

SPONSORSHIP OPPORTUNITIES



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.

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 5/8/2020.

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

Sponsor

Signature: _____

Signature: _____

Printed Name: _____

Printed Name: _____

Date: _____

Date: _____



2020 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 Memorial Day Music Fest presented by VisitDallas	✓	✓	✓	✓
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 Memorial Day Music Fest	✓	✓	✓	✓
Logo recognition displayed on event signage	✓	✓	✓	✓
Access to Park & Palate Dinner in the Park (Date TBD)	6	6	4	
Access to Park & Palate Grand Taste (Date TBD)	2			
Access to Independence Day Celebration VIP Lounge (June 27)	4	2		
Access to Labor Day Sun Day VIP Lounge (September 6)	4	2		
Access to Tree Lighting Celebration VIP Lounge (December 5)	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 (87K); Instagram (70K); and Twitter (87K)

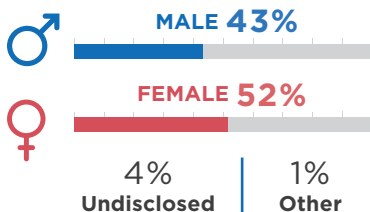


KLYDE WARREN PARK DEMOGRAPHICS

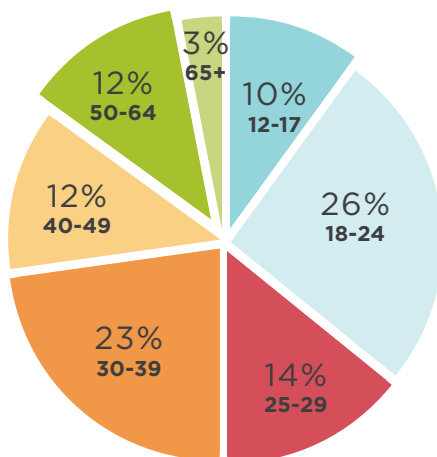
ESTIMATED EVENT ATTENDEES



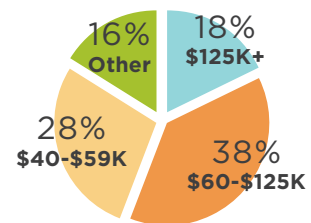
GENDER



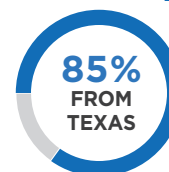
AGE (Over 11 years old)



INCOME



ZIP CODES



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

