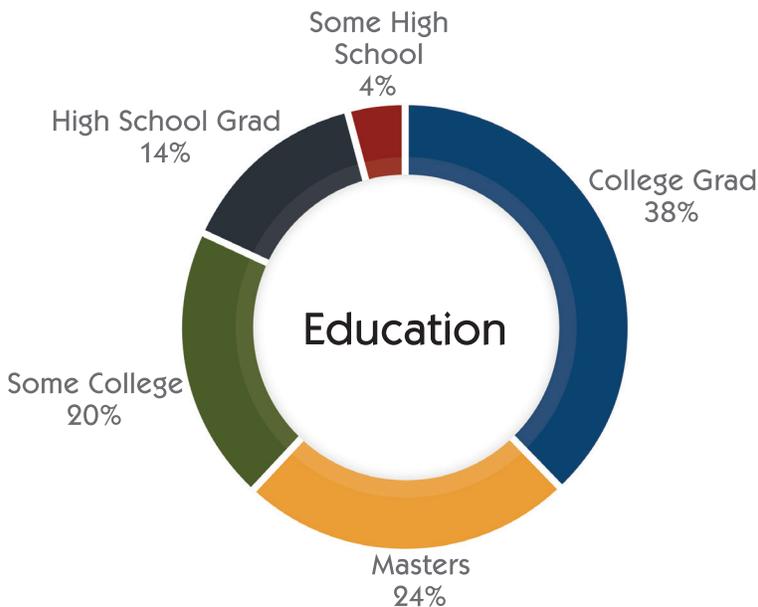
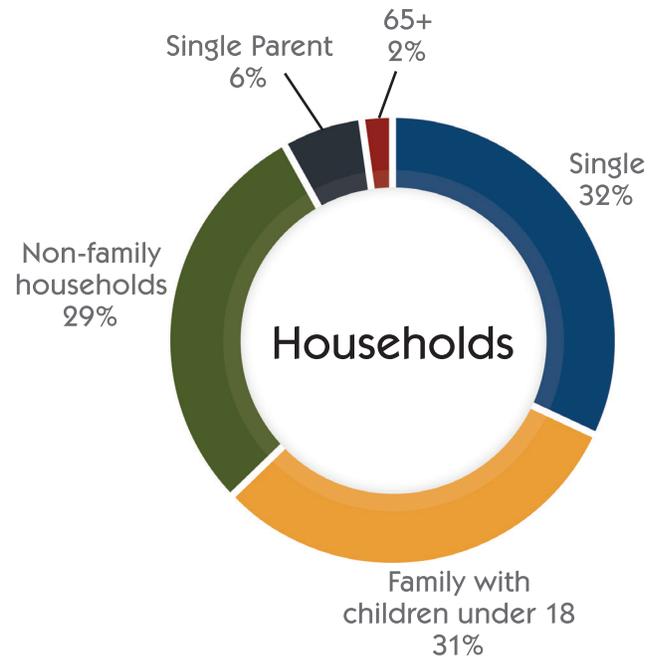
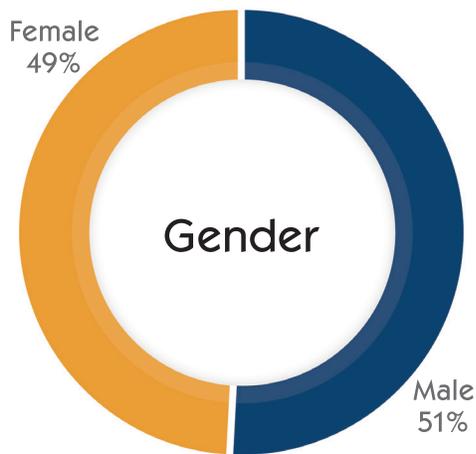
SOLD Premier Sponsor \$10,000

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
Contact: Rachel Van Winkle, rvanwinkle@redmond.gov, 425-556-2360