



CITY OF SUGAR LAND
Parks and Recreation



City of Sugar Land's 28th Annual EGGSTRAVAGANZA



Saturday March 31st 2012

Eldridge Park, Sugar Land

2012 SPONSORSHIP OPPORTUNITIES

City of Sugar Land's 28th Annual EGGSTRAVAGANZA

Saturday March 31, 2012

Eldridge Park

Noon – 3 pm

Annual Attendance: est. 6,000 +

Traditional egg scramble races (otherwise known as “egg hunts”) and free photos with the Easter Bunny, make EGGStravaganza a favorite with Sugar Land’s youngest residents and their families.

For over 25 years, children aged 0-12 have been enjoying this afternoon full of fun, entertainment, prizes and the chance to collect as many treat-filled eggs as possible.

In 2009, the City offered its first egg scramble race for children with special needs. This was a welcome and popular enhancement that will return in 2012.



Sponsorship Levels Available

The City of Sugar Land invites the business community to join with it in offering this much loved family event to the residents, friends and neighbors of Sugar Land.

Sponsorship levels available include:

- EGGs-clusive Presenting Sponsor - \$5,000 (One Only)
- EGGs-xemplary Sponsor - \$3,000
- EGGs-ceptional Sponsor - \$1,000
- EGGs-cellent Sponsor - \$500

Sponsorship benefits for each level are outlined on the following pages.

Please read through this information and return the commitment form at the end of this document by Friday March 2, 2012.

Customized sponsorship packages are also available.

For further information, please contact:

Ms. Teresa Preza
Event Production Manager
Email: TGP@sugarlandtx.gov
Tel: 281-275-2881



EGGS-CLUSIVE PRESENTING SPONSOR - \$5,000 (One only)

Sponsorship at this level will see your company take the presenting honor alongside the City of Sugar Land in bringing this family celebration to the community.



Benefits:

- Sponsorship acknowledgement as the EGGS-clusive Presenting Sponsor in all event media and promotional activities, to include:
 - Press releases distributed to media contacts throughout Sugar Land and Houston
 - Event promotion in the City's official newsletter "Sugar Land Today" (*SUBJECT TO PUBLICATION SUBMITTAL DEADLINES*)
 - Event promotion on Sugar Land TV (Channel 16)
 - Event details posted on the City's event web page
 - Event details posted on the City's intranet web site, SLIC
 - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)
- Logo placement and sponsorship acknowledgement on all event promotional materials, to include:
 - Banner placed at Eldridge Park for the month prior to event date
 - Posters placed on City Park notice boards, the Sugar Land Town Square Information Kiosk and at other selected venues
- Company name and logo on all free professional Easter Bunny photographs taken and handed out at event
- Company name and logo on all event signage
- Exhibit booth space (10 ft x 20 ft) at the event (includes 2 chairs and 1 table), to promote business and hand out promotional items
- Recognition as the EGGS-clusive Presenting Sponsor over the public address system every half hour throughout the duration of the event



EGGS-XEMPLARY SPONSOR - \$3,000

Benefits:

- Sponsorship acknowledgement in event media and promotional activities, to include:
 - Press releases distributed to media contacts throughout Sugar Land and Houston
 - Event listings in community print media and posted on on-line event lists
 - Event details posted on the City's event web page
 - Event details posted on the City's intranet web site, SLIC
 - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)
- Logo placement and sponsorship acknowledgement on event promotional materials, to include:
 - Banner placed at Eldridge Park for the month prior to event date
- Recognition over the public address system once every hour throughout the afternoon
- Company name and logo on signage at the event
- Exhibit booth space (10 ft x 10 ft) at the event (includes 2 chairs and 1 table), to promote business and hand out promotional items



EGGS-CEPTIONAL SPONSOR - \$1,000

Benefits:

- Sponsorship acknowledgement in event promotional activities, to include:
 - Event details posted on the City's event web page
 - Event details posted on the City's intranet web site, SLIC
 - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)
- Company name and logo on signage at the event associated with activity or entertainment assisted by sponsorship.
- Exhibit booth space (10 ft x 10 ft) at the event (includes 2 chairs and 1 table), to promote business and hand out promotional items

EGGS-CELLENT SPONSOR - \$500

Benefits:

- Company name and logo on signage at the event associated with activity or entertainment assisted by sponsorship



Sponsorship Commitment Form



Due to event promotion deadlines, in order for full sponsorship benefits to be applicable, please complete this form and return as soon possible.

Final deadline for return of this form is Friday March 2, 2012

A Letter of Agreement will follow upon the City reviewing and receiving this application.

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Please indicate the sponsorship commitment wish to make:

Sponsor Category: _____

Sponsor Amount: \$ _____

Authorized Signature: _____ Date: _____

Please return this application with your sponsorship check to:

Parks and Recreation Department
City of Sugar Land
P.O. Box 110
Sugar Land TX 77487-0110

Checks should be made payable to: City of Sugar Land Parks and Recreation Department

For further information, please contact
Teresa Preza, Event Production Manager
281-275-2881 or at TGP@sugarlandtx.gov.



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