

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, and with additional media coverage and event marketing, this reach goes up astronomically! No matter what your business or budget, there is a sponsorship opportunity that will help promote your business and help you build stronger community connections.



Event	Anticipated Audience	Cost of Sponsorships	Number Available
Fourth on the Plateau	12,000	\$1,250 to \$15,000	10
Concerts in the Park	1,250 x 6 concerts	\$500 to \$6,000	7
Sammamish P.O.P	10,000	\$1000 to \$10,000	14
Very Merry Sammamish	3,000	\$250 to \$1,000	6
KidsFirst!	250 x 4 events	\$250 to \$1,000	6
Earth Day	500	\$250	4
Rig-A-Palooza	2,000	\$350 to \$500	4
Scooter Competition	500	\$250 to \$500	2
Sand Sculpture	3,000	\$2,000	1
Outdoor Movie on the Plaza	1,600	\$250 to \$1,000	6
Sammamish Arts Showcase	2,500	\$250 to \$5,000	14

Sponsorship Benefits

A general overview of sponsorship categories is provided below. *Please contact Chris Jordan at cjordan@sammamish.us or 425-295-0524 to discuss your many sponsorship options.*

Presenting Sponsors

Listed in event marketing materials, which includes the following: 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 includes the following: 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 includes the following: City website.

Event 10’x10’ booth space.



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.



Fourth on the Plateau

Red, White & Blue Family Fun

Sat., July 4, 6-10:30p

Sammamish Commons

Our largest annual community event with crowds often in excess of 12,000. This highly-attended event includes music, kids activities, food vendors, and of course... fireworks!

Level	Cost	Available	Sold
Presenting	\$15,000	0	1
Event	\$3,500	1	1
Supporting	\$1,250	6	0



Concerts in the Park

Tunes on the Turf

Thu, July & August, 6:30-8p

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	Available	Sold
Presenting	\$6,000	1	0
Supporting	\$500	6	0

Sammamish P.O.P.

Party on the Plat!

Fri. - Sat., August 7-8

Sammamish Commons

kids activities, vendors, food trucks, live music, entertainment and a variety of festival activities throughout the weekend. New event with festivities starting Friday and going through Sunday.

Level	Cost	Available	Sold
Presenting	\$10,000	1	0
Event	\$2,500	2	0
Supporting	\$1,000	8	0



Very Merry Sammamish

Festive Family Fun

Fri, Dec. 4, 5:00 - 8:00pm
Sammamish Commons

Holiday season kick off with approximately 2,00 residents enjoying festive lights, school choirs, kids activities, a petting zoo and multiple special guests. Attendance is primarily families.



Level	Cost	Available	Sold
Presenting	\$1,000	1	0
Event	\$500	2	0
Supporting	\$250	4	0

KidsFirst!

Children Focused Entertainment

Tue, July & August, 1-2p

Various Parks

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



Level	Cost	Available	Sold
Title	\$4,000	0	1
Presenting	\$1,000	0	1
Supporting	\$250	4	0



Earth Day

Celebrating the Environment

Sat, April 25, 11am - 2pm

Beaver Lake Lodge

Family-friendly celebration and volunteer work party will include opportunities to learn, participate, and celebrate our natural environment

Level	Cost	Available	Sold
Event	\$250	4	1

Rig-A-Palooza

Explore. Interact. Discover.

Sat, May 16, 11-2p

Sammamish Commons

Approximately 750 people explore a variety of vehicles (such as police cars, fire trucks, garbage trucks, school buses, etc.) while interacting with community helpers to discover how they keep our city safe, clean and FUN-ctioning. This is an exciting new event.



Level	Cost	Available	Sold
Presenting	\$500	1	0
Event	\$375	2	1
Supporting	\$250	2	0



Scooter Competition

Grind... Ollie...

Wed., June 24, 5-8p Commons Skate Park & Plaza

Approximately 60 Scooters compete while being cheered on by around 150 spectators. .

Level	Cost	Available	Sold
Presenting	\$500	1	0
Supporting	\$250	1	0

Sand Sculpture

Arts Commission presents Sand Sculpture

June-August

Sammamish Commons



Level	Cost	Available	Sold
Presenting	\$2000	0	1

Be able to put your logo on the design. Overall design has not been selected yet by the Arts Commission.



Outdoor Movie on the Plaza

Movie Series!

Sammamish Commons Plaza

Fri, July 10 and Fri, Aug. 14

The Parks and Recreation Department is offering this event to the public for FREE - the Outdoor Movie on the Plaza series! Two movies on a Friday in July and August. Pre-movie activities will be offered to the kids and families. We had around 800 people attend the each movie last year.

Level	Cost	Available	Sold
Presenting	\$1000	2	0
Supporting	\$250	6	0

Sammamish Arts Showcase

Cultural Art Experience

Friday, October 16

5pm - 9 pm

Saturday, October 17

10am - 5pm

Central Washington University - Sammamish

We are happy to present the 1st Sammamish Arts Showcase! 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 artfair, performances, music, literary programming, children's activities, and much more.



Level	Cost	Available	Sold
Presenting	\$5,000	2	0
Event	\$1,000	6	0
Supporting	\$500	6	0