

SPONSORSHIP OPPORTUNITIES

KLYDE WARREN PARK'S



FOOD TRUCK RALLY

**SATURDAY, APRIL 13
12 - 8 PM**

Kick off spring with our second annual Food Truck Rally. Enjoy an amazing array of culinary treats from more than 25 of the best food trucks and carts in the Metroplex. This daylong, family-friendly event will feature contests and activities, giant games on the lawn and great live music.

STEP 1: COMPLETE CONTACT INFORMATION

Sponsor Name: _____

Daily Contact Name: _____

Address: _____

City/State/Zip: _____

Email Address: _____

Phone: _____ Website: _____

STEP 2: SELECT SPONSORSHIP LEVEL (See benefits on back)

- \$50,000 PRESENTING SPONSORSHIP** **\$10,000 EVENT SPONSORSHIP**
 \$25,000 PREMIER SPONSORSHIP **\$5,000 SUPPORTING SPONSOR**

STEP 3: REVIEW AND SUBMIT PAYMENT TERMS

Payment will be made to Woodall Rodgers Park Foundation in the amount of \$_____, by or before 4/12/2019.

Please submit payment to: Woodall Rodgers Park Foundation, 1909 Woodall Rodgers Fwy., Suite 403, Dallas, Texas 75201.

- Send Invoice
 Enclosed is my check for \$_____ payable to: "Woodall Rodgers Park Foundation"
 Please charge \$_____ to the following credit card:
 American Express MasterCard Visa

Name on Card: _____

Address: _____

Card #: _____ Exp. Date: _____ Security Code: _____

Signature: _____

Agreed to by:

Klyde Warren Park

Sponsor

Signature: _____

Signature: _____

Printed Name: _____

Printed Name: _____

Date: _____

Date: _____



2019 SPONSORSHIP BENEFITS	PRESENTING \$50,000	PREMIER \$25,000	EVENT \$10,000	SUPPORTING \$5,000
Reserved VIP lounge tickets (reserved seating, drink tickets, light snacks)	20	12	8	4
Sponsor of Klyde Warren Park Food Truck Rally	✓	✓	✓	✓
Recognition on Klyde Warren Park website	✓			
Rent-free use of Klyde Warren Park space	✓			
Executive quote in press release (if applicable)	✓			
Recognition in press release (if applicable)	✓	✓		
Recognition on Klyde Warren Park in-Park signage dedicated to event promotion	✓	✓		
Recognition in Klyde Warren Park E-blasts dedicated to event promotion	✓	✓	✓	
Social media recognition	✓	✓	✓	
Opportunity to have 10x10 booth available for activation during Food Truck Rally	✓	✓	✓	✓
Logo recognition displayed on event signage	✓	✓	✓	✓
Access to Park & Palate Dinner in the Park (October 5)	2			
Access to Park & Palate Grand Taste (October 26)	6	6	4	
Access to Memorial Day Music Fest VIP Lounge (May 26)	4	2		
Access to Independence Day Celebration VIP Lounge (June 29)	4	2		
Access to Labor Day Sun Day VIP Lounge (September 1)	4	2		
Access to Holiday Show & Tree Lighting VIP Lounge (December 7)	4	2		

MEDIA/PR

- Half-page ads in *The Dallas Morning News* promoting the event
- Radio PSAs on 102.9 NOW
- TV PSAs on CBS 11
- KWP Email Database (25K)
- KWP Website (37K/Month)
- Social Media: Facebook (85K); Instagram (60K); and Twitter (88K)



KLYDE WARREN PARK DEMOGRAPHICS

ESTIMATED EVENT ATTENDEES



10-15K

GENDER

MALE 43%

FEMALE 52%

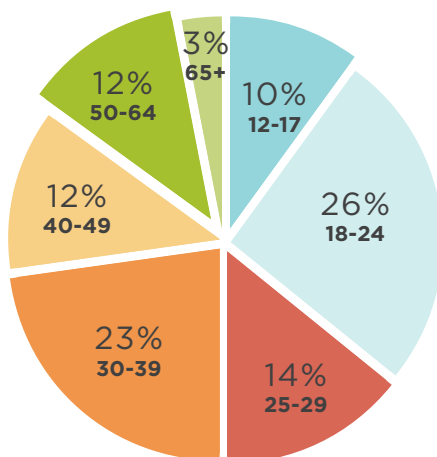
4%

Undisclosed

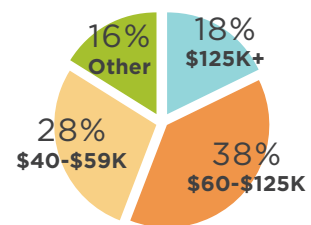
1%

Other

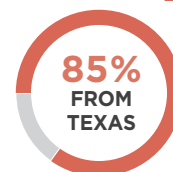
AGE (Over 11 years old)



INCOME



ZIP CODES



Top 20 include South Dallas, Mesquite, Grand Prairie, Kessler Park, Casa Linda, Buckner and Downtown/Uptown

