KLYDE WARREN PARK STAFF

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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

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.

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

2020 FUNDING OPPORTUNITIES
FACTS & DEMOGRAPHICS

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

GUEST DEMOGRAPHICS

KLYDE WARREN PARK MAINTAINS PARK ATTENDANCE AT MORE THAN 1 MILLION GUESTS

AGE

- Over 11 years old
  - 3% 65+
  - 10% 12-17
  - 26% 18-24
  - 23% 30-39
  - 14% 25-29
  - 12% 40-49
  - 12% 50-64
  - 10% 18-24

EDUCATION

- Some College
  - 22%
- Bachelor’s Degree
  - 52%
- Master’s Degree+
  - 22%
- Other
  - 24%

INCOME

- $40-$59K
  - 28%
- $60-$129K
  - 38%
- $125K+
  - 16%
- Other
  - 18%

ZIP CODES

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

GENDER

- Male 43%
- Female 52%
- Undisclosed 4%
- Other 1%

SOCIAL MEDIA FOLLOWERS

- Facebook: 87K
- Twitter: 87K
- Instagram: 70K

37K EMAIL DATABASE

37K WEBSITE VISITS PER MONTH

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

2020 FUNDING OPPORTUNITIES
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

2020 FUNDING OPPORTUNITIES
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.

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.

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

2020 FUNDING OPPORTUNITIES
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.
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 |

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.

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

2020 FUNDING 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

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Presenting sponsor of area</td>
<td>Permanent signage in area for duration of sponsorship</td>
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<tr>
<td>Recognition in press release</td>
<td>Executive quote in press release</td>
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<tr>
<td>Recognition on Klyde Warren Park map</td>
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2020 FUNDING OPPORTUNITIES
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.

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

2020 FUNDING OPPORTUNITIES
## 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)
- **Groove** ($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.

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2020 Funding Opportunities
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 barbecue 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 at the 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.

Dedicated 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.

KLYDE WARREN PARK

2020 FUNDING OPPORTUNITIES