

SPONSORSHIP OPPORTUNITIES

KLYDE WARREN PARK'S
LABOR DAY



FOOD
TRUCK
RALLY

SUNDAY, SEPTEMBER 1
4-9 PM

On Labor Day Sunday, enjoy an amazing array of culinary treats from more than 25 of the best food trucks and carts in the Metroplex. This family-friendly event will feature live music, activities and giant games on the lawn.

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 8/31/2019.

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 Labor Day 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 Labor Day 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 (TBD May 2020)	4	2		
Access to Independence Day Celebration VIP Lounge (TBD June 2020)	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 (62K); and Twitter (86K)

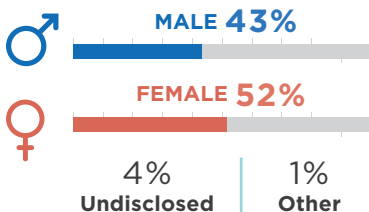


KLYDE WARREN PARK DEMOGRAPHICS

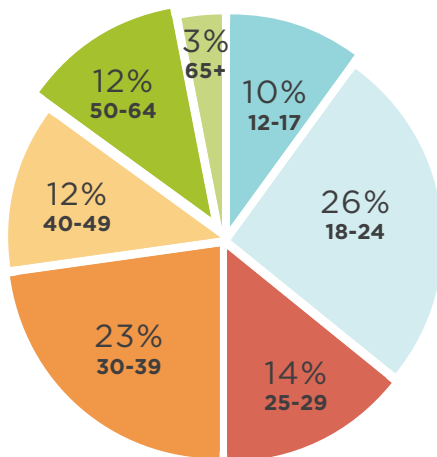
ESTIMATED EVENT ATTENDEES



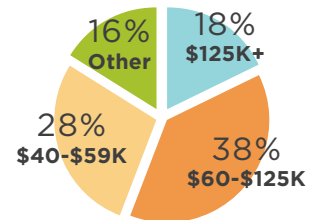
GENDER



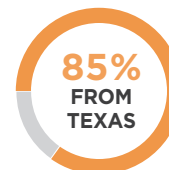
AGE (Over 11 years old)



INCOME



ZIP CODES



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

