

# SPONSORSHIP OPPORTUNITIES



## KLYDE WARREN PARK'S 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 snow flurries! 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.

### 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 11/20/2020.

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 Tree Lighting Celebration	✓	✓	✓	✓
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 Holiday Show & Tree Lighting	✓	✓	✓	✓
Logo recognition displayed on event signage	✓	✓	✓	✓
Access to Park & Palate Dinner in the Park (Date TBD)	2			
Access to Park & Palate Grand Taste (Date TBD)	6	6	4	
Access to Memorial Day Music Fest presented by VisitDallas VIP Lounge (May 24)	4	2		
Access to Independence Day Celebration VIP Lounge (June 27)	4	2		
Access to Labor Day Food Truck Rally Lounge (September 6)	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)



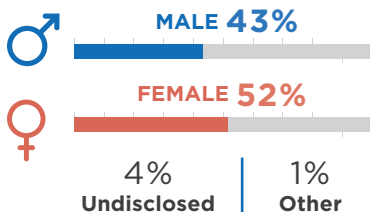
## KLYDE WARREN PARK DEMOGRAPHICS

### ESTIMATED EVENT ATTENDEES

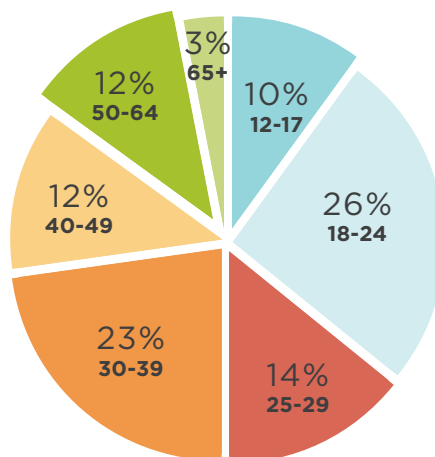


10-15K

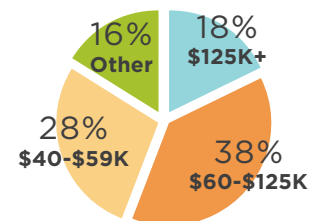
### GENDER



### AGE (Over 11 years old)



### INCOME



### ZIP CODES

