



CITY OF SUGAR LAND  
Parks and Recreation



**Saturday March 3, 2012**

**10 a.m.—3 p.m.**

**Sugar Land Memorial Park**

**2012 SPONSORSHIP OPPORTUNITIES**

# City of Sugar Land's Cultural Kite Festival

**Saturday March 3, 2012**

**Sugar Land Memorial Park**

**Time 10 a.m. — 3 p.m.**

**Annual Attendance: est. 6,000 +**

Over 6,000 residents came out to enjoy the City's Cultural Kite Festival in 2011. Hosted at Sugar Land's most natural park, beautiful cultural and recreational kites of all shapes and sizes adorned the sky throughout the event. Many participants were excited to be able to fly a kite for the very first time!

Residents are invited to come out again and enjoy free activities such as face painting, kite lessons, kite flying competitions and a kite making workshop. Performances will be given by various cultural groups along with children's entertainment throughout the day.

And of course, there will be plenty of space for recreational kite flying and those who simply prefer to stroll around and take pleasure of the magnificent view in the sky.



## **Sponsorship Levels Available**

The City of Sugar Land invites the business community to participate in this family friendly and cultural event by sponsoring an activity or a service.

Sponsorship levels available are included on the pages to follow.

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 February 17, 2012.

*Customized sponsorship packages are also available.*

### **For further information, please contact:**

Briana Bachemin

Event Coordinator

Email: [bbachemin@sugarlandtx.gov](mailto:bbachemin@sugarlandtx.gov)

Tel: 281-275-2887

## Cultural Stage Sponsor - \$5,000

*Sponsor the Cultural Performance area by bringing exciting dances and musical selections to the crowd throughout the event.*

### Benefits:

- Sponsorship acknowledgement 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" (Distribution of 28,093) (*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:
  - Posters placed on City Park notice boards, the Sugar Land Town Square Information Kiosk and at other selected venues
  - Kite Flying contest entry forms placed on the City's website
  - Banner
- Company name and logo on all event signage
- Customized large kite with your logo which will be flown throughout the day
- 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 over the public address system every hour throughout the duration of the event
- Event listings in community print media and posted on on-line event lists



## Kite Flying Lesson Sponsor - \$3,000

*Professional Kite Flying Groups will take time during the event to teach beginners how to fly the kites.*

### Benefits:

- Sponsorship acknowledgement in 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" (Distribution of 28,093) (*SUBJECT TO PUBLICATION SUBMITTAL DEADLINES*)
  - Event details posted on the City's event web page
  - E-blasts to City's e-newsletter subscribers (Distribution of 2,250)
- Logo placement and sponsorship acknowledgement on event promotional materials, to include:
  - Posters placed on City Park notice boards, the Sugar Land Town Square Information Kiosk and in other selected venues
- Exhibit booth space (10 ft x 10 ft) at the event adjacent to the Kite Flying Lesson Area (includes 2 chairs and 1 table), to promote business and hand out promotional items



## Kite Making Workshop Sponsor - \$2,000

*Professional Kite Flying Groups will take time during the event to teach beginners how to fly the kites.*

### Benefits:

- Sponsorship acknowledgement in event media and promotional activities, to include:
  - Event details posted on the City's event web page
  - Event details posted on the City's intranet website
- Company name and logo on the kites that will be distributed in the kite making workshop area.
- Exhibit booth space (10 ft x 10 ft) at the event next to the kite making workshop area (includes 2 chairs and 1 table), to promote business and hand out promotional items.

## Service Sponsors - \$1,000

*This level of sponsorship will allow for your company to create its visibility by giving back to the event and its attendees!*

### Service Sponsor Options:

#### Shuttle Service

Shuttles will provide a service that gets people to the event free from traffic and parking hassles.

#### Accessible Parking Service

Reserved are will be dedicated to handicap accessible vehicles onsite at the event venue with an attendant there if additional assistance is needed.



### Benefits of \$1,000 Sponsor:

#### Benefits:

- Sponsorship acknowledgement in event media and promotional activities, to include:
  - Event details posted on the City's event web page
  - Event details posted on the City's intranet website
- Company name and logo on signage at the event associated with service assisted by sponsorship.
- Exhibit booth space (10 ft x 10 ft) at the event located near the sponsored service (includes 2 chairs and 1 table), to promote business and hand out promotional items.

# 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 February 17, 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 to:

Cultural Kite Festival  
Parks and Recreation Department  
City of Sugar Land  
PO Box 110  
Sugar Land TX 77487

For further information, please contact Briana Bachemin, Event Coordinator, on 281-275-2887 or at [bbachemin@sugarlandtx.gov](mailto:bbachemin@sugarlandtx.gov).