

# 2024 Event Sponsorship Opportunities

CITY OF POULSBO  
PARKS AND RECREATION





# CITY OF POULSBO PARKS AND RECREATION

## Mission





The mission of the Parks and Recreation Department is to enrich the quality of life by serving the community's needs for quality and affordable educational and recreational programs, parks and services to all residents and visitors.

## Our Vision



It is the vision of the Poulsbo Parks and Recreation Department to be the heart of a healthy community through sustainable, safe, and diverse programs and open spaces, where all residents and visitors feel inspired to live, play, learn, and thrive.





**Community Enrichment** ♥ **Inclusiveness & Equity** ♥ **Health & Wellness** ♥ **Stewardship & Sustainability** ♥

### Parks & Recreation Media

-  @PoulsboParksRec: 4.1K+ followers
-  @PoulsboParksRec: 500+ followers
-  <https://linktr.ee/poulsboparksrec>
-  Parks and Recreation Newsletter (monthly) & Brochure (quarterly) is e-mailed to over 8,000 households and over 20,000 individuals.

### City of Poulsbo Facts

-  Our Poulsbo Parks and Recreation facility hosts over 5,000 participants and about 50,000 visitors at our facilities each year.
-  In 2023, Poulsbo Parks and Recreation hosted 1,034 programs, including; 54 free senior programs, and 9 special events for the community!

-  The City of Poulsbo has 19 city parks totaling 146 acres, with over 5 linear miles of trails.
-  Poulsbo was founded by Norwegian immigrant Jorgen Eliason in the 1880s.
-  Poulsbo Population - 12,000 (as of April 2021)
-  Average Household Income - \$84,000 (as of April 2021)


## Sponsor Benefits

Sponsorships can unlock limitless promotional opportunities within the fast growing and diverse community in the greater Poulsbo area. Sponsoring is a great way to:

- Connect with over 60,000 community members in the great Kitsap County.
- Utilize the City of Poulsbo and Parks and Recreation's strong marketing presence and extensive partnerships.
- Take advantage of the opportunity for face-to face interactions with potential customers.
- Target key demographics with product sampling or exposure.
- Maximize your brand visibility.

## Contact

Special Events Coordinator  
Lin Hino  
360-394-9771  
[lhino@cityofpoulsbo.com](mailto:lhino@cityofpoulsbo.com)

 <https://cityofpoulsbo.com/parks-recreation/>





# 2024 EVENTS AT A GLANCE

## CONNECTING THE POULSBO COMMUNITY

Date	Event	Location	Attendance	Deadline of Securing Sponsor
February 17th	Family Formal Community Dance	Poulsbo Sons of Norway	500+	December 2023
May 18th	Viking Fest Road Race	Lions Park & Historic Downtown Poulsbo	1,200+	January 2024
July – August Tuesday Nights	Summer Nights at the Bay Concert Series	Muriel Iverson Williams Waterfront Park	3,000+	March 2024
August 16th	Rockaraoke at Waterfront Park	Muriel Iverson Williams Waterfront Park	500+	April 2024
October 31st	Spooktacular Halloween Preschool Carnival	Poulsbo Recreation Center	300+	July 2024

**For more information about Sponsorship Opportunities**



**Contact us:**

Special Events Coordinator  
Lin Hino  
360-394-9771  
lhino@cityofpoulsbo.com

**We are always open to volunteers and in-kind sponsorships, so reach out if you have ideas!**

# FAMILY FORMAL COMMUNITY DANCE

Poulsbo Sons of Norway: 18991 Front St NE, Poulsbo, WA 98370

-  **Date:** Saturday, February 17, 2024 | Time: 4:30 – 6:00 pm & 6:30 – 8:00 pm
-  **Target Audience:** General public and families with children in the greater North Kitsap area
- Estimated Attendance:** 500+

A truly unique event that takes place with elegance, this night provides an unforgettable experience for families featuring music and dancing, light refreshments, a special take-home craft, and professional photos to capture a lively and memorable night in style. With a provided earlier time to accommodate special needs, this event has become an inclusive family event that ensures everyone feel welcome a provided earlier time to accommodate special needs, this event has become an inclusive family event that ensures everyone feel welcome.

## All levels of sponsorship include:

- Sponsor mention in Parks & Rec e-Newsletter and e-Brochure
- Sponsor mention in event social media posts

## Presenting Sponsor - \$1,000 ONLY ONE PER EVENT

- Logo placement on all Advertisements
- Logo on event webpage with Company link
- On-site table at the event
- One dedicated 1/4 page Ad in Parks & Recreation e-Brochure (Company provides Ad)
- One dedicated Ad on social media

## Gold Sponsor - \$500

- Logo placement on all Advertisements
- Logo on event webpage with Company link
- One dedicated Ad on social media

## In-Kind Sponsor

- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!

**Deadline for Sponsorship Commitment:**  
December 2023







# VIKING FEST ROAD RACE SPONSORSHIP

City of Poulsbo : *Lions Park & Historic Downtown Poulsbo*



**Date:** Saturday, May 18th, 2024 | Time: 9:00 am - 11:00 am



**Target Audience:** General public and families with children in the greater Kitsap, Pierce, and King County.

**Estimated Attendance:** 1,200+

This annual Road Race welcomes the surrounding communities to run, jog, and/or walk in a 5-mile, 1-mile, or Kids Dash along our scenic Poulsbo waterfront. Every year brings a specially designed T-shirt that is available to purchase. As a participant, the race includes being timed, taking home a finishers ribbon, enjoying an after-race snack, and top placers earn a medal. This is always an active and fun family favorite! This 40+ year old race kicks-off our annual Viking Fest, where the city sees 40,000 visitors in town over the weekend! [Watch our video here](#)

## All levels of sponsorship include:

- Acknowledgement during event announcements
- Recognition in Parks & Rec e-Newsletter and e-Brochure
- Recognition in event social media posts

## Presenting Sponsor - \$3,000 ONLY ONE PER EVENT

- Speaking opportunity at the award ceremony
- Onsite tent and/or table at event (10'x10' space)
- Presenting logo placement on the Viking Fest Road Race t-shirt
- Presenting logo placement on all Advertisements
- Presenting logo on event webpage with Company link
- Presenting logo placement on banner
- One dedicated 1/2 page Ad in Parks & Rec e-Brochure (Company provides Ad)
- Two dedicated Ads on social media
- 10 complimentary race registrations
- Right of first refusal for next year's presenting sponsorship

**Deadline for Sponsorship Commitment:**  
January 2024

## Gold Sponsor - \$1,500

- Onsite tent and/or table at event (10'x10' space)
- Logo on the Viking Fest Road Race t-shirt
- Logo placement on all Advertisements
- Logo on event webpage with Company link
- Logo placement on banner
- One dedicated 1/4 page Ad in Parks & Rec e-brochure (Company provides Ad)
- One dedicated Ad on social media
- 5 complimentary race registrations

## Silver Sponsor - \$500

- Logo placement on all Advertisements
- Logo on event webpage with Company link
- Logo placement on banner
- One dedicated Ad on social media

## In-Kind Sponsor

- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!

# SUMMER NIGHTS AT THE BAY CONCERT SERIES

Muriel Iverson Williams Waterfront Park : 18900 NW Anderson Lane  
Poulsbo, WA 98370



**Date(s):** July - August 2024 | Tuesday Nights from 6:00 - 8:00 pm



**Target Audience:** General public and families with children in the greater Kitsap County

**Estimated Attendance:** 3,000+ over the series



<https://cityofpoulsbo.com/summer-nights-at-the-bay/>

A summertime staple in the community for over 20 years, all are welcome for our FREE family concerts weekly on Tuesday evenings to enjoy the views of Liberty Bay and the sounds of summer. Over the years, these concerts have been attended by thousands of members of the community, including Kitsap and King County organizations and businesses. These concert events are free to the community, and many revelers bring their own picnics and join in to dance to the live music! We often have a variety of other fun activities, such as free raffles and prizes for all ages. This park series wouldn't be possible without the interest from the community and the collaboration and generous support from our local businesses.

## All levels of sponsorship include:

- Live public acknowledgment during the event

## Presenting Sponsor - \$4,800 ONLY ONE FOR ENTIRE SERIES

- Event Presented by "Company"
- Presenting logo placement on all Advertisements
- Presenting logo on event webpage with Company link
- On-site tent and/or table at the event (10' x10' space)
- One dedicated 1/2 page Ad in Parks & Rec e-Brochure (Company provides Ad)
- Four dedicated Ads on social media
- Display Company banner (Company provides banner)
- VIP seating section at one concert of choice for up to 30 guests
- Right of first refusal for next year's sponsorship

## Gold Sponsor - \$2,400

- Logo placement on all Advertisements
- Logo on event webpage with Company link
- On-site tent and/or table at the event (10' x10' space)
- One dedicated 1/4 page Ad in Parks & Rec e-Brochure (Company provides Ad)
- Two dedicated Ads on social media

## Silver Sponsor - \$800

- Sponsor mention in Parks & Rec e-Newsletter and e-Brochure
- Sponsor mention in event social media posts

**Deadline for Sponsorship Commitment:**  
March 2024





# ROCKARAOKE AT WATERFRONT PARK

Muriel Iverson Williams Waterfront Park : 18900 NW Anderson Lane  
Poulsbo, WA 98370



**Date:** Tuesday, August 16th, 2024 | Time: 6:00 pm - 8:00 pm



**Target Audience:** General public and families with children in the greater Kitsap County

**Estimated Attendance:** 500+

NEW for 2024! Become the rockstar you've dreamed of by singing karaoke with a full live band rock band supporting you as your backup! Bringing community talent to the stage, this is a Live Band Karaoke with the beautiful Liberty Bay Waterfront Park as the backdrop. All are encouraged to come join and play their favorite tunes!

## All levels of sponsorship include:

- Live public acknowledgment during the event

### Presenting Sponsor - \$3,000

ONLY ONE FOR EVENT

- Event Presented by "Company"
- Logo placement on all Advertisements
- Logo placement on event webpage with Company link
- On-site tent and/or table at the event (10' x10' space)
- One dedicated 1/2 page Ad in Parks & Rec e-Brochure (Company provides Ad)
- Two dedicated Ads on social media
- Display Company banner (Company provides banner)
- Right of first refusal for next year's sponsorship
- Opportunity to speak on stage

### Silver Sponsor - \$500

- Sponsor mention in Parks & Rec e-Newsletter and e-Brochure
- Sponsor mention in event social media posts
- One dedicated Ad on social media

### In-Kind Sponsor



- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!

**Deadline for Sponsorship Commitment:**  
April 2024



# SPOOKTACULAR HALLOWEEN PRESCHOOL CARNIVAL

Poulsbo Recreation Center : 19540 Front St,  
Poulsbo, WA 98370

-  **Date:** Thursday, October 31, 2024 | Time: 3:30 – 5:00 pm
-  **Target Audience:** Families with children in the greater Poulsbo area
- Estimated Attendance:** 300+

Geared toward younger kids (5 and younger), this family fun event is a great way to kick off your Halloween festivities as a family! This event invites families to join in a fun craft creation that the kiddos can take home and a yummy cupcake walk. With over 10+ carnival games to participate in, each trick-or-treater earns both kid-oriented candies and prizes. Each year brings an exciting new Spooktacular Halloween theme!

## All levels of sponsorship include:

- Sponsor mention in Parks & Rec e-Newsletter and e-Brochure

## Gold Sponsor: \$500

- On-site table at the event
- Logo placement on all Advertisements
- Logo on event webpage with Company link
- One dedicated Ad on social media

## Silver Sponsor: \$150

- Sponsor mention in event social media posts

## In-Kind Sponsor:

- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!

**Deadline for Sponsorship Commitment:**  
July 2024





# City of Poulsbo



## EVENT SPONSORSHIP INTEREST FORM 2024

Thank you for your interest in sponsoring a Poulsbo Parks and Recreation event! We cannot provide these events without generous sponsorship from our partners, like you! Please fill out this form to indicate your interest. A staff person will follow up with you to confirm the availability of the sponsorship, answer any additional questions, and create a payment plan. The City reserves the right to deny any sponsorship that is not consistent with and appropriate to the vision, mission, and core values of the City.

### CONTACT INFORMATION

Business/Agency Name: \_\_\_\_\_

Business/Agency Address: \_\_\_\_\_

Main Contact Name, Position: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

### SPONSORSHIP CHOSEN:

Please select the event(s) you would like to sponsor

Family Formal Community Dance | Event Date: 2/17/2024

Sponsorship Deadline: December 2023

\_\_\_\_: Presenting Sponsor - only one per event (\$1,000)

\_\_\_\_: Gold Sponsor (\$500)

\_\_\_\_: In-Kind Sponsor: (The value of what you would like to provide in-kind represents your sponsorship level)

List what you are providing: \_\_\_\_\_

Viking Fest Road Race | Event Date: 5/18/2024

Sponsorship Deadline: January 2024

\_\_\_\_: Presenting Sponsor - only one per event (\$3,000)

\_\_\_\_: Gold Sponsor (\$1,500)

\_\_\_\_: Silver Sponsor (\$500)

\_\_\_\_: In-Kind Sponsor: (The value of what you would like to provide in-kind represents your sponsorship level)

List what you are providing: \_\_\_\_\_

Summer Nights at the Bay Concert Series

Sponsorship Deadline: March 2024

*Sponsorship covering the series of 6 concerts in July/August*

\_\_\_\_: Presenting Sponsor - only one for the entire series (\$4,800)

\_\_\_\_: Gold Sponsor (\$2,400)

\_\_\_\_: Silver Sponsor (\$800)

Rockaoke at Waterfront Park | Event Date: 8/16/2024

Sponsorship Deadline: April 2024

\_\_\_\_: Presenting Sponsor - only one for event (\$3,000)

\_\_\_\_: Silver Sponsor (\$500)

\_\_\_\_: In-Kind Sponsor: (The value of what you would like to provide in-kind represents your sponsorship level)

List what you are providing: \_\_\_\_\_

Spooktacular Halloween Carnival | Event Date: 10/31/2024

Sponsorship Deadline: July 2024

\_\_\_\_: Gold Sponsor (\$500)

\_\_\_\_: Silver Sponsor (\$150)

\_\_\_\_: In-Kind Sponsor: (The value of what you would like to provide in-kind represents your sponsorship level)

List what you are providing: \_\_\_\_\_

Next page covers sponsorship term and conditions details

Physical: 19540 Front Street NE ♦ Mailing: 200 NE Moe Street ♦ Poulsbo, Washington 98370-0098

(360) 779-9898 ♦ fax (360) 779-5917 ♦ [www.cityofpoulsbo.com](http://www.cityofpoulsbo.com)

Lin Hino: [lhino@cityofpoulsbo.com](mailto:lhino@cityofpoulsbo.com) | Phone Direct: 360.394.9771

# City of Poulsbo



## TERMS & CONDITIONS

- **Sponsorship Purpose:** Sponsorship and advertising with the City of Poulsbo Parks and Recreation positively promote and financially support the mission, vision, and values of the City of Poulsbo.
- **Conflict of Interest:** The City of Poulsbo reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual.
- **Rescheduling:** As deemed necessary, Poulsbo Parks and Recreation holds the right to cancel or reschedule an event, publication, or project at its discretion.
- **Refunds & Cancellations:** In the case of event cancellation, Poulsbo Parks and Recreation will work with the Sponsor to honor their sponsorship level of inclusion. No refunds will be given.
- **Event Day:** Sponsorships including on-site benefits must arrive on time as scheduled with the Poulsbo Parks and Recreation.
- **Payment:**
  - Credit and debit card payments are preferred and may be made by calling 360-779-9898.
  - Check payments should be made out to: "City of Poulsbo"
    - Mailed to: 200 NE Moe Street, Poulsbo, WA 98370.
    - Drop Off at: Poulsbo Parks and Recreation, 19540 Front Street NE
- **Sponsor and In-Kind Assets:** To be delivered within two weeks of signing the sponsorship/donation form or there is no guarantee of inclusion into the marketing promotions.

Send all assets and/or questions to Lin Hino at [lhino@cityofpoulsbo.com](mailto:lhino@cityofpoulsbo.com)

- Provide all social handles used: Website, Facebook, Instagram, Twitter, Youtube, etc.
- Provide Company Fonts
- Submit logos with the following specifications:
  - All White PDF, JPG, PNG (minimum resolution 300 dpi).
  - Full-color PDF, JPEG, PNG (minimum resolution 300 dpi).
    - Files saved as .doc, .xls, .ppt, or .pub will not be accepted.

Sponsor Signature: \_\_\_\_\_

**FOR OFFICE USE ONLY:**

DATE RECEIVED:

PAYMENT RECEIVED: \_\_\_\_\_ LOGO RECEIVED: \_\_\_\_\_