



2016
City of Bel Aire
Sponsorship
Opportunities



City of
Bel Aire

www.belairesks.gov

SPRING FESTIVAL

Event Profile

Bel Aire's Spring Festival includes many outside fun family activities including kite flying, face painting and bounce house. The main attraction is the community Easter Egg Hunt with over 10,000 filled eggs and the Easter Bunny won't be far from the fun taking pictures with all the children. A portion of the parking lot is blocked off for sponsors and food. Activities at this event are free for all who attend.

Anticipated Attendance: 1,500-2,000 people

Date and Time: Held the Saturday prior to Easter weekend

Location: Bel Aire Recreation Center | 5251 E 48th St N, Bel Aire, KS 67220



Gold Sponsorship:

\$500.00

- Logo Included on all print advertising | flyers, utility inserts, newspaper & newsletters
- Logo on event signs
- Verbal recognition at event
- Recognition on any radio or TV advertising
- Logo on City's website
- Social media promotion (includes logo and website link)
- Booth space (table & 2 chairs provided)

Silver Sponsorship:

\$250.00

- Company name listed on all print advertising (flyers, utility inserts, newspaper & newsletter)
- Company name listed on City's website
- Social media promotion (company name)
- Booth space

Bronze Sponsorship:

\$100.00

- Company name listed on City's website
- Social media promotion (company name)
- Booth Space

Booth Space

\$15.00 or 10% of sales

Food/Drink Vendor

\$15.00 or 10% of sales

Promotional/Non-Profit Booth Space

No Charge

Promotional/Non-profit booth vendors are those who market their product, business or services only and are not selling an item at the Festival. All booth spaces for the Spring Festival are located outside. Vendors are responsible for all necessary set-up materials (tent, tables, chairs, displays, etc.) unless otherwise noted. Event instructions & details will be sent out 1-2 weeks before the event.



HOT DAWGS POOL PARTY

Event Profile

A special evening for the four-legged family members. We invite all dogs and their owners to come make one final splash in the Central Park Community Pool before it closes for the season. During the pool party, fun contests are held to show off some of the more skilled and well-dressed pups. The pool parking lot is closed off for an area of pet vendors and an area for food & drinks. Cost to attend is \$5.00 and all funds benefit pet life in the Bel Aire community.

Anticipated Attendance: 250-500 people & four legged family members

Date and Time: First Monday after pool closes

Location: Central Park Community Pool | 7350 E Central Park Ave, Bel Aire, KS 67226



Top Dawg Sponsorship: **\$250.00**

- Logo Included on all print advertising | flyers, utility inserts, newspaper & newsletters
- Logo on event signs
- Verbal recognition at event
- Recognition on any radio or TV advertising
- Logo on City's website
- Social media promotion (includes logo and website link)
- Opportunity to provide materials to be distributed in "doggy bags"
- Booth space (table & 2 chairs provided)

'Paw'tner Sponsorship: **\$100.00**

- Company name listed on all print advertising | flyers, utility inserts, newspaper, & newsletters
- Company name listed on City's website
- Social media promotion (company name)
- Booth space

Booth Space **\$15.00 or 10% of sales**

Foods & Drinks **\$15.00 or 10% of sales**

Promotional/Non-profit Booth Space **No Charge**

Promotional/Non-profit booth vendors are those who market their product, business or services only and are not selling an item at the pool party. All booth spaces for the Pool Party are located in the Central Park Pool parking lot. Vendors are responsible for all necessary set-up materials (tent, tables, chairs, displays, etc.) unless otherwise noted. Event instructions & details will be sent out 1-2 weeks before the event.



FALL FESTIVAL

Event Profile

Stop by Bel Aire's Fall Festival and enjoy a fun filled afternoon for the whole family. Kids can enjoy getting a little air in the bounce house, petting some furry animals at the petting zoo, taking a scenic tour in the covered wagon train rides and the always popular face painting. Stroll through the car show or feel free to show up and shine in your own ride. Two prizes given for Best of Show and People's Choice. Then stop inside the Bel Aire Rec gymnasium filled with vendors showing off their crafts and businesses. Outside vendor area available to food vendors and sponsors.

Anticipated Attendance: 1,500-2,000

Date and Time: October 15, 2016

Location: Bel Aire Recreation Center | 5251 E 48th St N, Bel Aire, KS 67220



Gold Sponsorship:

\$500.00

- Logo Included on all print advertising | flyers, utility inserts, newspaper & newsletters
- Logo on event signs
- Verbal recognition at event
- Recognition of any radio or TV advertising
- Logo on City's website
- Social media promotion (includes logo and website link)
- Booth space inside/outside vendor area (table & 2 chairs provided)

Silver Sponsorship:

\$250.00

- Company name listed on all print advertising (flyers, utility inserts, newspaper, & newsletters)
- Company name listed on website
- Social media promotion (company name)
- Booth space inside/outside vendor area

Bronze Sponsorship:

\$100.00

- Company name listed on City's website
- Social media promotion (company name)
- Booth Space inside/outside vendor area

Booth Space

\$15.00 or 10% of sales

Food & Drinks (outside only):

\$15.00 or 10% of sales

Promotional/Not for profit Booth Space

No Charge

Promotional/Non-profit booth vendors are those who market their product, business or services only and are not selling an item at the Festival. Booths are available inside. Vendors are responsible for all necessary set-up materials (tent, tables, chairs, displays, etc.) unless otherwise noted. Event instructions & details will be sent out 1-2 weeks before the event.



CHRISTMAS KICK-OFF

Event Profile

This year, Bel Aire wants to celebrate the holiday season a little differently. This will be our first year to hold a Christmas Kick-Off. Plans include a Christmas Tree lighting at Bel Aire Park complete with an appearance from Santa Claus. More details will be determined as the holiday season approaches.

Anticipated Attendance: TBD

Date and Time: TBD

Location: Bel Aire Park | 4218 N Woodlawn St, Bel Aire, KS 67226



Gold Sponsorship: \$500.00

- Logo Included on all print advertising (flyers, utility inserts, newspaper & newsletters)
- Logo on event signs
- Verbal recognition at event
- Recognition on any radio or TV advertising
- Logo on City's website
- Social media promotion (includes logo and website link)
- Booth space (table & 2 chairs provided)

Silver Sponsorship: \$250.00

- Company name listed on all print advertising (flyers, utility inserts, newspaper & newsletters)
- Company name listed on City's website
- Social media promotion (company name)
- Booth space

Bronze Sponsorship: \$100.00

- Company name listed on City's website
- Social media promotion (company name)
- Booth Space

Booth Space \$15.00 or 10% of sales

Food & Drinks \$15.00 or 10% of sales

Promotional/Non-profit Booth Space No Charge

Promotional/Non-profit booth vendors are those who market their product, business or services only and are not selling an item. Vendors are responsible for all necessary set-up materials (tent, tables, chairs, displays, etc.) unless otherwise noted. Event instructions & details will be sent out 1-2 weeks before the event.



CITY OF BEL AIRE SPONSOR COMMITMENT

Contact Person _____

Company Name _____

Address _____

E-Mail _____ Phone _____

Spring Festival

Gold: \$500

Silver: \$250

Bronze: \$100

Booth Only: \$15/10% sales

Food Vendor: \$15/10% sales

Promotional/Non-Profit Booth: No charge

Fall Festival

Gold: \$500

Silver: \$250

Bronze: \$100

Booth Only: \$15/10% sales

Food Vendor: \$15/10% sales

Promotional/Non-Profit Booth: No charge

Hot Dawgs Pool Party

Top Dog: \$250

Paw'tner: \$100

Booth Only: \$15/10% sales

Food Vendor: \$15/10% sales

Promotional/Non-Profit Booth: No charge

Christmas Kick-Off

Gold: \$500

Silver: \$250

Bronze: \$100

Annual Sponsorship

All four events at highest level: \$1,250 | Received by March 1st

TOTAL \$ _____

Sponsor Signature: _____

Authorized Signature for City of Bel Aire: _____

Questions?

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Community Development
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