

CITY OF MERCER ISLAND SUMMER CELEBRATION JULY 13, 2024



EVENT DETAILS

- Target Audience: All Ages
- Anticipated Attendance: 10,000+
- Community Reach: 25,000+
- Location: Mercerdale Park & Luther Burbank Park
- Date & Time: Saturday, July 13, 10am - 10pm
- Family Entertainment
Community Parade
Musical Concerts
Food Trucks
Fireworks Show

EVENT & SPONSOR CONTACT

Katie Herzog
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206.795.8518

ENTERTAINMENT | FOOD | FIREWORKS COMMUNITY ENGAGEMENT AND MORE!

Mercer Island's Summer Celebration is the largest one-day event for the Island, featuring live music, food vendors, community groups, fireworks show and more!

Taking place at two locations--Mercerdale Park in the afternoon and Luther Burbank Park in the evening, this is an event to bring all Islanders together for family-oriented fun, emphasizing our wonderful community.

Sponsorship with The City of Mercer Island's Summer Celebration will maximize your exposure in an engaging and fun atmosphere, while showing your support to the Mercer Island community!

We can't wait to make you a part of this Island tradition!



SUMMER CELEBRATION!



SPONSORSHIPS

PREMIER \$20,000

(Max. Sponsor - 1)

- Top Billing with Sponsor Name or Logo on all printed promotional event marketing materials, including but not limited to: posters, postcards, flyer, etc.
- Top Billing with Sponsor Name or Logo in all online event marketing and predominantly featured in the marketing and communications plan for this event.
- Spotlight in the City Manager's Council Report(s)
- Logo on festival staff t-shirts, as produced
- Sponsor name/logo featured in paid social media boost(s)
- Included in ad in the Mercer Island Reporter
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-away goody bags, table displays
- Display-sponsor-provided banner at event
- Sponsor name in "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor recognition within announcements from the entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

GOLD \$5,000

- Sponsor name or logo in print marketing opportunities (i.e. fest. schedule, posters, official guide)
- Sponsor logo featured on web & social media inclusion
- Display sponsor-provided banner at event
- Sponsor name in "Thank You" on city's social media
- Sponsor recognition within announcements
- On-site opportunity for sponsor-provided booth; allowed to see or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor logo and link on city's website

PRESENTING \$10,000

- Sponsor name/logo on print marketing (fest. schedule, poster, official guide) and letterhead
- Logo on festival staff t-shirts as produced
- Sponsor name/logo featured in paid social media boost
- Name or logo in print marketing opportunities (i.e. schedule, posters, official guide, all-Island mailers)
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-aways, table displays
- Display sponsor-provided banner at event
- Sponsor name in "Thank You" on city's social media
- Sponsor recognition within announcements from entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

SILVER \$2,000

- Sponsor recognition on city's social media platforms
- Sponsor recognition within event announcements
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name or logo and link on city's website



Questions or Ideas for sponsorship?

Contact Katie.herzog@mercerisland.gov

CITY OF MERCER ISLAND SUMMER CELEBRATION!



SPONSOR COMMITMENT

Name of Business _____
Contact Name _____
Email _____
Mailing Address _____
Phone _____
Website _____

SPONSORSHIP LEVEL

- Premier Sponsor - \$20,000 Presenting - \$10,000
 Gold - \$5,000 Silver- \$2,000

*Donations made to the City of Mercer Island are tax deductible under IRS Section 170©(1)
Accepted sponsors will be required to sign a Sponsorship Agreement and will be invoiced.*

AGREEMENT

The City of Mercer Island agrees to provide benefits corresponding to the level of sponsorship; however, failure by the City to provide any of the enumerated benefits shall not be a cause for any type of claim against the City. The sponsor agrees to release, indemnify, defend, and hold harmless the City of Mercer Island, its elected and appointed officials, agents, employees and volunteers, from any and all claims, losses, damages, suits, or injuries, including attorney's fees, caused by or resulting from the sponsor's acts or omissions. Mercer Island does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in the City of Mercer Island events.

Accepted sponsors will be required to sign a Sponsorship Agreement and will be invoiced.

Authorized Signature for Sponsor _____
Printed Name, Title _____
Date _____

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