100 REDMOND
CENTENNIAL 1912 – 2012

1912
2012

Pioneering past present future

Centennial Sponsorship Opportunities

100 REDMOND
CENTENNIAL 1912 – 2012

Join the City of Redmond's year long Centennial celebrating Redmond's pioneering spirit- past, present and future. The City was founded on December 31, 1912. Back then, the 300 residents of Redmond shared a vision of creating a home for their families. To honor these brave pioneers and all those who came after, the community is partnering with the City in planning many fun and informative celebrations throughout the year.

WHEN
December 2011-December 2012

WHERE
Redmond City Hall Campus

EVENTS
- Eggstravaganza - April 7
- Derby Days - July 13-15
- Great Day of Play - August 24
- Redmond Lights & Centennial Celebration - December 1

FREE ACTIVITIES

Parades	FREE Kids Activities	Egg Hunt	Candy Cane Hunt
Bike Criterium	Great Food & Beverages	Fireworks	Live Entertainment
IMPACT Eco-Fair	3on3 Tournaments	5K's	

WHO ATTENDS
Eastside Families - est. 30,000 attendees

EVENT PROMOTION

ITEM	DISTRIBUTION
Posters	Over 400 city buildings & businesses (1 per Qtr)
Flyers	Over 3,000 to schools, clubs, businesses
Magazines	Sunset, Parent Map, 425
Newsprint Ads	Min. of 4 in Redmond Reporter and other Eastside papers
Newsprint Insert	Insert in Redmond Reporter - Circulation 24,500
Newsletters	Over 18,000 to subscribers monthly
Event Programs	Circulation 5,000
Redmond Rec Guide Ads	4 ads Spring/Summer, Fall, Winter - Circulation 80,000
Utility Bill Stuffer	3-Circulation all Redmond households
Press Releases	6 to local newsprint, magazine & broadcast outlets
Website	Over 4,000 unique visitors monthly
Redmond FOCUS magazine	Over 28,000 to Redmond residents, businesses, city bldgs
Online	Over three dozen local & regional online calendars

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR

OFFICIAL ENTITLEMENT
Only two sponsors will be confirmed in this category. Sponsor will receive official naming rights (category exclusivity)

LOGO PLACEMENT
- **Centennial Poster**
  Sponsor name and logo on full-color posters displayed in retail outlets, eateries, city buildings and businesses
- **Website**
  Sponsor will be recognized on the Centennial website. Sponsor logo and hyperlink will have prominent placement on the sponsor page
- **Flyers**
  Sponsor logos on 5,000 flyers distributed to retail outlets, eateries, city buildings and businesses
- **Advertising**
  Sponsor name and logo inclusion in:
  - A minimum of 4 ads in Redmond Reporter and other papers
  - Insert in the Redmond Reporter

NAME PLACEMENT
- **Public Relations Campaign**
  Sponsor will be recognized in a minimum of 3 press releases highlighting the Centennial Celebration

ONSITE EXPOSURE
- **Signage**
  Sponsor will receive two 3'x10' banners prominently placed at event
- **Booth Space**
  Sponsor will receive booth space at the Centennial Celebration for interacting with the public, promoting and displaying its products
- **Announcements**
  Sponsor will be recognized in live announcements made at City Hall Campus during Centennial Celebration

INVESTMENT
$10,000

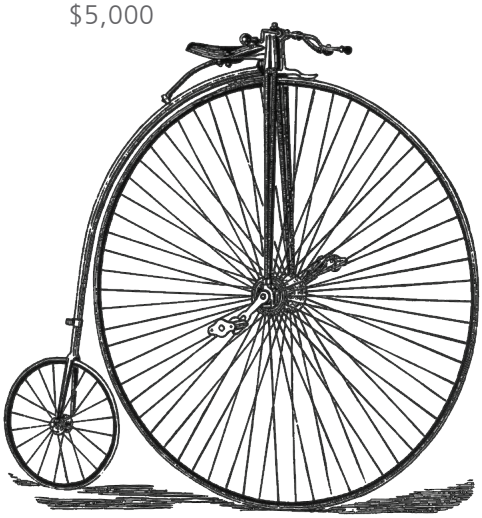
PRESENTING SPONSOR

OFFICIAL ENTITLEMENT
Only three sponsors will be confirmed in this category.

LOGO PLACEMENT
- **Centennial Poster**
  Sponsor logo on full-color Centennial poster displayed in retail outlets, eateries, city buildings and businesses throughout year
- **Website**
  Sponsor will be recognized on the Centennial website. Sponsor logo and hyperlink will have prominent placement on the sponsor page
- **Flyers**
  Sponsor logos on 3,000 Centennial flyers distributed to retail outlets, eateries, city buildings and businesses
- **Advertising**
  Sponsor logo in the insert in the Redmond Reporter and a minimum of 4 ads in the Redmond Reporter and other Eastside papers

ONSITE EXPOSURE
- **Booth Space**
  Sponsor will receive booth space for interacting with the public, promoting and displaying its products
- **Announcements**
  Sponsor will be recognized in live announcements made at City Hall Campus during Centennial Celebration

INVESTMENT
$5,000



SUPPORTING SPONSOR

NAME PLACEMENT
- **Website**
  Sponsor will be recognized on the Centennial website. Sponsor name and hyperlink will have prominent placement on the sponsor page
- **Advertising**
  Sponsor name included in Insert/Event Programs and in 2 event ads featured in the Redmond Reporter and other Eastside papers

ONSITE EXPOSURE
- **Booth Space**
  Sponsor will receive booth space for interacting with the public, promoting and displaying its products
- **Announcements**
  Sponsor will be recognized in live announcements made at City Hall Campus during the Centennial Celebration

INVESTMENT
$1,000

100 @ $100 COMMUNITY SPONSOR

NAME PLACEMENT
- **Website**
  Sponsor will be recognized on the Centennial website. Sponsor name will have prominent placement on the sponsor page
- **Advertising**
  Sponsor name included in Insert/Event Programs and in a minimum of 1 Centennial ad featured in the Redmond Reporter and other Eastside papers

ONSITE EXPOSURE
- **Announcements**
  Sponsor will be recognized in live announcements made at City Hall Campus during the Centennial Celebration

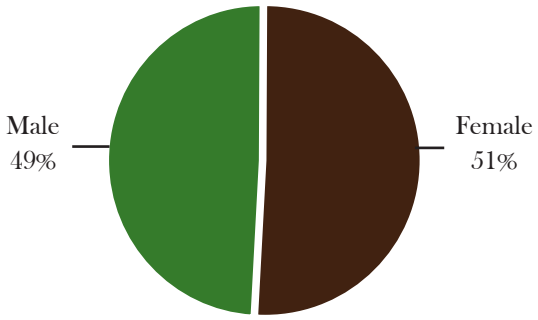
INVESTMENT
$100

CENTENNIAL CELEBRATION

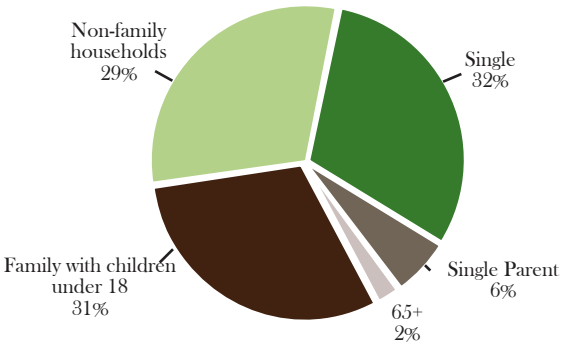
The City of Redmond Parks & Recreation Special Events department produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies who seek a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event, program or initiative will not only improve the City's quality of life, but can also meet your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it's contributing time, resources, or financial support, the opportunities with the City of Redmond Special Events are limitless.

DEMOGRAPHICS

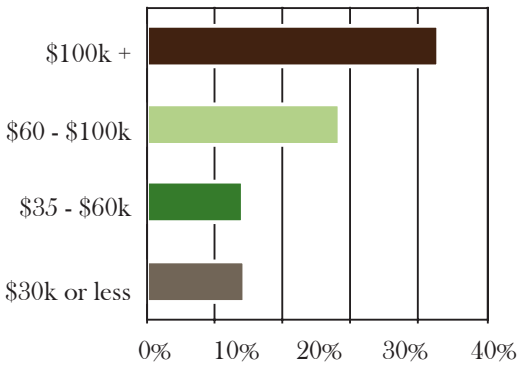
Gender



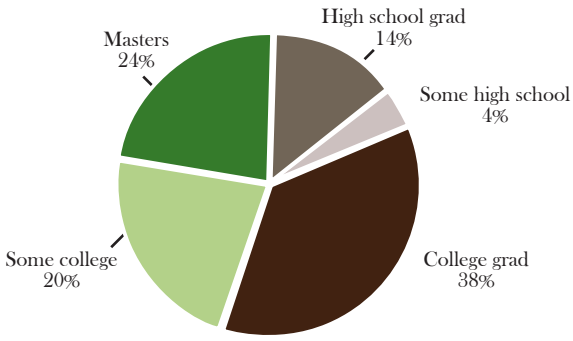
Families with Kids under 18



Household Income



Education



*Source: 2010 Census