

2016 SPONSORSHIP OPPORTUNITIES



City of Gaithersburg

31 South Summit Avenue • Gaithersburg, MD 20877

301.258.6310 • www.gaithersburgmd.gov

A LETTER FROM THE MAYOR

WELCOME, SPONSORS!

There's a lot of opportunity awaiting you in this wonderful community.

Gaithersburg is a growing, diverse city of just over 67,000 people, located in the heart of Montgomery County, Maryland. We're home to multinational corporations, unique retailers and restaurants, award winning neighborhoods, a highly educated workforce, and a school system that's consistently rated among the best in the country.

Our accolades include rankings as the #1 community in the country for language diversity by WalletHub (2016), #8 on the list of fastest growing cities in America by the U.S. Census Bureau (2014), and one of the 25 best suburbs for retirement according to Forbes Magazine (2014).

And while we're right in the middle of the bustling DC metropolitan area, with all of the opportunity that offers our residents, we pride ourselves in our ability to maintain a small town feel. Much of that is a result of our emphasis on special events and activities that engage the community, some of which, like the Gaithersburg Book Festival, enjoy national acclaim.

Partnering with the City of Gaithersburg to help us bring the community together through these events makes perfect business sense. Our events are well organized, well advertised, and well received. Adding your brand to our list of sponsors gives you the opportunity to increase awareness, build goodwill, and demonstrate support for the local community. And please know that we would be happy to work with you to customize our sponsorship packages to meet your marketing objectives.

We look forward to welcoming you into the Gaithersburg family. It's a great place to be.

Jud Ashman, Mayor

City of Gaithersburg

ST. PATRICK'S DAY PARADE



DATE: March 12, 2016

ATTENDANCE: 10,500

Dozens of units will march in the parade, including Celtic dancers, bagpipe bands, clowns, fire trucks, and more. There will be live entertainment on the Lakefront Plaza after the parade.

LOCATION: Rio Washingtonian Center

For sponsorship inquiries please email: jopel@gaitthersurgburgmd.gov



LA MILLA DE MAYO



DATE: May 7, 2016

LOCATION: Olde Towne Gaithersburg

One mile run/walk through Olde Towne. Proceeds benefit the City's Dolores C. Swoyer Camp Scholarship Fund, providing summer camp registration fees for underprivileged youth so they can enjoy a summer of learning, recreation and socialization.

This race is in partnership with the Montgomery Country Road Runners Club (MCRRC).

	World Record Holder	Super Sprinter	Fast Track	With the Pack	In Training	Running for Fun
	\$2,000	\$1,000	\$500	\$250	\$150	\$100
Host packet pick-up	✓					
Logo included in race brochure, flyers, blast emails, and other advertising	✓					
Logo displayed at finish line	✓					
Large logo on t-shirt	✓	✓				
Logo displayed at start line	✓	✓				
Verbal recognition pre-race and at post-race festival	✓	✓	✓			
Promotional materials provided to MCRRC included in race packets	✓	✓	✓			
Logo displayed at packet pick-up	✓	✓	✓	✓		
Name and logo on back of t-shirt	✓	✓	✓	✓	✓	
Logo displayed in race packets	✓	✓	✓	✓	✓	✓
Exhibit space at post-race festival	✓	✓	✓	✓	✓	✓
Complimentary race entries	4	3	2	1	1	none

LIMITED SPONSORSHIP OPPORTUNITIES:

- » **Packet Pick-Up Sponsor (2 locations) - \$2,000**
company banner displayed at location; includes benefits for "Super Sprinter" sponsorship
- » **Finish Line Banner Sponsor - \$1,750**
company banner displayed at finish line (1 available); includes benefits for "Super Sprinter" sponsorship
- » **Start Line Banner Sponsor - \$1,700**
company banner displayed at start line (1 available); includes benefits for "Super Sprinter" sponsorship
- » **Distance Marker - \$300**
logo displayed at quarter mile marker (3 available); includes benefits for "With the Pack" sponsorship
- » **Water Table Sponsor - \$200**
logo displayed at water table (2 available); includes benefits for "In Training" sponsorship
- » **Age Category Sponsor - \$50**
company announced as award provider for age category winners (12 available)

GAITHERSBURG BOOK FESTIVAL



DATE: May 21, 2016

LOCATION: Gaithersburg City Hall Grounds and Griffith Park

ATTENDANCE: 20,000

www.gaithersburgbookfestival.org

An annual celebration of great books and great writing that is fast becoming one of the nation's top literary events. The outdoor event features dozens of best-selling and award-winning authors who will participate in panel discussions and book signings throughout the day, free writing workshops, a literary children's village, and an array of food options!

FEATURED SPONSOR – \$10,000

- » Mention in all stage announcements during the Festival
- » Mention in all radio spots and print advertisements
- » Company logo and full-page pop-up ad to appear on Festival's mobile app
- » Full page advertisement in the Festival program
- » Company logo on all advertising and Festival banners, all marketing materials, Festival program, Festival merchandise, website (includes link to company website), and monthly e-newsletter (includes link to company website).
- » 10 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Space for a marketing vehicle
- » Complimentary 10'x10' booth space, in the center of the Festival, with a canopy, table and 2 chairs
- » Dedicated e-newsletter

PREMIER SPONSOR – \$7,500

- » Mention in select radio spots and print advertisements
- » Company logo and ad to appear on Festival's mobile app
- » Half page advertisement in the Festival program
- » Company logo on all advertising banners
- » Company logo on all marketing materials, Festival program, website, and monthly e-newsletter (includes link to company website).
- » Mention in select radio spots and print advertisements (reserved for cash sponsors only)
- » 8 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Complimentary 10'x10' booth space, in a premier location, with a canopy, table and 2 chairs

FESTIVAL SPONSOR – \$5,000

- » Company logo on all advertising banners
- » Half page advertisement in the Festival program
- » 5 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Company logo on all marketing materials, Festival program, Festival mobile app, website, and monthly e-newsletter (includes link to company website)
- » Complimentary 10'x10' booth space, in a premier location, with a canopy, table and 2 chairs



PAVILION SPONSOR – \$3,000

- » Company logo on select marketing materials, Festival program, Festival mobile app, and website (includes link to company website)
- » 3 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Sole sponsorship of an Author Speaking Pavilion, with name and logo displayed on pavilion sign
- » Complimentary 10'x10' booth space, with a canopy, table and 2 chairs

LITERARY SPONSOR – \$1,500

- » Company logo in Festival program, Festival mobile app, and on website (includes link to company website)
- » Logo displayed at Author Signing Area
- » Complimentary 10'x10' booth space with a canopy, table and 2 chairs

BOOK LOVER – \$500

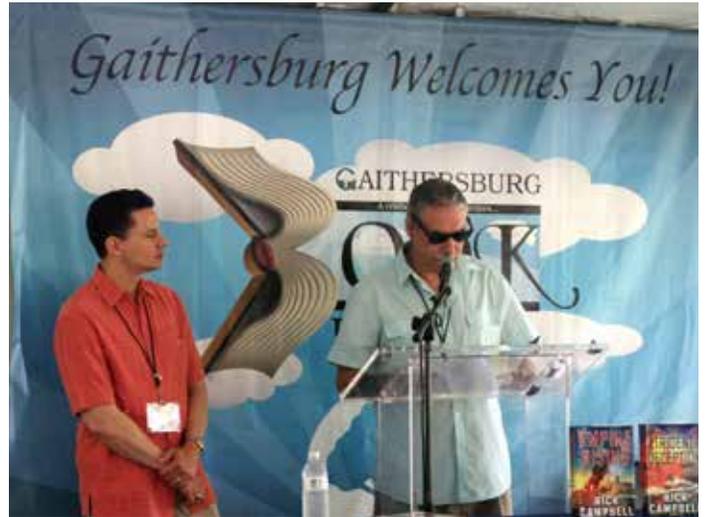
- » Company name in Festival program and on website
- » Complimentary 10'x10' booth space (space only)

FRIEND- UNDER \$500

- » Name listed in Festival program and on website

IN-KIND AND MEDIA SPONSORSHIPS

- » The Gaithersburg Book Festival offers many opportunities for in-kind and media sponsorship. If interested, please e-mail Carolyn Crosby Ccrosby@gaitersburgmd.gov or call 301-258-6350 to discuss these opportunities. Marketing value will be dependent upon monetary value of sponsorship.



CELEBRATE! GAITHERSBURG IN OLDE TOWNE



DATE: June 12, 2016

LOCATION: Olde Towne Gaithersburg

ATTENDANCE: 22,000

The Celebrate! Gaithersburg in Olde Towne street festival takes place on City Hall grounds and along Summit Avenue. It includes multiple stages of live entertainment, a beer garden, a Taste of Gaithersburg, inflatables for kids and themed activity areas for all ages and interests.

SUMMIT SPONSOR - \$5,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in all marketing, print, radio, and broadcast advertisements
- » Pop-up ads on Festival's mobile app
- » Mention in all City press releases and at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x20' booth space and space for two marketing vehicles or a 20'x20' booth space, located in a premiere location
- » Two canopies, four 6' tables, and eight chairs

DIAMOND SPONSOR - \$3,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in all marketing materials and print advertisements
- » Reserved space for one marketing vehicle
- » Mention in City press release and at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x10' booth space, located in a premium location
- » One canopy, one 6' table, and two chairs



LOCOMOTIVE SPONSOR - \$2,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in select marketing materials and print advertisements
- » Mention at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x10' booth space, located in a prime location
- » One canopy, one 6' table, and two chairs

FOREST OAK SPONSOR - \$1,000

- » Company logo appears on the Festival's mobile app, on the event webpage, and in the Festival program
- » Sponsor banner for booth
- » One 10'x10' booth space
- » One canopy, one 6' table, and two chairs

PEONY SPONSOR - \$500

- » Company name listed in the Festival program and on the event website
- » One 10'x10' booth space
- » One canopy, one 6' table, and two chairs



4TH OF JULY CONCERT & FIREWORKS



DATE: July 4, 2016
ATTENDANCE: 11,500

LOCATION: Montgomery County
Agricultural Fairgrounds

Celebrate the nation's independence as the entire community comes together for food, music and fireworks. Festivities include live music, family activities, food, and of course, a dazzling display of fireworks sure to delight audiences of all ages.

STARS AND STRIPES SPONSOR - \$4,000

- » Special seating in our VIP seating area
- » Special parking privileges
- » Recognition in all promotional materials, including the event program
- » Announced as a premier, Stars and Stripes Sponsor from stage
- » Logo and link displayed on the event webpage
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on an event banner
- » Sponsorship acknowledged on 5,000+ postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations

ROCKET SPONSOR - \$2,000

- » Special seating in our VIP seating area
- » Special parking privileges
- » Recognition in all promotional materials, including the event program
- » Logo displayed on the event webpage
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on an event banner
- » Sponsorship acknowledged on 5,000+ postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations

SPIRIT SPONSOR - \$1,000

- » Special parking privileges
- » Recognition in the event program
- » Logo displayed on the event webpage
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on an event banner

COMMUNITY SPONSOR - \$500

- » Recognition in the event program
- » Name or company logo displayed on the event webpage
- » Name or company logo displayed on an event banner



LABOR DAY PARADE



DATE: September 5, 2016
ATTENDANCE: 9,500

LOCATION: Olde Towne Gaithersburg

The ever-popular Gaithersburg Labor Day Parade returns to the streets of Olde Towne in September 2016. Now in its 78th year, this rain or shine event includes ethnic dance groups, antique cars and fire trucks, clowns, high school marching bands, and an assortment of community groups, equestrian units, and more.

FLOAT PRESENTING SPONSOR - \$4,000

- » Exclusive presenting sponsor of a Labor Day Parade Float
- » Recognition in all promotional materials, including the Parade program
- » Announced as a Presenting Float Sponsor from the Reviewing Stand
- » Commercial announcement to be read from the Reviewing Stand during the Parade
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner
- » Sponsorship acknowledged on 5,000+ Labor Day postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations

STAR SPONSOR - \$2,000

- » Recognition in the Parade program
- » Announced as a Star Sponsor from the Reviewing Stand
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner
- » Commercial announcement to be read between units during Parade

SPIRIT SPONSOR - \$1,000

- » Recognition in the Parade program
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner

COMMUNITY SPONSOR - \$500

- » Recognition in the Parade program
- » Name or company logo and link displayed on the event webpage



OKTOBERFEST AT THE KENTLANDS



DATE: October 9, 2016

LOCATION: Kentlands Old Farm and Downtown

ATTENDANCE: 30,000+

The beloved fall festival extends from the Kentlands Village Green and Mansion grounds to Main Street and Market Square, with six stages of entertainment, wine-tasting featuring local vineyards, craft beer, food vendors and traditional Oktoberfest music and dancing.

HARVEST MOON SPONSOR- \$5,000

- » Space for a marketing vehicle
- » Mention in event press releases and at Festival stages throughout the day
- » Pop-up ad on Festival's mobile app
- » Company logo to appear in the Festival's mobile app, on advertising banners, on event marketing materials, on event webpage (w/click-thru), and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

FALL FOLIAGE SPONSOR- \$3,000

- » Mention at Festival stages throughout the day
- » Banner ad on the Festival's mobile app
- » Company logo to appear in the Festival's mobile app, on event marketing materials, on event webpage (w/click-thru), and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

PUMPKIN PATCH SPONSOR- \$2,000

- » Company logo appears in the Festival's mobile app, on event marketing materials, on event webpage, and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

PINE CONE SPONSOR - \$1,000

- » Company logo to appear in the Festival's mobile app, on event webpage, and in the Festival program
- » Placement in the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

ACORN SPONSOR- \$500

- » Company logo to appear in the Festival's mobile app
- » Placement in the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs



WINTER LIGHTS FESTIVAL

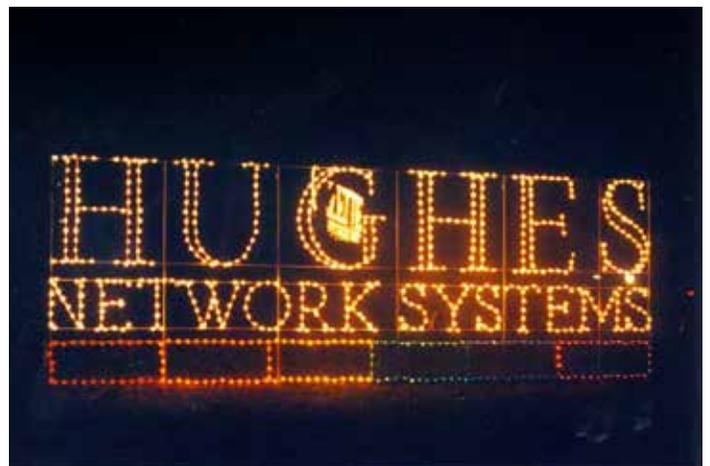


DATE: November 26 through December 31

LOCATION: Seneca Creek State Park

ATTENDANCE: 18,750 drive-throughs in 2015

The wondrous display of lights at Seneca Creek State Park opens nightly from Thanksgiving weekend through December. A 3.5 mile drive through the enchanted setting of Seneca Creek State Park takes you past more than 400 illuminated displays and beautifully decorated trees that light up the night.



	Winter Star \$20,000	Sugar Plum \$10,000	Snowflake \$5,000	Candy Cane \$3,000	Gingerbread \$1,500	Gum Drop \$500
Billing as Presenting Sponsor of the 2016 Winter Lights Festival	✓					
Corporate logo on City-wide banners and all marketing pieces	✓	✓	✓			
Corporate logo with click-through website link on the Winter Lights webpage	✓	✓	✓	✓		
Corporate logo on City social media posts	✓	✓				
Billing in ALL press releases and print ads	✓	✓				
Presenting Sponsor of one Special Event Night			✓			
Custom-built corporate logo light display included	✓					
Corporate banner at the beginning of the drive	✓	✓				
Corporate logo featured in the printed program	✓	✓	✓	✓		
Corporate name listed in the printed program					✓	✓
Booth space at all three Special Event Nights	✓	✓				
Opportunity to have up to 5,000 coupons or other marketing pieces (provided by sponsor) distributed to Festival visitors	✓	✓				
Opportunity to have up to 2,500 coupons or other marketing pieces (provided by sponsor) distributed to Festival visitors			✓			
Opportunity to have up to 1,500 coupons or other marketing pieces (provided by sponsor) distributed to Festival visitors				✓		
Opportunity to have up to 800 coupons or other marketing pieces (provided by sponsor) distributed to Festival visitors					✓	
40 complimentary tickets to Winter Lights, plus 10 tickets to each Special Event Night	✓	✓				
30 complimentary tickets to Winter Lights, plus 10 tickets to each Special Event Night		✓				
20 complimentary tickets to Winter Lights, plus 4 tickets to each Special Event Night		✓	✓			
15 complimentary tickets to Winter Lights, plus 2 tickets to two Special Event Nights				✓		
10 complimentary tickets to Winter Lights					✓	
5 complimentary tickets to Winter Lights						✓

CITY GOLF TOURNAMENTS



SPRING SWING

DATE: May 6, 2016

LOCATION: Poolesville Golf Course

FALL GOLF CLASSIC

DATE: September 23, 2016

LOCATION: Clustered Spires Golf Course

ATTENDANCE: 100-110 attendees

The Gaithersburg Sports! Spring Swing Golf Tournament supports the certification of volunteer coaches through the National Youth Sports Coaches Association. Proceeds benefit the youth coaches education program.

LUNCH SPONSOR - \$2,000

- » Sign/banner with logo at lunch
- » Foursome (Complimentary)

GIFT SPONSOR - \$1,500

- » + 4 Golfers (Complimentary)

GOLF CONTEST SPONSOR – LIMIT 5 - \$60

- » Sign at one contest site – Long Drive for Men, Women & Seniors; Closest to the Pin (2)

HOLE SPONSORSHIP - \$60

- » Sign at tee

SPORTS PROGRAM T-SHIRTS

- » Total Print Quantity: 6,000 Annually
- » Distributed to: All youth and teen sports program participants
- » Title Sponsor: \$8,000
 - Logo on front of shirt
 - Logo and recognition in the Sports Registration booklet
- » Sleeve Sponsor: \$4,000
 - Logo on sleeve
 - Logo and recognition in the Sports Registration booklet

FOURSOME - \$360

- » 4 Golfers
- » Lunch
- » Gift

INDIVIDUAL GOLFER - \$90

- » Lunch
- » Gift

YOUTH AND SUMMER CAMP PROGRAMS



DATE: Camps - Late June to mid-August
Youth Services - During the school year

LOCATION: Various Gaithersburg locations

ATTENDANCE: 1,100

The City of Gaithersburg is dedicated to providing youth with quality after school programs and the best summer camp experiences. Corporate sponsorships and donations support the City's Dolores C. Swoyer Camp Scholarship Fund, providing summer camp registration fees for underprivileged youth so they can enjoy a summer of learning, recreation and socialization.

PLATINUM SPONSOR - \$3,000

Choose four (4) from the following:

- » Logo on 1,000 camp t-shirts
- » One promotional banner or sign displayed at a Youth facility
- » Color business card-sized ad printed in the "Summer in the City" camp guide and featured on the camp webpage with acknowledgement in public announcements including press releases and email blasts
- » Participation in up to three Community Outreach events
- » Platform: opportunity to sell/promote/distribute product or information

GOLD SPONSOR - \$1,750

Choose three (3) from the following:

- » One promotional banner or sign displayed at a Youth facility
- » Color business card-sized ad printed in the "Summer in the City" camp guide and featured on the camp website with acknowledgement in public announcements including press releases and email blasts
- » Participation in up to two Community Outreach events
- » Platform: opportunity to sell/promote/distribute product or information

SILVER SPONSOR - \$1,125

Choose two (2) from the following:

- » One promotional banner or sign displayed at a Youth facility
- » Color business card-sized ad printed in the "Summer in the City" camp guide and featured on the camp website with acknowledgement in public announcements including press releases and email blasts
- » Platform: opportunity to sell/promote/distribute product or information

BRONZE SPONSOR - \$500

Choose one (1) from the following:

- » One promotional banner or sign displayed at a Youth facility
- » Color business card-sized ad printed in the "Summer in the City" camp guide and featured on the camp website with acknowledgement in public announcements including press releases and email blasts

SUMMER PRINT PACKAGES - \$125-\$225

- » Ad printed in the "Summer in the City" camp guide and featured on the camp webpage
- » ¼ page color ad (**\$225**)
- » Color business card size (**\$125**)



In Gaithersburg, Maryland you'll find an excitingly diverse population of just over 67,000 people living in a wide range of housing types in warm, welcoming neighborhoods. We're home to world renowned information and biotechnology companies, and throughout the community you'll find unique family-owned restaurants and businesses. With more than 500 acres of parkland, award-winning recreational facilities and programs, performing arts venues, and a staunch commitment to protecting the environment, it's no surprise that Gaithersburg was recently ranked #23 on CNN/Money Magazine's national list of Best Places to Live. Learn more at www.gaithersburgmd.gov.

CONTACT US TODAY

Create your customized package with us

JENNI OPEL

Sponsorship Coordinator
301.258.6310
jopel@gaithersburgmd.gov

Learn more about our events.

Visit: www.gaithersburgmd.gov/leisure/special-events

City of Gaithersburg

31 South Summit Avenue • Gaithersburg, MD 20877
301.258.6310 • www.gaithersburgmd.gov