

Gingerbread Contest Sponsorship Levels

Contest Sponsor \$1,500

Display Sponsor \$1,000

Award Sponsor \$500



Auburn's Gingerbread Contest

DECEMBER 1 - 17, 2022
AUBURN, WASHINGTON

EVENT PROFILE

This fun event celebrates the holidays and brings the community together to see what Auburn can build! 15 Gingerbread structures will be on display at the Auburn Community & Events Center!

Target Audience: Families, youth, teens, adults and seniors

Anticipated Attendance: 1,000+

Date and Time: Displays open for viewing Monday - Friday, 7 AM - 7 PM & Saturdays, 8 AM - 4 PM.

Location: Les Gove Park, 1005 12th Street SE &

GINGERBREAD CONTEST PROMOTIONAL PLAN

- 150 Posters distributed around Auburn
- E-Flyers: distributed through City of Auburn contacts (15,000 e-blast subscribers)
- Auburn Recreation Guide: 38,000 Fall edition
- Press Releases
- Website information
- Auburn@PLAY e-newsletter to 9,000 individuals (November-December)
- Promoted Facebook campaign



City of Auburn | AuburnFest
910 9th Street SE
Auburn, WA 98002
253-931-3043

www.auburnwa.gov/events

GINGERBREAD CONTEST

Gingerbread Contest 2022 Sponsor Opportunities

Contest Sponsor Investment - \$1,500

(one sponsorship available)

- Name added to event title as contest sponsor
- ¼ page advertisement in 38,000 Auburn Magazines (Winter 2022 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters and all other promotional items
- Social Media tag on three promoted posts related to contest
- Logo added to contest voting slips
- Press releases announcing and promoting contest sponsorship
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Ability to provide contest bags to be handed out to all contest participants
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 program participants November and December editions

Display Sponsor Investment - \$1,000

(one sponsorship available)

- Ability to have a gingerbread "house" or other display for the duration of the contest
- Name listed as a sponsor in 38,000 Auburn Magazines (Winter 2022 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters and all other promotional items
- Social Media tag on two promoted posts related to contest
- Logo added to contest voting slips
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 program participants November and December editions

Award Sponsor Investment - \$500

(one sponsorship available)

- Sponsor must provide prizes valued at \$50 or more for Child and Adult categories
- Name listed as a sponsor in 38,000 Auburn Magazines (Winter 2022 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters and all other promotional items
- Social Media tag on promoted post related to contest awards
- Logo added to contest voting slips
- Name/logo on City of Auburn website, with the option of linking to own for duration of event
- Name listed in Auburn@PLAY electronic newsletter – e-mailed to over 9,000 program participants November and December editions

Customized sponsorship packages can be created to meet your needs, budget and goals.



GINGERBREAD CONTEST Sponsorship Agreement

Contact Person: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

List on-site activity and any distribution materials: _____

Please check the following opportunities that interest you:

Sponsorship Level

Contest Sponsor\$1,500 Award.....\$500

Display Sponsor.....\$1,000

Agreement: The City of Auburn agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Auburn, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries.

Authorized Signature for Sponsor: _____ Date: _____

Authorized Signature for City of Auburn: _____ Date: _____

CREDIT CARD INFORMATION

VISA AM. EXPRESS

MC DISCOVER

EXP. DATE

CARD #

3-DIGIT #

Please print name of cardholder

TOTAL DUE \$

Make check out to and mail to: City of Auburn, Attn: Gingerbread Contest 910 9th Street SE Auburn, WA 98002 Questions: Contact Amanda Valdez, avaldez@auburnwa.gov or 253-804-5049