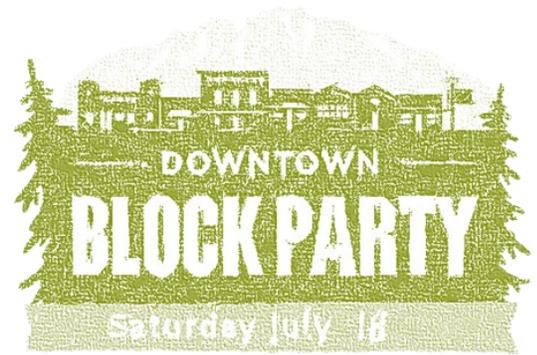


YOU'RE INVITED TO PARTICIPATE IN THE 2020 DOWNTOWN BLOCK PARTY

Join us for North Bend's annual Downtown Block Party! This popular festival fosters community pride and engagement while providing an economic boost to our downtown businesses. We strive to make this a profitable and enjoyable event for everyone involved. Come be a part of our action-packed lineup of entertainment, activities, vendors, food, beer, wine and more!



The 2020 Block Party will feature live entertainment by local and regional musicians, dance groups and more. There are also a variety of children's activities and a popular vendor show, open free to the public, and a beer and wine garden, which is packed throughout the day.



SPONSORSHIP OPPORTUNITIES

Give back to the community and gain access to thousands of new customers by sponsoring the 2020 Downtown Block Party. We have a variety of packages, but if you don't see something that fits your business, we are happy to customize a package just for you! We also welcome in-kind donations.

OUR GOALS

- To offer a select group of quality sponsors the opportunity to market their products and services while enhancing their brand image
- To promote commerce and tourism in North Bend and throughout the Snoqualmie Valley
- To foster a sense of community pride in North Bend through fun and free activities for the whole family
- To continuously grow and expand the event, encouraging attendees to spend more time (and money!) in our community

FESTIVAL DETAILS

DATE: July 18, 2020

TIME: Noon - 11:00 pm

LOCATION: North Bend Way, between Bendigo Boulevard and Ballarat Avenue



Big Si Package / Presenting Sponsorship \$5,000 Investment

Only one package available

This is an exclusive opportunity for your brand to be associated with the entire festival. Your brand will not only be seen by festival goers, but by everyone who sees photos and videos from the weekend for years to come!

This package includes:

- Exclusive naming rights and branding throughout the festival (e.g. <Your Business Name> presents the North Bend Block Party)
- Category exclusivity—Meaning no other business of the same type will be able to sponsor the event at any level
- Exclusive brand representation on the stage (business must provide banner). Only one brand is displayed on the stage
- Logo prominently featured on all festival signage
- Frequent recognition of your brand by the announcer during the event
- Opportunity to have a representative from your business speak on the stage (max. 10 minutes)
- Complementary booth space (10' x 10') at the event (premier placement) to promote your brand or sell items and increase face-to-face contact with consumers (you will work with organizers to identify best placement)
- Premier placement of company name and logo on ALL marketing materials related to event. Including all social media outlets, poster, brochures, press releases and other marketing.

Rattlesnake Ledge Package / Feature Sponsor \$1,000 Investment

Four packages available

As a Rattlesnake Ledge sponsor, you have the opportunity to spotlight a specific feature of Block Party, such as the Kid Zone, Food, Animal Adoption/Education, Arts & Crafts, or you may work with the Festival Coordinator for another feature that speaks to your brand. This package provides excellent reach! Each Block Party feature may be supported by one sponsor only. Selection of feature will be provided on a first come, first served basis.

This package includes:

- Spotlight sponsor will be referred to on all event materials as the Sponsor of the feature of your choice (e.g. *Kid Zone brought to you by <Your Business Name>*)
- Opportunity to hang banner (business must provide) in your sponsored area
- Business name announced frequently by announcers during the event
- Complementary booth space (10' x 10') to promote brand or sell items for increased face-to-face contact with consumers
- Premier placement of company name and logo on all materials related to event. Including all social media outlets, poster, brochures, press releases and other marketing

Little Si Package / A Local Small Business Package \$200 Investment

15 packages available

The primary goal of the Block Party is to foster community pride and benefit local businesses, so we created this value package for North Bend and Snoqualmie Valley businesses to participate and gain the benefits of sponsorship at an affordable price!

This package includes:

- Business name announced as sponsor during the event
- Business name and logo on event poster and many social media posts
- Complementary booth space (10' x 10') to promote brand or sell items for increased face-to-face contact with consumers

Twin Falls Package / A Local Small Business Package Staffing Investment

10 packages available

This unique package speaks to the inherent value of volunteers—the community members who get out there and help make this cherished, successful community event happen year after year. Our Twin Falls sponsors provide a staffing investment at Block Party: two staff members who help in two, four-hour blocks, to assist in various ways, from set-up, providing help to participants during our event, to take-down at the end of the night.

This package includes:

- Business name announced as sponsor during the event
- Business name and logo on event poster and most social media posts
- Complementary booth space (10' x 10') in to promote brand or sell items for increased face-to-face contact with consumers

Other Sponsorship Opportunities Varies

- IN KIND—Can you offer a product or service that can benefit the event? Work with organizers to find an arrangement that works for you!
- SPONSOR A SPECIFIC ACTIVITY—Would you like to sponsor a specific activity, like a bounce house, contest, or dunk tank? We may be able to make that happen!
- VOLUNTEER PERKS—Want to help us thank our volunteers? Gift certificates and food, among other things, would be greatly appreciated!

2020 SPONSORSHIP SIGN-UP FORM

Business Information

Business Name: _____ Phone: _____

Email: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Primary business/service or type of items sold: _____

Contact Information

Representative Name: _____ Phone: _____

Representative Email: _____

Sponsorship Level Desired

- | | |
|--|---------------------|
| <input type="checkbox"/> Big Si Package / Presenting Stage Sponsor | \$5,000 |
| <input type="checkbox"/> Rattlesnake Ledge Package / Section Sponsor | \$1,000 |
| <input type="checkbox"/> Little Si / Local Package | \$200 |
| <input type="checkbox"/> Twin Falls Package | Staffing Investment |
| <input type="checkbox"/> In Kind Donation | Varies |
| <input type="checkbox"/> Activity Sponsor | Varies |
| <input type="checkbox"/> Volunteer Perk Sponsor | Varies |

Notes:

Payment

Please make checks or money orders payable to The North Bend Downtown Foundation and mail to P.O. Box 59, North Bend, WA, 98045 or drop off at the North Bend City Hall: 920 SE Cedar Falls Way. Full payment is due at the time of application and is non-refundable. Sponsorship is not reserved until we receive your full payment.

We will contact you after we receive this form to discuss the details of your sponsorship. Please note: To get your logo or brand on marketing material, we must receive commitment and a high resolution logo by **June 1, 2020.**

THANK YOU!

The City of North Bend and the North Bend Downtown Foundation thanks you for your support. We hope you find your sponsorship valuable, and we welcome suggestions and new ideas. Please do not hesitate to contact us!

Bre Keveren

Special Events & Visitor Information Center Coordinator — City of North Bend

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