



2026
SPECIAL EVENT
SPONSORSHIP
OPPORTUNITIES





Why Sponsor?

Partnering with the City of Mercer Island's community events enhances **brand visibility, deepens local relationships, and supports experiences** that bring our community together. Connect with an engaged audience and make a **lasting impact** by partnering with Mercer Island events.

Sponsorship Benefits

- **Brand visibility:** Gain high-impact exposure through event marketing materials, on-site signage, and City communication channels.
- **Community Engagement:** Build meaningful relationships with local residents and businesses while demonstrating your commitment to the Mercer Island community.
- **Tailored Sponsorship Levels:** Choose from a variety of sponsorship opportunities designed to maximize return on investment based on your business goals and target audience.

In-Kind Sponsors: We are always looking for ways for organizations to be involved. Ask about ways to provide goods or services at events!

EVENT & SPONSOR CONTACT

Katie Herzog | Recreation Supervisor
katie.herzog@mercerisland.gov





SENIOR RESOURCE FAIR

MARCH 7 | 10AM - 1PM

About the Event:

A free event for Island seniors, their care partners, and families with information on staying active, health and safety, support and respite services, mental health care, volunteer opportunities, and social connections.

After the resource fair, we will invite seniors to stay for "lunch and learn" style presentations on various topics.

Estimated Attendance: 300

Location: Mercer Island Community & Event Center

Event Sponsor - \$500

Lunch Sponsor - 100 boxed lunches

- Exclusive logo placement on all print media
- Recognition on social media posts
- Includes VIP booth space at event
- Recognition at City Council and Parks & Recreation Commission meetings
- Name, logo and link on city's event website





SUMMER CELEBRATION

JULY 11

About the Event:

Summer Celebration is a beloved annual community tradition bringing residents together for a full day of family-friendly fun. The event features live entertainment, children's activities, food vendors, and a festive community atmosphere, culminating in a spectacular fireworks display.

The spirit of Mercer Island is showcased while creating memorable experiences that connect and celebrate the summer and the community.

Estimated Attendance: 10,000+

Location: Mercerdale Park & Luther Burbank Park

Time: 10am - 10pm

Presenting Sponsor \$10,000

All benefits listed in Platinum/Gold levels +

- Premier logo placement on all event marketing and promotional materials
- Recognition as the "Presenting Sponsor" in all City communications
- Prominent on-site signage and stage recognition (2 stages)
- High-visibility recognition before, during, and after the event
- Logo on festival t-shirts (as produced)
- VIP Parking at both locations

Platinum Sponsor \$5,000

All benefits listed in Gold level +

- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name/logo in print and virtual marketing opportunities
- Sponsor logo featured on web & social media inclusion
- Sponsor thank you banner at event
- Included in MI Reporter ad
- Spotlight in the City Manager's Council Reports

Gold Sponsor \$2,000

- Recognition on city's social media platforms
- Recognition in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website





MOSTLY MUSIC IN THE PARK

JULY 16 - AUGUST 20

About the Event:

Join us in bringing music and community together with six weeks of outdoor concerts! This beloved event attracts families, friends, and neighbors for an unforgettable summer of live music, entertainment, and connection.

Estimated Attendance: 400/week

Location: Mercerdale Park

Time: 6:30 - 8:30pm

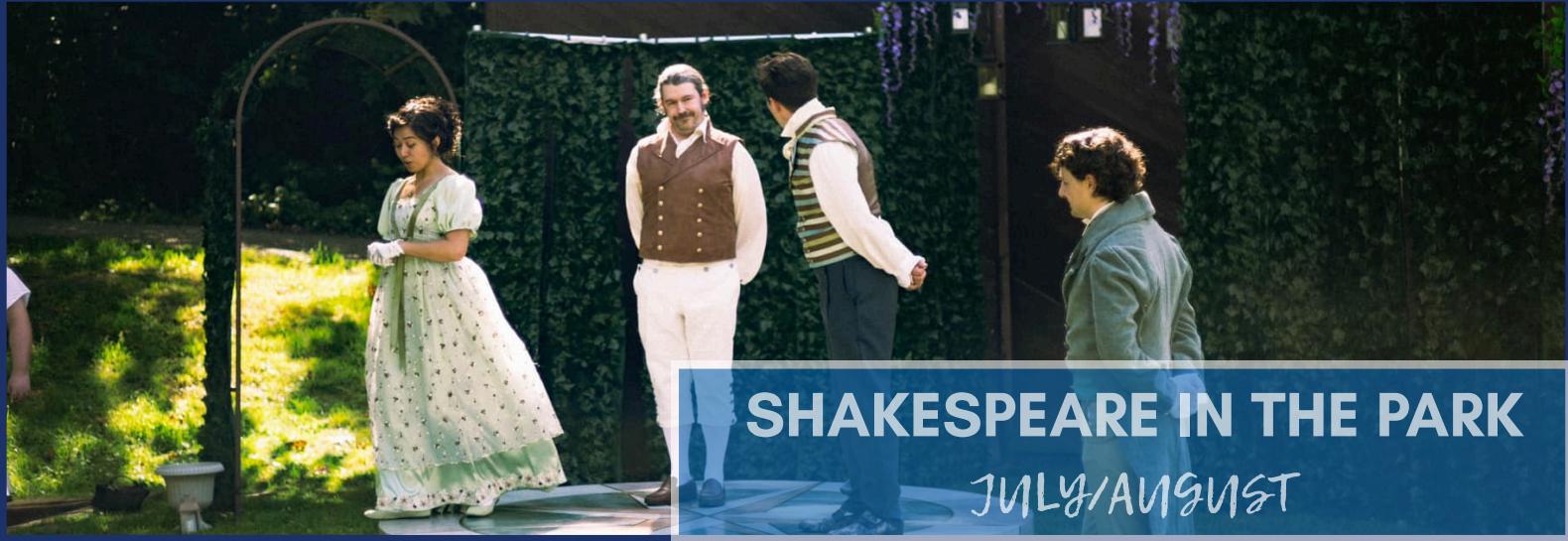
Presenting Sponsor - \$6,000

- Sponsor logo on the professional stage at all six concerts
- Logo on all event marketing, printed and virtual, as “Presenting Sponsor”
- Emcee mention during each concert
- On-site booth opportunity at all six concerts
- Social media sponsor mention on all posts
- Name and logo on website
- Thank you recognition at each event
- Logo on event shirts, as produced
- VIP Parking passes to events

Platinum Sponsor - \$2,000

- On-site booth opportunity at 2 concerts, of your choice
- Social media sponsor mention on week leading up to concert selections
- Logo on website
- Thank you recognition at event





SHAKESPEARE IN THE PARK

JULY/AUGUST

About the Event:

Free, professional outdoor theater, presented by Wooden O/Seattle Shakespeare Company (Now Union Arts Center). This community tradition features engaging performances of classic Shakespeare plays in a relaxed, picnic-friendly setting. Audiences of all ages are invited to enjoy world class theater under the open sky.

Estimated Attendance:

200/performance

Approximately 12 shows

Location:

Luther Burbank Park,

Amphitheater

DATES TBD

Platinum Sponsor - \$1,000

- Logo on all event marketing
- Social media sponsor mention
- Logo and link on website
- Thank you recognition signs at each event (approx. 12 shows)





ILLUMINATE MI DECEMBER

About the Event:

Illuminate MI celebrates the magic of the season with community-favorite traditions in Mercer Island. Festivities include the joyful Tree Lighting, the spirited Community Holiday Party, and the beloved Argosy Christmas Ship visit – bringing music, lights, and holiday cheer to neighbors of all ages. Illuminate MI reflects the warmth and togetherness of our community during the holidays.

Your sponsorship will apply to all of these holiday events throughout the month of December.

Estimated Attendance: 600+

December 3 - Tree Lighting | Mercerdale Park

December 11 - Holiday Party | MICEC

TBD - Argosy Ships | Luther Burbank, Beach

Presenting Sponsor - \$2,000

- Logo on all event marketing, printed and virtual, as “Presenting Sponsor”
- Emcee mention during Tree Lighting event
- On-site booth opportunities at: Tree Lighting, Holiday Party, and Argosy Ship
- Social media sponsor mention on all posts
- Name, logo, and link on website
- Thank you recognition at each event

Gold Sponsor - \$500

- Booth opportunity at Tree Lighting & Holiday Party
- Recognition on website and social media post
- Logo on printed marketing material





THANK YOU!

Your partnership and support play a key role in the success of our events. Thank you for being an essential part of bringing our community together! If these sponsorship options don't meet your needs, please reach out to discuss other options!

To fill out the sponsorship interest form, please visit:

[Website: bit.ly/4sR8rPZ](https://bit.ly/4sR8rPZ)

or



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