



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!



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



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



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

Lin Hino: 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

- 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:

PAYMENT RECEIVED: _____ LOGO RECEIVED: _____

DATE RECEIVED: