

KLYDE WARREN PARK'S  
**INDEPENDENCE DAY**  
*Celebration*



**SPONSORSHIP  
OPPORTUNITIES**

# About

SATURDAY  
**JUNE 27**  
6-10 PM

Nothing says summer like the cold refreshment of ice cream and the sound of patriotic tunes before a grand fireworks display. Celebrate Independence Day by sampling treats from a variety of vendors and enjoying live music, games and other fun family activities. Wrap up the evening with a concert by the U.S. Army's 36th Infantry Division Band and a spectacular pyrotechnic display on the Park's East Lawn.



## KLYDE WARREN PARK'S **INDEPENDENCE DAY** *Celebration*



*Live  
Patriotic  
Music*

*Cold  
Treats*

15-MINUTE  
*Fireworks  
Show*





# 2019 Recap

TOTAL ATTENDANCE

# 25K



KLYDE WARREN PARK'S  
**INDEPENDENCE DAY**  
*Celebration*

SATURDAY  
**JUNE 29**  
4 - 10 PM

*Ice Cream Social ★ Live Entertainment  
Activities on the Lawn*

**Fireworks Show**

FREE EVENT

[KlydeWarrenPark.org](http://KlydeWarrenPark.org)



# 2019 Recap

## MARKETING & MEDIA



TOTAL REACH

168.3  
MILLION



TOTAL PUBLICITY  
VALUE

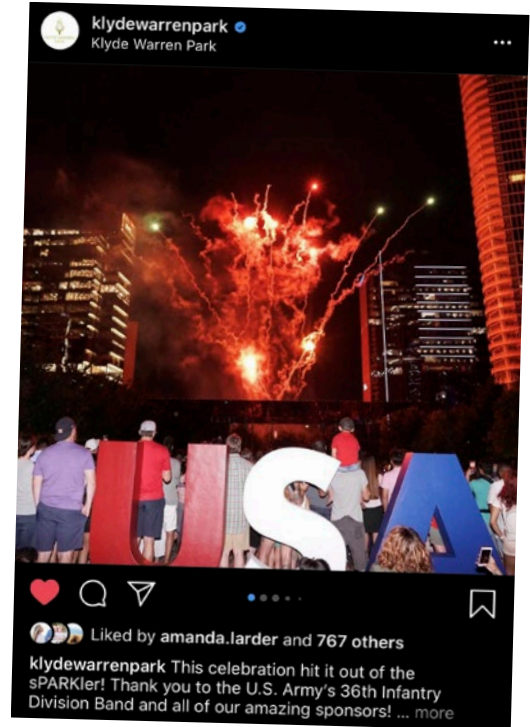
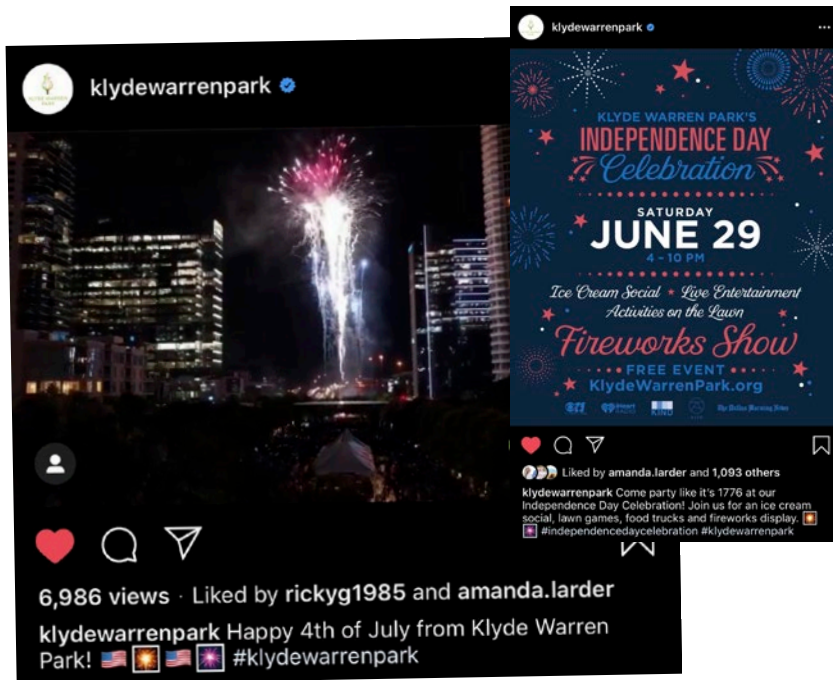
\$353  
THOUSAND





# 2019 Recap

## SOCIAL MEDIA



# 2020 Sponsorships

## PRESENTING (\$50,000)

- 20 reserved Park Patron Lounge invitations
- 10 complimentary valet passes
- Recognition on Klyde Warren Park website, executive quote press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Brand mention in 102.9NOW PSAs (month-long promotions)
- Brand mention in CBS11 PSAs (month-long promotions)
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo recognition displayed on event signage
- 4 Dinner in the Park invitations (Date TBD)
- 4 Klyde Warren Park's Food & Wine Festival invitations (Date TBD)
- 4 Memorial Day Music Fest Park Patron Lounge invitations (May 24, 2020)
- 4 Tree Lighting Celebration Park Patron Lounge invitations (December 5, 2020)

## PREMIER (\$25,000)

- 12 reserved Park Patron Lounge invitations
- 6 complimentary valet passes
- Recognition on Klyde Warren Park website, in press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo recognition displayed on event signage
- 2 Dinner in the Park invitations (Date TBD)
- 2 Klyde Warren Park's Food & Wine Festival invitations (Date TBD)
- 4 Memorial Day Music Fest Park Patron Lounge invitations (May 24, 2020)
- 4 Tree Lighting Celebration Park Patron Lounge invitations (December 5, 2020)

## EVENT (\$10,000)

- 8 reserved Park Patron Lounge invitations
- 4 complimentary valet passes
- Recognition on Klyde Warren Park website, press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo recognition displayed on event signage
- 2 Klyde Warren Park's Food & Wine Festival invitations (Date TBD)
- 2 Memorial Day Music Fest Park Patron Lounge invitations (May 24, 2020)
- 2 Tree Lighting Celebration Park Patron Lounge invitations (December 5, 2020)

## SUPPORTING (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo recognition displayed on event signage
- 2 Memorial Day Music Fest Park Patron Lounge invitations (May 24, 2020)
- 2 Tree Lighting Celebration Park Patron Lounge invitations (December 5, 2020)



# 2020 Activations



## FIREWORKS (\$15,000)

- 10 reserved Park Patron Lounge invitations
- 5 complimentary valet passes
- Recognition on Klyde Warren Park website, press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized as Fireworks sponsor in Park
- Name recognition from stage



## PARK PATRON LOUNGE (\$10,000)

- 8 reserved Park Patron Lounge invitations
- 4 complimentary valet passes
- Recognition on Klyde Warren Park website, press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized in Park Patron Lounge
- Logo recognition on invitation sent out to Park Patrons



## STAGE (\$10,000)

- 8 reserved Park Patron Lounge invitations
- 4 complimentary valet passes
- Recognition on Klyde Warren Park website, press release (if applicable), in-Park signage, and e-blasts (42K) promoting event
- Logo recognition in printed ads placed in *The Dallas Morning News* promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on stage



## CHILDREN'S CRAFT (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have signage at Children's Craft area
- Volunteer opportunity to help with Children's Craft area



## DJ (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on DJ booth signage



## LAWN GAMES (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on lawn games





# 2020 Activations



## PUBLIC BAR (\$5,000 – 2 Available)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on bar signage



## SIGNAGE (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on in-Park signage (excluding tents)



## TENT (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have 10x10 booth available for activation
- Logo prominently recognized on tent signage



## VOLUNTEER (\$5,000)

- 4 reserved Park Patron Lounge invitations
- 2 complimentary valet passes
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Opportunity to have signage on volunteer/KWP tent
- Logo prominently recognized on volunteer shirts



## BALLOON ARTIST (\$2,500 – 3 Available)

- 2 reserved Park Patron Lounge invitations
- 1 complimentary valet pass
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Logo prominently recognized at balloon artist station



## FACE PAINTER (\$2,500 – 3 Available)

- 2 reserved Park Patron Lounge invitations
- 1 complimentary valet pass
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Logo prominently recognized at face painter station





# 2020 Activations



## PHOTO BOOTH

(\$2,500)

- 2 reserved Park Patron Lounge invitations
- 1 complimentary valet pass
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Logo prominently recognized at photo booth



## WATER STATION

(\$2,500 – 2 Available)

- 2 reserved Park Patron Lounge invitations
- 1 complimentary valet pass
- Recognition on Klyde Warren Park website, in-Park signage, and e-blasts (42K) promoting event
- Social media recognition (88K Facebook, 71K Instagram, 87K Twitter)
- Logo prominently recognized at water station

**ADDITIONAL  
CUSTOM  
ACTIVATIONS  
AVAILABLE!**



# KLYDE WARREN PARK'S INDEPENDENCE DAY *Celebration*

## STEP 1: COMPLETE CONTACT INFORMATION

Sponsor Name \_\_\_\_\_

Daily Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

## STEP 2: SELECT SPONSORSHIP OR ACTIVATION

### SPONSORSHIP OPPORTUNITIES

- ☐ **Presenting Sponsorship** (\$50,000)  
☐ **Premier Sponsorship** (\$25,000)

- ☐ **Event Sponsorship** (\$10,000)  
☐ **Supporting Sponsorship** (\$5,000)

**ADDITIONAL CUSTOM  
SPONSORSHIPS &  
ACTIVATIONS AVAILABLE!**

### ACTIVATION OPPORTUNITIES

- ☐ **Fireworks** (\$15,000)  
☐ **Children's Craft** (\$5,000)  
☐ **Public Bar** (\$5,000 - 2 Available)  
☐ **Volunteer** (\$5,000)  
☐ **Photo Booth** (\$2,500)

- ☐ **Park Patron Lounge** (\$10,000)  
☐ **DJ** (\$5,000)  
☐ **Signage** (\$5,000)  
☐ **Balloon Artist** (\$2,500 - 3 Available)  
☐ **Water Station** (\$2,500 - 2 Available)

- ☐ **Stage** (\$10,000)  
☐ **Lawn Games** (\$5,000)  
☐ **Tent** (\$5,000)  
☐ **Face Painter** (\$2,500 - 3 Available)

## STEP 3: REVIEW AND SUBMIT PAYMENT

**Payment will be made to Woodall Rodgers Park Foundation in the amount of \$ \_\_\_\_\_, by or before 6/26/2020.**

**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 Representative

Klyde Warren Park Sponsor

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_