

Mill Creek Parks & Recreation Sponsorship Opportunities



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www.cityofmillcreek.com

Supporting Mill Creek Events

Mill Creek is a unique and special place to live and work. One of the many features that make the City special are the Community Special Events.

Every year Mill Creek Parks & Recreation partners with businesses and non-profit organizations to present several quality community events for all ages. Funding for these popular events comes from the generous support of the local businesses and organizations.

This is a great opportunity to join other local businesses/organizations in making a donation to help sponsor these wonderful family friendly events that add to the quality of life in Mill Creek and South Snohomish County.

**“Mill Creek Events are
always well done and
lots of fun”**

“My family and I just wanted to say THANK YOU. Trunk or Treat was a blast and all the people who volunteered were great. We can't wait for next year.”

**“This was our first time and all 3
of kids ran in the KIDS FUN RUN
and they LOVED IT!. The vendor
games, goodie bags and prizes
were amazing!
So much fun, thank you!”**

Previous and Current Sponsors



Free Community Events

'Eggstravaganza' Egg Hunt - Saturday March 26, 2016

Local families love to come together for this exceptional event featuring 15,000+ candy filled Easter eggs spread out during multiple egg hunts. The event kicks off with face painting, balloon animals, music, fire truck tours, sponsor booths and even a special visit from the Easter Bunny. Each age appropriate egg hunt will have special prizes hidden throughout the multitude of eggs which can be redeemed for prizes. This event happens rain or shine!

Target Audience: 1 year old through 5th Grade

Anticipated Attendance: 3,000+

Date and Time: Saturday before Easter Holiday from 10:30 a.m. - 12:00 p.m.

Location: Heatherwood Middle School Football Field (1419 Trillium Blvd SE, Mill Creek, WA 98012)



Free Community Events

Children's Concert/Performance Series – July 27, August 3, 10 & 17

The summer performances will be a 4 – week series on Wednesdays. These concerts/ performances feature music, fun and laughs for children of all ages. We encourage participants to bring a lunch, a blanket or low-back chairs, and join us for a variety of shows and entertainment.

Target Audience: All ages

Anticipated Attendance: 300+

Date and Time: July 27 and August 3, 10 & 17 from 12:00 p.m. until 1:00 p.m.

Location: Library Park Stage (15429 Bothell Everett Hwy. SE, Mill Creek, WA 98012)



Free Community Events

“Trunk or Treat” Event – Monday, October 31, 2016

This event features a parking lot full of cars (45 – 50) – whose trunks will be decorated along with their owners and FILLED with tons of candy. Children go from car to car “trunk or treating.” This event provides a safe environment for children and their families who wish to trick or treat. A great community event for families with children 12 years and under to enjoy a little social time while keeping an eye on their trick-or-treaters.

Target Audience: Children 5th Grade and below with Parents

Anticipated Attendance: 3,000+

Date and Time: October 31st from 6:30 p.m. until 8:00 p.m.

Location: City Hall Annex Parking Lot (15720 Main Street Mill Creek, WA 98012)



Free Community Events

Tree Lighting Event - December 3, 2016

Join in on this annual Tree Lighting event at City Hall because Santa is coming to town! A few highlights from the event include musical performances by Jackson High School Jazz Band & Drum line, Carolers, complimentary Carriage Rides through Town Center and Santa & his Elves.

Target Audience: All ages

Anticipated Attendance: 2,000+

Date: December 3, 2016 at 4:30pm

Location: Mill Creek City Hall Parking Lot (15728 Main Street Mill Creek, WA 98012)



Free Community Events

Gold: \$1,000 and Above

- Logo listed on all city produced marketing materials including event flyers and posters.
- Logo on city website - “Community Sponsor” page linked to your website
- Promotional event booth space at events
- Banner at each event
- Name in Recreation Guide distributed to 19,000 homes & businesses
- Name on Community Event Sponsor Banner
- Name announced during event via PA (if equipped at event)
- Window cling identifying business as community event sponsor

Free Community Events

Silver: \$500 and Above

- Name listed on all city produced marketing materials including event flyers and posters
- Name on city website - “Community Sponsor” page linked to your website
- Name in Recreation Guide distributed to 19,000 homes and businesses
- Name on Community event sponsor banner
- Name announced during event via PA (if equipped at event)
- Window cling identifying business as community event sponsor

Bronze: \$250 and Above

- Name listed on all city produced marketing materials including event flyers, and posters .
- Name on city website - “community Sponsor” page
- Name in Recreation Guide distributed to 19,000 homes and businesses
- Window cling identifying business as community event sponsor

Media/ Marketing Sponsor

- Media sponsors help us promote the event in many ways: radio, newspaper, banners, etc.

In-Kind Services or Goods Sponsor

- If you do not have the marketing budget to support the community events with a monetary donation, you may want to consider donating in-kind services or goods such as a donation of candy for Trunk or Treat and the Eggstravaganza Egg Hunt.

Mill Creek Sports Park Scoreboard

This exceptional advertising opportunity allows maximum exposure to the greatest number of Mill Creek residents and outside community members. The scoreboard at Mill Creek Sports Park—Freedom Field is home to year around youth sports including soccer, baseball, sport camps and local community pick-up games. Last year freedom field was rented 350 days throughout the year, with multiple users per day. Estimated Park attendance throughout the year is approximately 20,000+.

Target Audience: All field users

Anticipated Attendance: 20,000+

Date: Two Full Years from time of sponsorship

Location: Mill Creek Sports Park - Freedom Field
(13903 North Creek Drive Mill Creek, WA 98012)



Mill Creek Sports Park Scoreboard

Platinum Sponsor: \$4000 and Above

- 24ft x 2ft Space on scoreboard
- Business logo on City website - “Mill Creek Sports Park” page linked to your website
- Name in Seasonal Recreation Guide distributed to 19,000 homes and businesses

Gold Sponsor: \$2,000 and Above

- 12ft x 2ft Space on scoreboard
- Business logo on City website - “Mill Creek Sports Park” page linked to your website

Silver Sponsor: \$1,000 and Above

- 6ft x 2ft Space on scoreboard
- Business name listed on City website - “Mill Creek Sports Park” page linked to your website



Mill Creek Youth Advisory Board

Youth Advisory Board (YAB) members attend local middle schools and high schools in the Everett School District. Members are selected to represent and strengthen relations between their peers, school, and community. Commitment, reliability, enthusiasm, a desire to serve the community, and leadership are skill attributes of Youth Advisory Board members. During their term as board members, students create new programs and activities, organize special activities, and plan service projects to give back to their communities. They started their own activities including Teen Trivia, Teen Flashlight Egg Hunt, and Scavenger Hunts. The YAB has volunteered in the community during Earth Day projects and at Food Life Line. Other community service projects include carwashes that benefit Volunteers of America. The YAB also collects canned food donations that benefit the Mill Creek food bank during the Mill Creek's Events. A bi-annual fundraising event hosted by the YAB members is Parent's Night Out. Parent's Night Out provides parents time to go out to dinner or take time to themselves.

Target Audience: Boys & Girls 7th – 12th Grade

Anticipated Attendance: 30 – 35 Members

Date and Time: Every other Wednesday

3:30 p.m. – 5:00 p.m. and events

Location: City of Mill Creek

(15728 Main Street, Mill Creek, WA 98012)



Gold Sponsor: \$100 and Above

- Business name on all promotional material (posters, flyers, etc.)
- Recognition via PA sound system during YAB events (if equipped)
- Space available for promotional materials at YAB events
- Logo on City YAB webpage with link to business website

In-Kind/Volunteer Sponsor: Equivalent to above level

Youth Basketball League

Mill Creek youth basketball league is a recreational league open for boys and girls kindergarten through 9th grade. The program goal is to provide an opportunity for youth to participate in an instructional/recreational basketball program that teaches teamwork, technique, and enhances their physical and mental development. The program utilizes 11 local community school gymnasiums for weekly practices and games. The program is the largest recreational basketball league in the Everett School District and provides local high school and college students with part-time employment through refereeing.

Target Audience: Children 5 - 15 years old

Anticipated Attendance: 750+ players and 1,500+ parents and spectators

Date and Time: Season runs November - March

Location: Mill Creek elementary and middle schools

League Sponsor :

- Banner on game day (1 at each game location)
- Sponsor team photo plaque
- Thank you recognition on youth basketball webpage linked to City website
- Recognition in parks and recreation Spring/Summer program guide (distributed to 19,000+ homes)

Team Sponsor :

- Sponsor team photo plaque
- Team game schedule
- Thank you recognition on youth basketball webpage linked to City website
- Recognition in parks and recreation Spring/Summer program guide (distributed to 19,000+ homes)



Flashlight Egg Hunt

Local teens are encouraged to get their flashlights ready for this fun event. We will start off the night playing minute to win it games in the cafeteria before going over rules and heading downstairs to the eerie dark gym (all lights off, pitch black). In the gym we have massive amounts of candy, sponsor prizes, swag and much more. As we count down from 10 the teens turn on there flashlights and scavenge the gym gathering all of the candy and tons of wonderful prizes while rocking out to today's radio top hits.

Target Audience: Local Teenagers 6th - 12 grade

Anticipated Attendance: 200+ teenagers and parents

Date and Time: Friday March 18, 2016 from 6:30 – 7:30 p.m.

Location: Heatherwood Middle School

Event Sponsor : \$100 and Above

- Business name or logo on promotional materials (poster, postcards, etc.)
- Table space at event to distribute promotional materials
- Announcements through PA system on day of event
- In-Kind : Equivalent to above level



3 on 3 Basketball Tournament

www.mainstreetmadness3on3.com

A great event to kick-off Summer in Mill Creek. This event runs the same day as Run of the Mill and draws a huge spectator audience during the event. Teams play in a double elimination format with action happening on 7 courts. Youth divisions begin in the morning and adult divisions in the afternoon. Plenty of talent show cased each year.

Target Audience: Boys & Girls 3rd - 12th Grade and Adults

Anticipated Attendance: 200+ Players / 1,000+ Spectators

Date and Time: Saturday July 9, 2016 from 8:00 a.m. - 7:00+ p.m.

Location: City Hall Annex Parking Lot (15720 Main Street Mill Creek, WA 98012)

Platinum Sponsor : \$750 and Above

- Business logo on front of event promotional products
- Business logo on every basketball hoop and scorers table
- 2 Banners at event
- Marketing table space at event to distribute promotional materials
- Recognition in Fall/Winter program guide (distributed to 19,000+ homes)
- Logo on all promotional materials (posters, registration forms, press releases, etc.)
- Logo on event webpage with link to business website
- Receive event promotional products
- Recognition via PA sound system during event
- Receive photo CD after event



3 on 3 Basketball Tournament

- **Gold Sponsor : \$500 and Above**
- Business logo on a basketball hoop and scorers table
- 1 Banner at event
- Marketing table space at event to distribute promotional materials
- Recognition in Fall/Winter program guide (distributed to 19,000+ homes)
- Logo on all promotional materials (posters, registration forms, press releases, etc.)
- Logo on event webpage with link to business website
- Receive event promotional products
- Recognition via PA sound system during event
- Receive photo CD after event

- **Silver Sponsor : \$250 and Above**
- Recognition in Fall/Winter program guide (distributed to 19,000+ homes)
- Business name on all promotional materials (posters, registration forms, etc.)
- Business name on event webpage
- Flyer space at event
- Receive event promotional products
- Recognition via PA sound system during event

- **Bronze Sponsor : \$100 and Above**
- Business name on event webpage
- Business name listed on participant information packet and flyer space at event
- Recognition via PA sound system during event

- **In-Kind/ Volunteers Sponsor: Equivalent to bronze level**



Kids Fun Run

www.millcreekkidsfunrun.com

The Kids Fun Run provides a fun opportunity for kids to participate in 1 lap, 1K, or 2K run/walk. This event introduces children to a positive experience while participating in a physical event and working towards a goal. A portion of the registration fee is donated to American Red Cross of Snohomish County. During the event participants receive a running bib, goodie bag, and Fun Run t-shirt. Members from the Jackson High School Cross Country team run with the kids, leading the way through the course as well as run along side the participants. Youth Advisory Board volunteers and Jackson High School Cheerleaders are stationed around the course to cheer on runners, lead field games, and announce raffle prize winners.

Target Audience: Children 3 Years – 5th Grade

Anticipated Attendance: 250+ participants and 300+ parents and spectators

Date and Time: Saturday August 6, 2016 from 10:00 a.m. – 12:00 p.m.

Location: TBA



Kids Fun Run

Gold Sponsor: \$250 and Above

- Business logo on all promotional material (posters, flyers, etc.)
- Business logo on back of event T-shirt
- Marketing booth at event to distribute promotional materials
- Banner at event
- Receive 2 event T-shirts
- Logo on City event webpage with link to business website
- Recognition via PA sound system during event

Silver Sponsor: \$100 and Above

- Business name on promotional material (posters, flyer, etc.)
- Business name on back of event T-shirt
- Marketing booth at event to distribute promotional materials
- Recognition via PA sound system during event

- In-Kind/Volunteer Sponsor: Equivalent to a Silver level



Sponsor Commitment Form

Sponsor Name: _____

(Exact name you would like shown on banner or listing)

Business: _____

Address/City/Zip: _____

Phone Number: _____ Email: _____

Contact Person: _____ Company Website: _____

<p>Free Community Event (Year Round)</p> <p><input type="radio"/> Gold: \$1,000+</p> <p><input type="radio"/> Silver: \$500+</p> <p><input type="radio"/> Bronze: \$250+</p> <p><input type="radio"/> In-Kind</p>	<p>Flashlight Egg Hunt (March)</p> <p><input type="radio"/> \$100</p> <p><input type="radio"/> In-Kind</p>
<p>Mill Creek Sports Park Scoreboard (2 Years)</p> <p><input type="radio"/> Platinum: \$4,000</p> <p><input type="radio"/> Gold: \$2,000</p> <p><input type="radio"/> Silver: \$1,000</p>	<p>3 on 3 Basketball Tournament (July)</p> <p><input type="radio"/> Platinum: \$750</p> <p><input type="radio"/> Gold: \$500</p> <p><input type="radio"/> Silver: \$250</p> <p><input type="radio"/> Bronze: \$100</p> <p><input type="radio"/> In-Kind</p>
<p>Mill Creek Youth Advisory Board (Year Round)</p> <p><input type="radio"/> \$100</p> <p><input type="radio"/> In-Kind</p>	<p>Kids Fun Run (August)</p> <p><input type="radio"/> \$250+</p> <p><input type="radio"/> \$100</p> <p><input type="radio"/> In-Kind</p>
<p>Youth Basketball League (Winter)</p> <p><input type="radio"/> League:</p> <p><input type="radio"/> Team:</p>	<p>Making a positive difference in your Community</p>

Sponsor Commitment Form

Payment Information



VISA Cash



MasterCard Check

Card Holder Name
Card Number
Expiration Date
Signature

Please note business is responsible for providing:

- All necessary event set-up materials (tent, tables, chairs, banners, display, etc.)
- Give-a-ways, hand outs or activities during event to entice participants to stop by your table.
- Print ready logo artwork for promotional materials/products

I, the undersigned, assume all risks and hazards incidental to participating in City of Mill Creek Parks & Recreation activities, and do hereby waive, release, absolve, indemnify, and agree to hold harmless the City of Mill Creek, and its employees, supervisors, participants, and instructors, for any claim arising out of injury, damage, or personal loss incurred to myself or employees in connection with the activities sponsored or co-sponsored by Mill Creek Parks and Recreation. I, the undersigned, am fully aware of the potential dangers and risk inherent in these activities, including physical injury, death, or other consequences that may arise or result directly or indirectly from participation in these activities. By participating in Mill Creek Parks and Recreation activities, I agree that any images of myself or my employees/co-workers may be used by the City of Mill Creek and may be included in promotional materials, newspaper articles, and/or newsletters relating to Mill Creek Parks and Recreation activities.

Sponsor Signature: _____ Date: _____

City of Mill Creek Representative: _____ Date: _____

Thank You for Helping Make Mill Creek a Great Place to Live