

Sponsorship Opportunities

SUPPORT | PROMOTE | RAPPORT



Celebrations | Concerts | Competitions | Arts | Entertainment | Movies

Promote Your Business while Supporting Community Building

The City of Sammamish hosts 20 events annually with approximately 30,000 in attendance. These events are advertised through the City Newsletter and website, the Park Department's Recreation Guide and Facebook page, Sammamish-based newspapers, and event posters. When you sponsor a City of Sammamish event, you have direct access to event attendees who you can reach with additional media coverage and event marketing. No matter your business or budget, there is a sponsorship opportunity that will help promote your business and help you build stronger community connections.

Sponsor Selection

The City of Sammamish is seeking sponsors who have products, customers, and promotional goals consistent with the City's character, values, and service priorities. Potential sponsors can be individuals, corporations, businesses, or organizations. Sponsors will be selected based on historical participation, willingness for future involvement, and readiness to enter into a sponsorship agreement.

The City is unable to enter into sponsorships with businesses that are subjected to regulation or monitoring by law enforcement agencies, religious or political organizations, businesses that derive substantial sales from projects or services that are contrary to the interest of public health, safety, or welfare, and enterprises who have business agreements, permit approvals, or other City associations that would create the appearance of impropriety if we entered into a sponsorship agreement.

Sponsorship Benefits

Presenting Sponsors

Listed in event marketing materials which include the City website, at least one Newsletter, Recreation Guide, Sammamish Park & Recreation Facebook page, newspaper ads, Peachjar, and the event poster. Event listed as "Presented by" business or organization name on all materials. Banner placement in a premium location or on the stage. Event 10'x10' booth space in a premium location.

Event Sponsors

Listed in event marketing materials which include the City website, Sammamish Park & Recreation Facebook page, newspaper ads, and the event poster. Banner placement allowed within the sponsored area. Event 10'x10' booth space in sponsored area or a premium location.

Supporting Sponsors

Listed in event marketing materials which include the City website and event 10'x10' booth space.

For more information, contact Chris Jordan at cjordan@sammamish.us or 425-295-0524

OUTREACH

- City website: 789,829 page views in 2021
- Event guide: distributed to homes and businesses
- Recreation guide: mailed up to 50,000 residents
- Weekly E-Newsletters to 10,000 followers
- Social media:
 - 4,668 Twitter followers
 - 2,170 Instagram followers
 - 8,600 followers on Facebook



Fourth on the Plateau

Red, White, & Blue Family Fun

Mon, July 4, 6-10:30pm

Sammamish Commons

Our largest annual community event with crowds of more than 12,000. This highly attended event includes music, kids' activities, food vendors, and of course... fireworks!

Level	Cost
Presenting	\$15,000
Event	\$3,500
Supporting	\$1,250

Concerts in the Park

Tunes on the Turf

Thu, July & August 6:30-8pm

Pine Lake Park

Live music shows that always attract a good crowd ranging from 1,000 to 1,500 per show for a series total of approximately 9,000 people. Only two sponsors are allowed per concert.

Level	Cost
Presenting	\$1,000
Supporting	\$500

Sammamish P.O.P.

Party on the Plat!

Sat, August 20

Sammamish Commons

Kids' activities, vendors, food trucks, live music, entertainment, and a variety of festival activities on Saturday. New event with festivities starting in the morning and continuing to the late evening.

Level	Cost
Presenting	\$2,500
Event	\$1,500
Supporting	\$500

Very Merry Sammamish

Festive Family Fun

Fri, December 2, 5-8pm

Sammamish Commons

Holiday season kick off with approximately 2,000 residents enjoying festive lights, school choirs, kids' activities, a petting zoo, and multiple special guests. Attendance is primarily families.

Level	Cost
Presenting	\$1,000
Event	\$500
Supporting	\$250

KidsFirst!

Children Focused Entertainment
Tue, July & August 1-2pm
Various Parks

The KidsFirst! series draws 250+ kids and their families at each performance and rotates locations between three Sammamish parks. Different musicals or performers are featured each week.

Level	Cost
Title	\$2,500
Event	\$1,000
Supporting	\$250

Rig-A-Palooza

Explore. Interact. Discover
Sat, May 21, 11-2pm
Sammamish Commons

Approximately 1,500 people explore a variety of vehicles (police cars, firetrucks, garbage trucks, school buses, etc.) while interacting with essential workers to discover how they keep our city safe, clean, and FUN-ctioning.

Level	Cost
Presenting	\$1,000
Event	\$375
Supporting	\$250

Scooter Competition

Grind... Ollie...
Wed, July or August (TBA)
Sammamish Commons

Approximately 80 scooterists compete while being cheered on by around 300 spectators.

Level	Cost
Presenting	\$500
Supporting	\$300

Trunk-or-Treat

Trick or Treat at Booths and Vehicles
October (TBA)
Sammamish Commons

This event is a fun and safe alternative to trick-or-treating door to door.

Level	Cost
Presenting	\$1,000
Supporting	\$500

Outdoor Movie on the Plaza

Movie Series!
TBA, July and August
Sammamish Commons

The Parks and Recreation Department is offering this event to the public for free. Pre-movie activities will be offered to the attendees. We had around 800 people attend each movie last year.

Level	Cost
Presenting	\$1,000
Supporting	\$250

Sammamish Arts Showcase

Cultural Art Experience
TBA
Central Washington University-Sammamish

The Sammamish Arts Showcase is a community-wide cultural art experience, which is produced in partnership with the City of Sammamish, Central Washington University, and the Sammamish Arts Commission. It will feature an art fair, performances, music literary pro-gramming, children's activities, and much more.

Level	Cost
Presenting	\$1,000
Supporting	\$250