

BIG DAY OF PLAY

Saturday, August 17, 2019

11 a.m.-5 p.m.

Rainier Playfield and Community Center

3700 S Alaska St

Seattle, WA 98118

2019 SPONSORSHIP OPPORTUNITIES

PRESENTED BY:



Associated
Recreation
Council



BE PART OF THE FUN!



12TH ANNUAL

Date: August 17, 2019

Time: 11 a.m. - 5 p.m.

Location: Rainier Community Center+ Playfields
4600 38th Ave S | Seattle, WA 98118



**Seattle Parks and Recreation and the Associated Recreation Council
welcome your support of this signature event. Come play with us!**

For more information about sponsorship opportunities at Big Day of Play, please contact:

**Sonia Doughty | Development Director | Associated Recreation Council
206-727-8792 | sonia.doughty@seattle.gov**



A FREE DAY OF PLAY!

Big Day of Play draws **nearly 5,000** attendees to the Rainier Valley for a day of fun, fitness and community.

Big Day of Play is a free event for families and an **ideal opportunity for sponsors and vendors** to reach youth, teens, families and adults from across Seattle in a fun-filled and healthy environment. Share your products and services with Big Day of Play attendees; build relationships with new clients, consumers and peer organizations; highlight your support for Seattle Parks and Recreation and the Get Moving Initiative; get exposure and expand your presence. There's something for everyone!

Make a difference while having fun!



FUN FOR THE WHOLE FAMILY!

A family favorite with fun ways to play for all ages!

- Sports
- Game exhibitions
- Music
- Dance performances
- Food Vendors
- Information booths

Big Day of Play is a celebration of the diversity we value, and a **chance to build relationships and explore ways families can play and be active together.**

The goals of this community event include: **improving health outcomes, expanding relationships with underserved communities, and removing barriers to access, opportunity and resources.**

Come be part of the fun!



HEALTHY PEOPLE HEALTHY ENVIRONMENT STRONG COMMUNITIES

Big Day of Play showcases Seattle Parks and Recreation's **Get Moving Initiative** and reflects the diversity of our vibrant community. The day features demonstrations and information that highlight the range of health and wellness programs and activities available through Seattle Parks and Recreation. The Big Day of Play is **an event that provides educational resources, family activities, entertainment, and healthy food.**

Learn more about Big Day of Play with this video:
bit.ly/BDoP_info



2019 SPONSORSHIP OPPORTUNITIES



Title Sponsor — \$10,000

- **Category exclusivity at this level**
- Prominent logo placement as 'Presented with support from' on all pre-event marketing collateral - banners, posters, flyers
- Choice of booth space for distribution of sample product and/or information
- Logo placement on all day of signage throughout event
- Option to host clinic or activity
- Name featured in press release
- Logo placement in Big Day of Play ad in Seattle Parks and Recreation program brochures
- Logo placement in Big Day of Play ad on Seattle Parks and Recreation's website rotating banner
- Logo placement in Big Day of Play web and/or print ads
- Logo on Big Day of Play Facebook page and blog
- Featured Posts on Big Day of Play Blog and Facebook page
- Opportunity to address public and recognition from main stage
- Employee volunteer opportunities
- Giveaway opportunities



Main Stage Sponsor — \$7,500

- **Category exclusivity at this level**
- Logo on main stage lineup signage and main stage banner
- Logo placement on pre-event marketing collateral - banners, posters, flyers
- Booth space for distribution of sample product and/or information
- Option to host clinic or activity
- Name mentioned in press release
- Logo on Big Day of Play Facebook page and blog
- Employee volunteer opportunities



Festivity Sponsor — \$5,000

- Logo placement on all pre-event and marketing collateral - banners, posters, flyers
- 10x10 Booth space for distribution of sample product and/or information
- Option to host clinic or activity
- Name mentioned in press release
- Logo on Big Day of Play Facebook page and blog
- Recognition from main stage
- Employee volunteer opportunities



Big Day of Play Supporter — \$2,500

- Logo placement on pre-event marketing collateral - banners, posters, flyers
- 10 x 10 booth space for distribution of sample product and/or information
- Logo on Big Day of Play Facebook page and blog
- Name mentioned in press release
- Employee volunteer opportunities



Friend of Big Day of Play — \$1,000

- Logo placement on Big Day of Play Facebook page and blog
- Name mentioned in press release
- 10 x 10 booth space for distribution of sample product and/or information
- Employee volunteer opportunities



Sponsorship Recognition

	TITLE	MAIN STAGE	FESTIVITY	SUPPORTER	FRIEND
Seattle Parks and Recreation brochures - Big Day of Play ad in 20,000 printed plus online program Brochures	Logo placement				
Seattle Parks and Recreation website - Rotating banner	Logo placement				
Web and/or print ads	Logo placement				
Day of event signage - displayed throughout the event	Logo placement on welcome sign and directional signage	Logo placement on stage lineup and main stage banner			
Pre-event posters - 400 event posters	Prominent logo placement	Logo placement	Logo placement	Logo placement	
Pre-event banners - displayed in high-visibility locations	Prominent logo placement	Logo placement	Logo placement	Logo placement	
Pre-event flyers - 7,500 flyers distributed citywide through Seattle Parks and Recreation facilities, partner events and locations.	Prominent logo placement	Logo placement	Logo placement	Logo placement	Logo placement
Big Day of Play Facebook page	Logo placement & Featured Post	Logo placement	Logo placement	Logo placement	Logo placement
Big Day of Play blog	Logo placement & Featured Post	Logo placement	Logo placement	Logo placement	Logo placement
Press release	Name featured	Name included	Name included	Name included	Name included



Return completed forms to:

Mail:

Associated Recreation Council
Attn: Development Office
8061 Densmore Ave. N
Seattle, WA 98103

Email:

sonia.doughty@seattle.gov

Organization Information

Organization Name _____

Address _____

City _____ State _____ Zip _____

Main Contact _____

Phone _____

Email Address _____

Sponsorship Level

- \$10,000 Title Sponsor
- \$7,500 Main Stage Sponsor
- \$5,000 Festivity Sponsor
- \$2,500 Big Day of Play Supporter
- \$1,000 Friend of Big Day of Play

Total Sponsorship Amount

\$ _____

Send your logo to:
sonia.doughty@seattle.gov

Payment Information

Credit Card – Please fill out the information below.

Credit Card Type: MasterCard Visa Amex

Credit Card Number: _____

Cardholder's Name: _____

Expiration Date: _____ Security Code: _____

Signature: _____

I have enclosed a check made payable to Associated Recreation Council