



KLYDE WARREN
PARK

2020 FUNDING OPPORTUNITIES

AS OF NOVEMBER 4, 2019

1

About
Klyde Warren
Park

3

Signature
Events

5

Program
Sponsorships

7

Naming
Opportunities

9

Park & Palate

11

Membership
Society

12

Dedications

KLYDE WARREN PARK STAFF

Kit Sawers

President

kit@klydewarrenpark.org

214.716.4501

Paul Frushour

**Associate Director, Events
and Programs Operations**

paul@klydewarrenpark.org

214.716.4508

Michael Gaffney

**Senior VP of
Operations**

michael@klydewarrenpark.org

214.716.4503

Todd Harris

Operations Technician

todd@klydewarrenpark.org

214.716.4513

Katherine Hill

Executive Assistant

katherine@klydewarrenpark.org

214.716.4540

Jordan Kemp

**Manager of
Marketing and Events**

jordan@klydewarrenpark.org

214.716.4504

Tricia Linderman

**Executive Vice President,
Phase 2**

tricia@klydewarrenpark.org

214.716.4502

Joy Matthews

Director of Programs

joy@klydewarrenpark.org

214.716.4509

Sagira Mathews

Office Assistant

sagira@klydewarrenpark.org

214.716.4500

Larry McCoy

**Executive Vice President,
Finance and Administration**

larry@klydewarrenpark.org

214.716.4510

Andrew Soliz

**Guest Services
Manager**

andrew@klydewarrenpark.org

214.716.4511

Jenny Ozee

Director of Donor Relations

jenny@klydewarrenpark.org

214.716.4505

Sarah Stewart

Director of External Events

sarah@klydewarrenpark.org

214.716.4506

Ann Whitley Wood

Manager of Donor Relations

ann@klydewarrenpark.org

214.716.4507

Lauren Yeung

**Financial Accounting
Coordinator**

lauren@klydewarrenpark.org

214.716.4512

ABOUT THE PARK



Klyde Warren Park opened in 2012, creating an urban green space over the existing Woodall Rogers Freeway between Pearl and St. Paul streets in Downtown Dallas. The 5.2-acre deck park is privately funded and operated by the Woodall Rodgers Park Foundation. The Park has

welcomed more than one million visitors annually, generated \$2 billion in economic development, and has become a gathering place for residents and visitors alike.

“Klyde Warren Park is a beautiful place that helps stitch together our city center and serves as a wonderful attraction for Dallas residents and visitors from around the world.”

— **Eric Johnson**, Dallas Mayor

The Park is a place where natural beauty, culture and entertainment intersect. Our mission is to enrich the lives of Park visitors with a myriad of educational opportunities highlighted by programming that showcases the multitude of cultures and talents native to Dallas. Currently, more than 1,300 memorable programs are provided annually.

Yielding enormous economic value to Dallas and the surrounding community, the Park provides new jobs, tourism, community cohesion, wellness, clean water and clean air. The trees act as a natural biofilter, and the vegetation mitigates the urban heat island effect and sequesters up to seven tons of carbon every year.



BEFORE: 2009



COMPLETED: 2012

MISSION STATEMENT

The mission of the Park is to provide free programming and educational opportunities for the enrichment of visitors' lives, to showcase the multitude of cultures and talents Dallas has to offer, and to be a town square where guests may congregate and create traditions.

PUBLIC, PRIVATE PARTNERSHIP

Klyde Warren Park is a 501(c)(3) owned by the City of Dallas and privately operated and managed by the Woodall Rodgers Park Foundation.

CURRENT SPONSORS



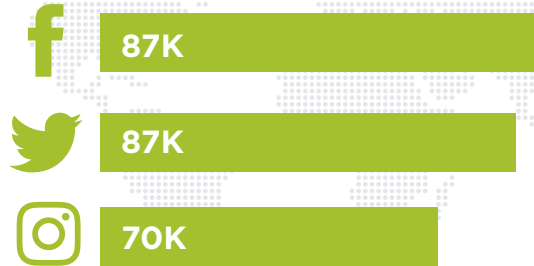
*As of 11/4/2019

2019 BOARD OF DIRECTORS

Nancy Best
Jay Clingman
Ed Fjordbak
Scott Ginsburg
Jody Grant
Sheila Grant
Linda W. Hart
Mitch Hart
Tom Leppert
Walter Levy
Nancy Perot
Sabine Stener
Rob Walters
Kelcy Warren
Laura Whitfield
John Zogg

FACTS & DEMOGRAPHICS

SOCIAL MEDIA FOLLOWERS



37K
WEBSITE VISITS
PER MONTH



37K
EMAIL
DATABASE

THE PARK ANNUALLY PRODUCES OVER
1,300 FREE PROGRAMS & EVENTS



4K
AVERAGE
WEEKEND
ATTENDANCE
**In peak season*

2018 EARNED MEDIA*

MEDIA REACH

1.9 BILLION

PUBLICITY VALUE

\$16.4 MILLION

TOTAL MENTIONS

4.5K

More than **400K** digital media impressions in
The Dallas Morning News.

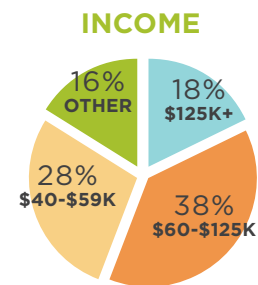
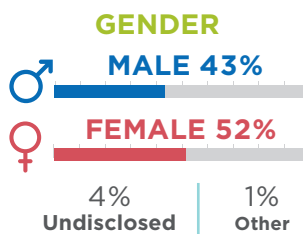
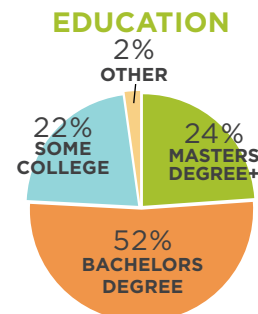
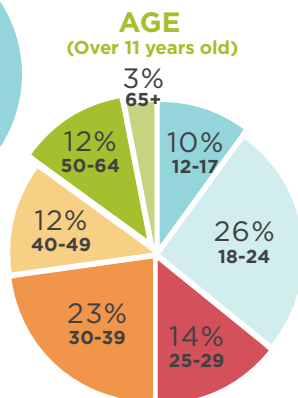
Two dedicated half-hour specials on
CBS 11 reaching **200K** viewers with a media
value of **\$175K.**

**Numbers are estimates*

GUEST DEMOGRAPHICS

KLYDE WARREN PARK MAINTAINS PARK
ATTENDANCE AT MORE THAN

**1 MILLION
GUESTS**



ZIP CODES



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

MEMORIAL DAY MUSIC FEST

Presented by VisitDallas
SUNDAY, MAY 24
2-10 PM

Join us as the lawn comes alive with the Park's second annual music festival. Check out performances across multiple stages throughout the day and into the night. Each stage will feature music from a variety of genres to satisfy lovers of rock, country, Tejano, funk and more. Between performances, explore vendor booths, play games, have your face painted and feast on bites from our famous food trucks.



INDEPENDENCE DAY CELEBRATION

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 cold 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.



SUMMER MOVIE SERIES

SATURDAYS, JUNE - AUGUST

Sunsets in the summer are a lot cooler with this movie series in the Park. From blockbusters to animated favorites, from musicals to comedies, you won't want to miss any of these fun, free, family-friendly flicks. Grab a space on the lawn, enjoy a Relish or food truck picnic and let the cinematic fun begin.

Past Movies Shown

- **Super Hero/Drama:** *Captain America, Iron Man, James Bond, Thor, A Dog's Purpose*
- **Sci-Fi:** *Fantastic Beasts, Star Wars, Star Wars, The Last Jedi, The Avengers*
- **Action:** *Jurassic World*
- **Kid-Friendly/Animated:** *The Little Mermaid, Incredibles 2, Trolls, Sing, Minions, Inside Out, Goosebumps, Coco*



FREE SIGNATURE EVENTS, CONTINUED

LABOR DAY
FOOD TRUCK RALLY
SUNDAY, SEPTEMBER 6
4-9 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. Expected attendance number is 12,000 people throughout the day.



TREE LIGHTING
CELEBRATION
SATURDAY, DECEMBER 5
2-6 PM

Enjoy this free family tradition featuring a festive day of activities and entertainment, including photos with Santa and story time with Mrs. Claus, face painting, crafts, games and real snow! The day will culminate with a live show featuring performances of holiday music, visits from Santa's friends Frosty and Rudolph, and Klyde Warren Park's annual tree lighting.



POSSIBLE SPONSORSHIP BENEFITS
Reserved access to VIP Lounge during event
Sponsor of signature event
Recognition on Klyde Warren Park website
Rent-free use of Klyde Warren Park space
Recognition in press release
Executive quote in press release
Executive speaking opportunity during show
Recognition on in-Park Klyde Warren Park signage dedicated to event promotion
Recognition in Klyde Warren Park E-blasts dedicated to event promotion
Opportunity to have 10X10 space available for activation
Social media recognition
Logo recognition displayed on event signage
Access to Park & Palate Dinner in the Park (Date TBD)
Access to Park & Palate Grand Taste (Date TBD)
Access to VIP Lounge at signature events

SIGNATURE EVENT SPONSORSHIP LEVELS

PRESENTING: \$50,000

PREMIER: \$25,000

EVENT: \$10,000

SUPPORTING: \$5,000

.....

For more information, contact Jenny Ozee at 214.716.4505 or jenny@klydewarrenpark.org.



HEALTH & WELLNESS

\$25,000 - \$100,000

Free fitness for all at the Park! Klyde Warren Park offers a variety of classes for all fitness levels. Classes are held throughout the year and include programs like yoga, Zumba, Pilates, Barre, tai chi and boot camps.

FAMILY

\$25,000 - \$100,000

Kids and adults alike will enjoy the programming just for families. From story time to science, from drama to knight training, something fun is always in store at the Park.

Partnerships with SEALIFE Grapevine, Perot Museum of nature and Science, Creative Arts Center of Dallas, Bandan Koro and many more provide families with an opportunity to spend quality time together and experience the culture of the city.



ARTS & CULTURE

\$25,000 - \$100,000

Dallas is rich in arts and culture and the Park is no exception. In addition to partnerships with neighboring museums there are a variety of classes to engage visitors of all ages. Programs include: Dallas Skyline tour with AD EX, Art as a Second Language, Poetry in the Park, Locals Only Book Club, dance classes and live music.



MUSIC

\$5,000 - \$25,000

Music is part of the soul of the Park and an area that continues to grow. In 2019, you will hear lunchtime music provided by the American Federation of Musicians, the new Sunday Sunset Concerts, and the new Memorial Day Music Fest featuring great bands from around the Metroplex and beyond. In addition to live performances, we will also have DJs bringing life to the Park on many weekends. Each of our series has a different focus and includes music across a variety of genres.



CONCIERGE SERVICE

\$50,000

Located in a kiosk in the heart of the Park, Klyde Warren Park's concierge service is available to assist you with any mission. This complimentary resource offers guests the ultimate convenience around Dallas. From buying tickets to sporting events or theater performances, to making reservations at Dallas' finest restaurants or creating travel itineraries, Klyde Warren Park's Concierge Kiosk will do it all.



ICE-SKATING RINK

\$5,000 - \$50,000

This unique winter experience will be a new tradition for visitors and local Dallas families. Open seven days a week, November to February, this rink offers the most exceptional urban setting for any ice-skating rink in the U.S.

POSSIBLE SPONSORSHIP BENEFITS

Sponsor of Klyde Warren Park signature program

Signage displayed in area during program

Recognition in press release

Executive quote in press release

Recognition on Klyde Warren Park calendar

Recognition on Klyde Warren Park website

Recognition in Klyde Warren Park E-blasts

Opportunity to display or activate product during signature events (if applicable)

Opportunity to display or activate product in sponsored area

Social media recognition throughout the year

Access to Park & Palate Dinner in the Park (2020 date TBD)

Access to Park & Palate Grand Taste (2020 date TBD)

Access to VIP Lounge at signature events

For more information, contact Jenny Ozee at 214.716.4505 or jenny@klydewarrenpark.org.

AVAILABLE NAMING AND SPONSORSHIP OPPORTUNITIES

1. BUTTERFLY WATER FEATURE

This creative water feature in the Children's Park will allow one to follow a caterpillar's journey into a beautiful butterfly.

2. CHILDREN'S PARK

Filled with fun and educational programming, the Children's Park is one of the most visited spaces in the Park. It is an imaginative place with interactive fountains, playgrounds, a storytelling tree house, benches for resting and a kid-sized amphitheater.

3. READING AND GAMES ROOM

Next to the Great Lawn, this area is home to a lending library of books, magazines and games, such as checkers, backgammon and chess to enjoy at a collection of tables. It also serves as the perfect place for small lectures and workshops and is home to Klyde Warren Park's guest services where visitors learn about the many activations at the Park and happenings around the city.

4. THE PORCH

The Porch, located on Olive Street and in front of Relish Restaurant, provides Park guests a unique seating option and a comfortable lounge area. The Porch also features regular programming and events.



5. PUTTING GREEN

The Putting Green on the East Lawn is a lunchtime and weekend favorite where all ages can participate.

6. EAST LAWN

The East Lawn serves as a location of Park events and recreational activities, including fitness classes, the putting green and badminton court — and will be home to a new signature water feature.

7. THE GROVE

In The Grove, visitors play a number of games, including pétanque, ping pong and foosball, and enjoy daily food trucks as well as frequent pop-up installations.

8. SIGNATURE FOUNTAIN

This imaginative and interactive water feature in the East Lawn is designed to dazzle and delight Park-goers with choreographed water shows.

.....

For more information, contact Jenny Ozee at 214.716.4505 or jenny@klydewarrenpark.org.



POSSIBLE SPONSORSHIP BENEFITS

Presenting sponsor of area

Permanent signage in area for duration of sponsorship

Recognition in press release

Executive quote in press release

Recognition on Klyde Warren Park map

Recognition on Klyde Warren Park website

Recognition in Klyde Warren Park E-blasts

Rent-free use of Klyde Warren Park space

Opportunity to display or activate product during signature events (if applicable)

Opportunity to display or activate product in sponsored area

Social media recognition throughout the year

Access to Park & Palate Dinner in the Park (2020 date TBD)

Access to Park & Palate Grand Taste (2020 date TBD)

Access to VIP Lounge at signature events



The sixth annual premier food and wine festival, Park & Palate, presented by Republic National Distributing Company, will return next Fall (date TBD). The event highlights the city's nationally-recognized culinary scene, along with wineries, breweries, spirits, and entertainment—all while raising funds for Klyde Warren Park.

Dinner in the Park will treat guests to a three-course seated dinner under the stars with sommelier-curated wine selections and live music and dancing.

Grand Taste will feature more than 30 wine and spirit brands, 40 of Dallas' favorite chefs, lots of entertainment and activities, and a beer garden to complement offerings from our hugely popular BBQ Alley.

Park & Palate provides community-minded corporations, philanthropists and individuals the opportunity to experience Klyde Warren Park in a unique way. Proceeds from Park & Palate pay for the Park's daily maintenance and hundreds of free programs and educational events throughout the year.



PRESENTED BY | REPUBLIC NATIONAL
DISTRIBUTING COMPANY

2019

HONORARY CHAIRS

Peggy and Carl Sewell,
Jacquelin and William Atkinson,
Josie and Carl Sewell

HOST CHEF

Kent Rathbun

HOST MASTER SOMMELIER

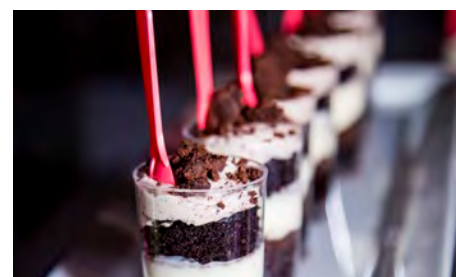
Drew Hendricks

EVENT CHAIRS

Brooke Hortenstine and
Missy Wyszynski

UNDERWRITING CHAIRS

Piper and Mike Wyatt



2018 MEDIA
IMPRESSIONS AND
FUNDRAISING

TOTAL MENTIONS

182

TOTAL REACH

39.2M

TOTAL PR VALUE

\$604K

PARK & PALATE NET

\$500K

POSSIBLE SPONSORSHIP BENEFITS

DINNER IN THE PARK

DATE TBD

Seated dinner with chef-prepared courses and
sommelier-curated wine selections

Commemorative engraved magnum of
wine for table host

Complimentary valet passes

Live music and dancing for guests

Recognition in press release

Champagne welcome reception

GRAND TASTE

DATE TBD

VIP access for adults

General admission passes for adults

Complimentary valet passes

ADDITIONAL BENEFITS

Dinner for 10 at
Celebrity Imoto Chef
Kent Rathbun's private home;
food and wine included

Rent-free use of
Klyde Warren Park space

Recognition in
press release

Executive quote in
press release

Recognition in
Klyde Warren Park E-blasts
dedicated to event promotion

Social media recognition

Recognition on
Park & Palate website

Logo recognition displayed on
event signage

Access to Memorial Day
Music Fest presented by
VisitDallas VIP Lounge
(May 24, 2020)

Access to Independence Day
Celebration VIP Lounge
(June 27, 2020)

Access to Labor Day Food Truck
Rally VIP Lounge (Sept 6, 2020)

Access to Tree Lighting
Celebration VIP Lounge
(Dec 5, 2020)

PARK & PALATE SPONSORSHIP LEVELS

PREMIER (\$50,000)

PARK (\$25,000)

BOULEVARD (\$15,000)

PROMENADE (\$10,000)

GARDEN (\$7,500)

GROVE (\$3,500)

PLAZA (\$1,000)

INDIVIDUAL TICKETS GRAND TASTE (DATE TBD)

GENERAL ADMISSION: \$75

VIP: \$125*

*Includes early access at 12 PM, complimentary self-parking
and open bar in the VIP Lounge at Savor Gastropub

For more information, contact Jenny Ozee at 214.716.4505 or
jenny@klydewarrenpark.org or visit parkandpalate.org.



Friends of Klyde Warren Park members sustain our grass, gardens and play areas, artistic performances, music, and everything else that makes this nationally-admired public space so vibrant—and free for everyone.

\$500 LEVEL

- Members-only party featuring popular local cover bands, Forgotten Space and Big Wheel, open bar, games, dancing, and full barbeque dinner included (Date TBD)
- Free family access to VIP areas for Memorial Day Music Fest, Independence Day Celebration, Labor Day Sun Day and Holiday Show & Tree Lighting
- General seating for your family a members-only Fall Family Movie and Games Night (Date TBD)
- Complimentary valet parking for events

\$1,000 LEVEL

- All lower-level benefits, plus:
- VIP access for two to Park & Palate Grand Taste (Date TBD)
- Reserved “blanket seating” for your family at the members-only Fall Family Movie and Games Night
- Complimentary year-round valet parking at Savor Gastropub

\$2,500 LEVEL

- All lower-level benefits, plus:
- Seating for two at Park & Palate Dinner in the Park (Date TBD)
- Exclusive membership dinner for two at Celebrity Imoto Chef Kent Rathbun’s private home (Date TBD); food and wine included

For more information, contact Ann Whitley Wood at 214.716.4507 or ann@klydewarrenpark.org.



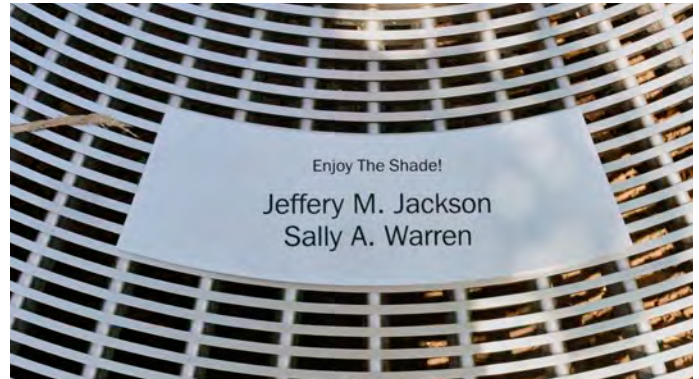


CREATE YOUR LEGACY TODAY.

Dedicating a Klyde Warren Park tree, bench or chair provides an opportunity to memorialize a loved one. A plaque inscribed with the dedication will be applied to an available tree, bench or chair in the Park.

TREE DEDICATION

With a gift of \$25,000, a personalized plaque will be added to the grate of a beautiful trident maple lining Chase Promenade, the main walkway throughout Klyde Warren Park.



BENCH DEDICATION

With a gift of \$10,000, a personalized plaque will adorn a wood bench lining Jane's Lane, providing relaxing seating to visitors throughout the Park.



CHAIR DEDICATION

With a gift of \$250, a personalized plaque will adorn a seat back on a chair in the Park.

For more information, contact Jenny Ozee at 214.716.4505 or jenny@klydewarrenpark.org.

