

CITY OF MEDFORD

THEMED SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES



PLAYMEDFORD.COM

EVENTS

FATHER-DAUGHTER DANCE: A two-night special event held on a Friday and Saturday night exclusively for fathers and daughters to enjoy a quality evening out, with a fancy dress-up dinner, while participating in fun games and prize giveaways and even a dance contest! A new theme each year.

- FIRST FRIDAY & SATURDAY OF FEBRUARY 5:30-8:30PM
- ROGUE VALLEY COUNTRY CLUB, 400+ ATTENDANCE

MOTHER-SON DANCE: A two-night special event held on a Friday and Saturday night exclusively for mothers and sons to enjoy a quality evening out, with a fancy dress-up dinner, while participating in fun games and prize giveaways and even a dance contest! A new theme each year.

- FIRST FRIDAY & SATURDAY OF FEBRUARY 5:30-8:30PM
- ROGUE VALLEY COUNTRY CLUB, 400+ ATTENDANCE

YAPPY HOUR: Community even at Bear Creek and Cedar Links Park that features, dog treats, giveaways, drinks, a DJ and community partner booths. Space for dogs to meet new friends, get some exercise, while owners get to socialize.

- ONCE A MONTH, APRIL THROUGH OCTOBER
- BEAR CREAK AND CEDAR LINKS DOG PARKS, 100+ ATTENDANCE PER EVENT

SPONSOR BENEFIT HIGHLIGHTS

SITE SIGNAGE: Colorful banners and site signage will provide visibility for your company name and logo.

ON-STAGE RECOGNITION: Your company's support of this event will be recognized from the stage during your featured event.

WEB & SOCIAL MEDIA: Sponsors may have their logo with hyperlink posted on the Medford Parks and Recreation websites, as well as included in social media posts promoting the Winter Lights Festival.

CONNECTING WITH TARGET MARKETS: Sponsors will have the opportunity to have a booth at the venue where they can connect one-on-one with the audience making a positive impression on attendees.

PARKS & RECREATION PROGRAM GUIDE: Our recreation guide is mailed to every household in Medford. Sponsors may have their ads in each edition. Advertisements are included for indicated levels.

YEAR-ROUND ADVERTISING: Sponsor an event and receive valuable year-round facility & print advertising.

| BENEFITS | FATHER-DAUGHTER & MOTHER-SON DANCE | | | YAPPY HOUR | | |
|--|--|--|--|--|--|--|
| | Title Sponsor | Presenting Sponsor | Title Sponsor | Title Sponsor | Candy Cane Hunt Sponsor | Sponsor |
| | \$2,000 | \$1,500 | \$1,000 | \$1,000 | \$500 | \$250 |
| Site Signage | Prominent Banner Placement | Banner at Event | Banner at Event | Prominent Banner at Event | Banner at Event | Banner at Event |
| Public Promotion | Prominent Mention | Mention | Mention | Prominent Mention | Mention | Mention |
| Posters | Prominent Logo Placement | TBD | TBD | Prominent Logo Placement | Logo | TBD |
| Target Market - Site | Prominent Event/Booth | Event Booth/Table | Event/Booth | Prominent Event Booth | Event Booth/Table | Event Booth/Table |
| Parks & Recreation Activity Guide | Logo as Event Sponsor | TBD | TBD | Logo as Event Sponsor | TBD | TBD |
| Promotional Materials | Prominent Logo Placement | Name / Logo | Name/Logo | Prominent Logo Placement | Name/Logo | Name / Logo |
| Complimentary Event Tickets | Ten free event tickets (one table) | Six free event tickets | Two free event tickets | N/A | N/A | N/A |
| Banners at Lithia & Driveway Fields (1 year) | Six 3.5' x 12' Banners | Three 3.5' x 12' Banners | Two 3.5' x 12' Banners | Two 3.5' x 12' Banners | | |
| Santo Gymnasium Banner (1 year) | One 4' x 12' Banner | One 4' x 8' Banner | | One 4' x 8' Banner | | |
| Parks & Recreation Program Guide Ad | Annual 1/4 Page Ad or \$633 in ad credit | Annual Issue 1/4 Page Ad or \$633 in ad credit | Annual 1/2 Page Ad or \$633 in ad credit | Annual 1/4-page ad or \$633 in ad credit | Annual 1/4 Page Ad or \$633 in ad credit | Single issue 1/4 page ad or \$281 in ad credit |
| Other Recognition | Tell us how you want your business to be recognized. | | | | | |

If interested, contact us at 541-774-2400 or parks@cityofmedford.org.