



SPONSORSHIP OPPORTUNITIES

Rainier Playfield and
Mt. Baker Rowing and Sailing
4600 38th Ave. S
Seattle, WA 98118



HOSTED BY:





Don't miss out on the fun!

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

Location: Rainier Playfield and
Mt. Baker Rowing and Sailing
4600 38th Ave. S | Seattle, WA 98118



For more information about sponsorship opportunities, please contact:

Sonia Doughty | Development Director | Associated Recreation Council
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For more information about event details, please contact:

Deja'Nay Gilliam | Event Coordinator | Seattle Parks and Recreation
206-507-3441 | bigdayofplay@seattle.gov



A FREE DAY OF PLAY!

Make a difference while having fun!

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 children and adults of all abilities 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!



FUN FOR THE WHOLE FAMILY!

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

- Professional Sports & Mascots
- Vendor Resource & Wellness Fair
- Live Music
- Dance Performances
- Food Vendors
- Block Party
- Fun Run
- Giveaways & Swag

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

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

Come support your community!



HEALTHY PEOPLE THRIVING ENVIRONMENT VIBRANT 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. Big Day of Play is **an event that provides educational resources, family activities, entertainment, and local food.** #SeattleShines



BIG DAY OF PLAY SPONSORSHIP OPPORTUNITIES

Benefits

	Title Sponsor \$10,000	Main Stage Sponsor \$7,500	Festivity Sponsor \$5,000	Supporter Sponsor \$2,500	Friend Sponsor \$1,000
	Category Exclusivity	Category Exclusivity	Unlimited Availability	Unlimited Availability	Unlimited Availability
Event Title Branding: Big Day of Play presented by [Your Company Name]	✔				
Logo placement on ALL marketing materials, Seattle Parks and Recreation's website, signage, and giveaways at the event	✔	✔ Plus on signage at the main stage			
Logo placement on print materials and the Big Day of Play website			✔	✔	✔
Name featured in press release	✔	✔	✔	✔	
Prime Activations Space: Choice of booth space at the event	✔				
Booth space at the event		✔ (10x10 Size Booth)	✔ (10x10 Size Booth)	✔ (10x10 Size Booth)	✔ (10x10 Size Booth)
Speaking opportunity during the event	✔				
Verbal acknowledgment during the event	✔	✔	✔	✔	
Option to host a clinic or activity during the event	✔	✔	✔		
Dedicated Social Media Post	✔ (5 posts)	✔ (3 posts)	✔ (2 posts)	✔ (1 post)	
Group Social Media Post					✗
Employee Volunteer Opportunities	✔	✔	✔	✔	✔
Giveaway Opportunities from your Booth	✔	✔	✔	✔	✔

BIG DAY OF PLAY SPONSORSHIP LEVELS

Title Sponsor — \$10,000

- **Category Exclusivity:** Exclusive rights within your industry at the event. No direct competitors will share your spotlight, allowing your brand to stand out and gain premium visibility
- **Event Title Branding:** “Big Day of Play presented by [Your Company Name]”
- **In-Event Signage/Co-Branding:** Logo on all in-event signage
- **Event Materials:** Logo featured on Seattle Parks & Recreation event giveaways and promotional materials
- **Prime Activation Space:** Large, premium vendor booth space of your choice, in a prime location
- **Vendor Booth:** Up to 3 canopies, 5 tables, and 10 chairs provided
- **Speaking Opportunity:** Invitation to address the public at the event
- **Activity Opportunities:** Option to host an activity during the event
- **Onstage Recognition:** Recognition from the Main Stage during key moments (opening and closing remarks)
- **Media Exposure:** Featured in media stories including event promotional videos and press releases
- **Social Media Spotlights:** Highlighted as the Title Sponsor in 5 dedicated posts on Big Day of Play’s social media
- **Website Listing:** Logo placed on the Big Day of Play event website
- **Logo Placement:** Logo on all pre-event marketing collateral (i.e. print and digital media)

Main Stage Sponsor — \$7,500

- **Category Exclusivity:** Exclusive rights within your industry at the event. No direct competitors will share your spotlight, allowing your brand to stand out and gain premium visibility
- **In-Event Signage/Co-Branding:** Logo on all in-event signage
- **Logo Placement:** Logo featured on Seattle Parks & Recreation event giveaways, promotional materials, and all pre-event marketing collateral (i.e. print and digital)
- **Prime Activation Space:** Premium booth space with high foot traffic
- **Vendor Booth:** Standard 10x10 booth space with 1 canopy, 2 tables, and up to 6 chairs provided
- **Activity Opportunities:** Option to host clinic or activity during the event
- **On-stage Recognition:** Verbal acknowledgment from the Main Stage during peak event times
- **Media Mentions:** 3 dedicated posts on Big Day of Play social media and brand mention in the press release
- **Website Listing:** Listed as a sponsor on the event website

Festivity Sponsor — \$5,000

- **Activity Opportunities:** Option to host clinic or activity during the event
- **On-Stage Recognition:** Verbal acknowledgment from the Main Stage during peak event times
- **Media Mentions:** 2 dedicated posts on Big Day of Play social media and brand mention in the press release
- **Website Listing:** Listed as a sponsor on the event website
- **Vendor Booth & Placement:** Standard 10x10 booth space in a high visibility area at the event with 1 canopy, 1 table, and 2 chairs provided
- **Logo Placement:** Logo on all pre-event marketing collateral (i.e. print and digital media)

Big Day of Play Supporter — \$2,500

- **On-Stage Recognition:** Verbal acknowledgment from the Main Stage during peak event times
- **Media Mentions:** 1 dedicated post on all Big Day of Play social media and placement in the press release
- **Website Listing:** Listed as a sponsor on the event website
- **Vendor Booth:** Standard 10x10 booth space at the event with 1 table and 2 chairs provided
- **Logo Placement:** Logo on all pre-event marketing collateral - print and digital media

Friends of Big Day of Play — \$1,000

- **Media Mentions:** Inclusion in a group sponsor thank-you post on social media
- **Website Listing:** Listed as a sponsor on the event website
- **Vendor Booth:** Standard 10x10 booth space at the event with 1 table and 2 chairs provided
- **Logo Placement:** Logo on event posters, fliers, and digital media

Contributor of Big Day of Play: Focused Support

Would you like to direct your support toward a specific area of Big Day of Play? Your organization can choose to fund key event elements such as athletic field zones, the block party, entertainment, the Fun Run, and more! Please see below for areas you can support to make a targeted impact. Benefits will align with the category levels listed above depending on the amount donated.

- | | |
|--------------------------------------|---------------------------------------|
| • Athletic Field Zones | • Fun Run |
| • Basketball Courts | • Inflatables |
| • Block Party | • Obstacle Course |
| • Community Center Activities | • Tennis and Pickleball Courts |
| • Entertainment | • Water Activities |

Sign-Up for Future Communications



Big Day of Play is the signature event highlighting Seattle Parks and Recreation's **Get Moving initiative** in partnership with Associated Recreation Council.

To learn how Seattle Parks and Recreation is working to improve community health, visit:

<http://www.seattle.gov/get-moving>

Seattle Parks and Recreation provides welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land. We promote healthy people, a healthy environment, and strong communities.

Associated Recreation Council is an independent 501c3 organization created to support and enhance the mission and vision of Seattle Parks and Recreation by providing a connection to the community and advocating for the success of citywide recreation services through a system of 36 volunteer Advisory Councils.

Join us again next year!

What is the best time of year to contact your business about sponsorships?

☐ Summer ☐ Winter ☐ Fall ☐ Spring

Thank you!



Learn more at www.bigdayofplay.org