

SPONSORSHIP OPPORTUNITIES



KLYDE WARREN PARK'S HOLIDAY SHOW & TREE LIGHTING

**SATURDAY, DECEMBER 7
2 - 6 PM**

Enjoy a holiday tradition at the Park's annual Holiday Show & Tree Lighting celebration. The free event features a festive day of family-friendly activities and entertainment, including photos with Santa and Mrs. Claus, face painting, crafts, games and live holiday entertainment. The day will culminate with a holiday extravaganza featuring traditional Christmas music, the arrival of Santa Claus and our annual tree lighting.

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 12/6/2019.

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 Holiday Show & Tree Lighting	✓	✓	✓	✓
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 Holiday Show & Tree Lighting	✓	✓	✓	✓
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		

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%

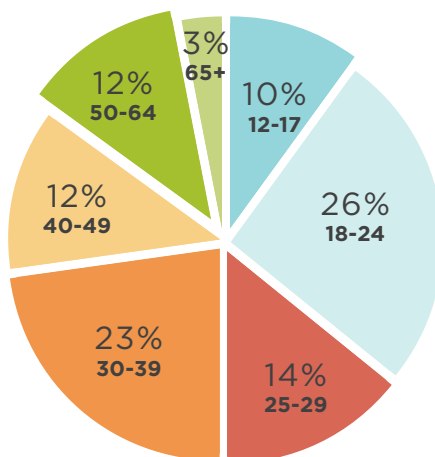
4%

Undisclosed

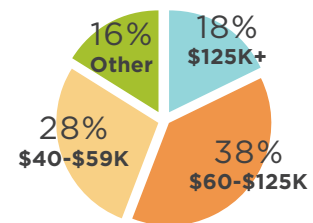
1%

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

