



Redmond Lights is a celebration of art and light that reaches thousands of Redmond community members each year. This year's winter experience is a month-long art and light installation at Downtown Park with a Kick-Off Event from 4 – 8 p.m. on Dec. 2 that will feature performances, vendors, activities, the Family Light Promenade, and the return of the luminary walk.

Sponsorship provides a unique opportunity to connect with the Redmond community during a beloved tradition.

## Sponsorship Levels

### Website Sponsor \$500 - \$999

Benefits Include:

- **Website Recognition:** Hyper-linked logo on [redmond.gov/Redmond Lights](http://redmond.gov/Redmond Lights)

### Friend Sponsor \$1,000 - \$1,999

Benefits include:

- All benefits listed in the Website Sponsorship level
- **Social Media Posts:** Organization will be tagged on event posts leading up to the event on the Redmond Parks & Recreation accounts with over 14.5K total followers
- **Parks E-Newsletter Recognition:** Organization will be acknowledged in an Parks E-News reaching 28K subscribers

### Art + Light Sponsor \$2,000 - \$4,999

Benefits include:

- All benefits listed in the Friend Sponsorship level
- **Marketing Collateral Recognition:** Organization's logo will be featured in marketing collateral. May include posters, postcards, utility bills, flyers, or other materials.
- **Booth space for Dec. 2 Kick-off Event:** Guaranteed booth space for the Dec. 2nd Kick-Off event at Downtown Park

### Performance Sponsor \$5,000 - \$9,999

Benefits include:

- All benefits listed in the Art + Light Sponsorship level
- **Press Release:** Organization will be referenced in a news release from the City of Redmond
- **Event Signage Recognition:** Organization's logo will be featured on event signage. May include banners, maps, tabletop signs, or others.
- **Performance Recognition:** Organization's logo featured on signage for performers along the luminary trail and will be referenced whenever the performances are mentioned on social media

### Family Light Promenade Sponsor \$10,000 - \$14,999

Benefits include:

- All benefits listed in the Performance Sponsorship level; *except for performance recognition.*
- **Family Light Promenade Recognition:** Organization's logo will be featured on signage related to the Family Light Promenade and referenced whenever the Family Light Promenade is mentioned on social media

### Luminary Trail Sponsor \$15,000 - \$29,999

Benefits include:

- All benefits listed in the Performance Sponsorship level; *except for performance recognition.*
- **Luminary Trail Recognition:** Organization's logo will be featured on signage related to the Luminary Trail and referenced whenever the Luminary Trail is mentioned on social media

### Presenting Sponsor \$30,000+

Benefits include:

- All benefits listed in the previous levels of sponsorship
- **Priority Logo Placement:** Organization's logo and mentions will be prioritized

## Interested in Sponsoring?

The City of Redmond looks forward to partnering with you for Redmond Lights 2023! Partnerships with organizations such as yours make our community events both impactful and possible. We thank you for your continued participation and support.

Please do not hesitate to reach out to the Marketing and Events Supervisor with any questions, to discuss further options, or to return the below *Redmond Lights 2023 Sponsorship Agreement Letter*

Nicole McDonald, **Marketing & Events Supervisor**

Email: [nmcdonald@redmond.gov](mailto:nmcdonald@redmond.gov)

Phone: 425-556-2352



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El aviso contra la discriminación está disponible en [redmond.gov/TitleVI](http://redmond.gov/TitleVI).

## Redmond Lights 2023 Sponsorship Agreement Letter

Date:

Organization:

Contact Name:

Contact E-Mail:

Sponsorship Level:

\$500	Website Sponsor
\$1,000	Friend Sponsor
\$2,000	Art + Light Sponsor
\$5,000	Performance Sponsor
\$10,000	Family Light Promenade Sponsor
\$15,000	Luminary Trail Sponsor
\$30,000+	Presenting Sponsor

*If your sponsorship level entitles you to a booth space at the Kick-Off event from 4 – 8 p.m. on Dec. 2, please choose one of the options below:*

My organization will not be using our booth space

My organization will be using our booth space

My organization will be using our booth space and is interested in additional booths

The City of Redmond will send a follow-up email with a copy of the signed Sponsorship Agreement Form and an invoice for the selected sponsorship level and agrees to provide the recognition outlined on the previous pages.

By signing below, both parties confirm and agree to the partnership conditions above.

Representative

\_\_\_\_\_  
City of Redmond Representative

We thank you for your continued participation and support and look forward to continuing to work together!  
Please do not hesitate to contact me with any questions.

Nicole McDonald, *Marketing & Events Supervisor*

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**Redmond  
Parks and  
Recreation**