



# Create a Lasting Impact: Become an Event Sponsor!

## Why Become a Sponsor?

- Help deliver community-building opportunities that enhance the quality of life in Mill Creek and surrounding areas.
- Gain greater brand recognition (and good will) with local residents.
- Take advantage of the opportunity for face-to-face interactions.
- Increase exposure via Mill Creek marketing and social media channels.
- Sponsorships create a reliable source of funding to provide consistent and high quality events.

The City of Mill Creek strives to be a community where businesses thrive and recreational opportunities abound. With that vision in mind, City Staff partners with local businesses and organizations to present special community events for residents of Mill Creek and surrounding Snohomish County. The City's robust event calendar is designed to foster an exceptional community experience where people feel welcome, safe and engaged. Funding for these popular events derives from generous sponsors. We truly couldn't do it without you!



Become a community sponsor!

Contact Kristen Rasmussen | [kristenr@cityofmillcreek.com](mailto:kristenr@cityofmillcreek.com) | 425-921-5779

# Eggstravaganza

Date: Saturday, April 11

Local families come together for this exceptional egg hunting event featuring 18,000 candy filled eggs. The event also includes face painting, balloon animals, carnival games, bounce houses, sponsor booths and photos with the Easter Bunny.

Attendance: 4,000+



# Memorial Day



Date: Monday, May 25

A commemorative ceremony pays respect to those who gave their life in service of our country. Following the ceremony is the largest parade north of Seattle honoring those fallen soldiers.

Attendance: 5,000+

# Party in the Parks

Date: Thursday, June 25, Thursday, July 23 and Thursday, August 27

These summer evening events provide families a fun night out in local City parks. Community members enjoy activities, games and connecting with sponsor booths.

Attendance: 100+ per event



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# 3-on-3 Basketball Tournament



Date: Saturday, July 11 and Sunday, July 12

The weekend long event includes approximately 280 participants. Teams play double elimination with action on 8 courts. Youth divisions play Saturday and adult divisions play Sunday. There is always a huge spectator audience from those attending the (directly coinciding) Mill Creek Festival.

Attendance: 500+

## Run with Heart

Date: Saturday, September 12

This outdoor charity run includes options for the whole family: 5K run/walk, Kids 1K and a Toddler Dash. Proceeds support two local nonprofits: Ironheart Foundation and Colton's Army.

Attendance: 200+



## Youth Basketball League



Date: Season runs every Saturday, January through March

The Youth Basketball League is composed of 800 participants; kindergarten to eighth grade. The league gives families an opportunity to introduce kids to team sports and the chance to develop and grow their skills. Games are played at local gyms all day on Saturdays.

Attendance: 3,000+

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# Trunk or Treat

Date: Saturday, October 31

This family-oriented outdoor event is hosted in the City Hall parking lot and provides a safe place for kids. Trunk or Treat showcases approximately 40 vehicles whose trunks are creatively decorated and filled with candy for kids to go “trunk or treating”.

Attendance: 5,000+



# Veterans Day



Date: Wednesday, November 11

The commemorative ceremony recognizes the past and continuing sacrifices of the United States veterans. The event then moves to the patriotic parade through Mill Creek Town Center, featuring military vehicles, community groups and veterans.

Attendance: 5,000+

# Tree Lighting Ceremony

Date: Saturday, December 5

This annual event at City Hall includes performances by the Jackson High School Drumline, local chorus groups, complimentary cookie decorating and a visit from Santa.

Attendance: 1,000+



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# 2020 City Sponsorship Levels

	<b>Platinum \$10,000+</b>	<b>Gold \$5,000+</b>	<b>Silver \$3,000+</b>	<b>Bronze \$1,500+</b>	<b>Individual Event \$350+</b>
Identified as a signature sponsor for all City events in City event press releases					
Logo listed on all City-produced marketing and promotional materials					
Sponsor banner at all events					
Promotional event booth space at all free community events					
Logo on the City's Community Sponsor page linked to your website	<b>Logo</b>	<b>Logo</b>			
Sponsor placard on the Sports Park Scoreboard (6'x2')	<b>24'x2'</b>	<b>12'x2'</b>	<b>6'x2'</b>		
Logo on community events sponsorship banner	<b>Logo</b>	<b>Logo</b>	<b>Name</b>		
Listed as a sponsor in the City's Recreation Guide	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>	
Advertisement in City Connection, the City's quarterly publication	<b>1 Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>	<b>1/6 Page</b>	
Name on the City's Community Sponsor page					
Name announced during events equipped with PA system					
Logo/Name listed on all event specific City produced marketing materials	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Booth at single event of your choice					

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# Sponsorship Commitment Form

## Select Level of Sponsorship:

Platinum (\$10,000+): \_\_\_\_

Gold (\$5,000+): \_\_\_\_

Silver (\$3,000+): \_\_\_\_

Bronze (\$1,500+): \_\_\_\_

Individual Event (\$350/Event): \_\_\_\_

•Desired Event: \_\_\_\_\_

## In-Kind Services or Goods Sponsor

Those organizations donating in-kind services or goods at the monetary values up to Gold level will be identified as a sponsor at the accompanying level.

In-Kind Sponsor: \_\_\_\_

Value Amount: \_\_\_\_

Type of goods or services to be provided:

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## Sponsor Information

### Organization Name

(As you want listed on promotional materials)

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### Contact Person for Your Organization

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### Mailing Address

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City

State

Zip

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### Phone Number

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### Email Address

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## Payment Information

The City of Mill Creek accepts VISA, MasterCard, cash or check. Cash should be provided in person.

Checks may be mailed to:

**City of Mill Creek**

**Attention: Kristen Rasmussen**

**15728 Main Street, Mill Creek, WA 98012**

Credit card information may be provided in person or over the phone to Kristen Rasmussen at 425-921-5779.

Please note sponsor is responsible for:

- All necessary event set-up (tent, tables, chairs, banners, display, etc.)
- Give-aways, handouts or activities during event to entice participants to stop by your table.
- Providing print-ready logo artwork for promotional materials/products.

I, the undersigned on behalf of the sponsor organization, assume all risks and hazards incidental to participating in City of Mill Creek 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 sponsorship organization employees, volunteers or other agents in connection with the activities sponsored or co-sponsored by the City of Mill Creek. I 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. I, on behalf of the sponsor organization, agree that any images of myself or sponsor organization employees, volunteers or agents may be used by the City of Mill Creek and may be included in promotional materials, newspaper articles and/or newsletters relating to City of Mill Creek activities.

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date