

SPECIAL EVENTS

ICE SHOW

Inaugural Ice Show at the Kettering Ice Arena 2018! The event will showcase local talent from South Dayton Figure Skating Club and Ice Force Synchronized Skating Teams, as well as some local hockey talent. This year's theme is **Glide through Time**; it will take you on a journey from the Roaring 20's to modern day times with fun and energetic music and skating numbers.

EVENT SPONSOR \$5,000

- Name added to the event as the Ice Show Event Sponsor
- ½ page advertisement in *Spring Play Kettering Guide* (Season 2 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to Ice Show
- Recognition at entrances
- Press releases announcing and promoting event and Event Sponsor
- Name on PlayKettering website
- 10 tickets for the 2-day Ice Show event

PATRON SPONSOR \$3,000

- Name added to the event as the Patron Sponsor
- ¼ page advertisement in *Spring Play Kettering Guide* (Season 2 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to Ice Show
- Recognition at entrances
- Press releases announcing and promoting event and Patron Sponsor
- Name on PlayKettering website
- 6 tickets for the 2-day Ice Show event

ICE SPONSOR \$2,000

- Name added to the event as the Ice Sponsor
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to Ice Show
- Press releases announcing and promoting Ice Sponsor
- Name on PlayKettering website
- 4 tickets for the 2-day Ice Show event

REFRESHMENT SPONSOR \$500

- Name added to event as Refreshment Sponsor
- Recognition at the refreshment locations of the Ice Show
- Name on PlayKettering website

SPECIAL EVENTS

The City of Kettering Parks, Recreation and Cultural Arts Department is pleased to continue bringing free events that support the entire community and surrounding communities.

Our largest event is the *Go 4th! Fireworks Spectacular*—what better way to support our community and being an American? This is a free event with activities, music and food vendors. Join us as we expand this event to be the premiere celebration for our entire community.

Snow, rain, warmth or cold, no matter the unpredictable Ohio weather, the Kettering Mayor's Christmas Tree Lighting occurs the second Friday following Thanksgiving. Hundreds of residents come out for carriage rides, caroling with the children's choir, refreshments and the countdown to the annual tree lighting with our local celebrity and Mayor of Kettering—a tradition celebrated for generations.

NEW for 2018, an *Ice Show* will be held at the Kettering Ice Arena featuring figure skating at its finest with fantastic shows and stiff competition from local talent and surrounding areas. The theme for this inaugural Ice Show will be *Glide through Time*.



SPECIAL EVENTS

Go 4th! HOLIDAY FIREWORKS SPECTACULAR

Celebrate Independence Day with us! The City of Kettering PRCA presents entertainment, a large variety of food vendors and food trucks, a family fun Play2Day zone and a spectacular fireworks show. Bring your family, grab your lawn chairs, and get ready to **Go 4th!** Attendance: 50,000 – 80,000.

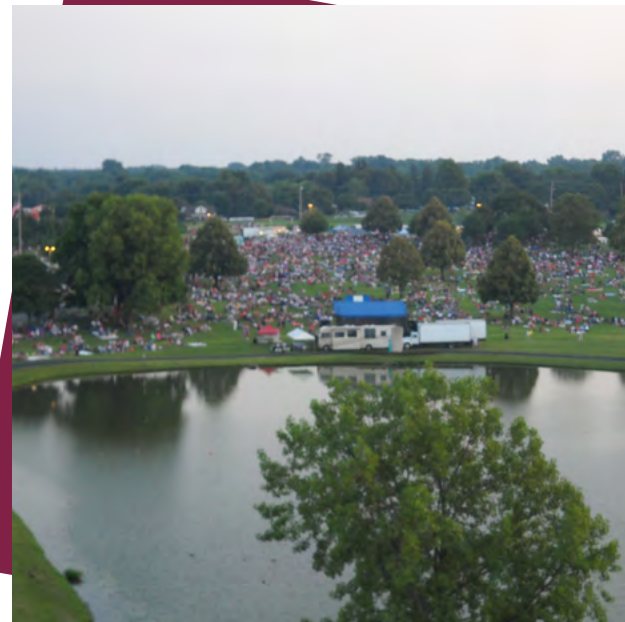
PRESENTING SPONSOR \$40,000

- Name added to event title as Presenting Sponsor
- Full page advertisement in the *Summer Play Kettering Guide* (Season 3 Edition)
- Logo on all print media
- SOCIAL MEDIA: name included in all PlayKettering social posting for *Go 4th!*
- PRESS RELEASE: announcing and promoting *Go 4th!*
- SIGNAGE: recognition at Delco Park entrances, entertainment stage and various high-traffic locations
- SIGNAGE: ability to provide up to four (4) banners to be posted throughout the event (at sponsor's expense)
- WEBSITE: name on PlayKettering website
- TELEVISION: recognition on *This Week in Kettering*—cable access channel
- EMAIL BLASTS: name/logo recognition on all email blasts (10,000+ subscribers) and electronic newsletter
- BOOTH SPACE: 10'x10' tent provided for day of event for sponsor's exclusive use
- Four (4) complimentary VIP passes for parking
- EXCLUSIVITY: exclusivity in category or service
- RENEWAL: first right to renew agreement for following year (must commit by November 1)



ENTERTAINMENT SPONSOR \$20,000

- Name added as Entertainment Sponsor
- ¾ page advertisement in the *Summer Play Kettering Guide* (Season 3 Edition)
- Logo on all print media
- SOCIAL MEDIA: name included in all PlayKettering social posting for *Go 4th!*
- PRESS RELEASE: announcing and promoting *Go 4th!*
- SIGNAGE: recognition at entertainment stage
- SIGNAGE: ability to provide up to two (2) banners to be posted throughout the event (at sponsor's expense)
- WEBSITE: name on PlayKettering website
- TELEVISION: recognition on *This Week in Kettering*—cable access channel
- EMAIL BLASTS: name/logo recognition on all email blasts (10,000+ subscribers) and electronic newsletter
- BOOTH SPACE: 10'x10' tent provided for day of event for sponsor's exclusive use
- Two (2) complimentary VIP passes for parking
- EXCLUSIVITY: exclusivity in category or service
- RENEWAL: first right to renew agreement for following year (must commit by November 1)



EVENT SPONSOR \$5,000

- Name added as Event Sponsor
- ½ page advertisement in the *Summer Play Kettering Guide* (Season 3 Edition)
- Logo on all print media
- RADIO: name mentioned on all paid radio advertising
- SOCIAL MEDIA: name/logo included in all PlayKettering social posting for *Go 4th!*
- PRESS RELEASE: announcing and promoting *Go 4th!*
- SIGNAGE: recognition at event
- SIGNAGE: ability to provide one (1) banner to be posted throughout the event (at sponsor's expense)
- WEBSITE: name on PlayKettering website
- TELEVISION: recognition on *This Week in Kettering*—cable access channel
- EMAIL BLASTS: name/logo recognition on all email blasts (10,000+ subscribers) and electronic newsletter
- EXCLUSIVITY: exclusivity in category or service
- RENEWAL: first right to renew agreement for following year (must commit by November 1)

PLAY2DAY (KID ZONE) SPONSOR \$2,500

- Name added as *Play2Day Kid Zone* Sponsor
- ¼ page advertisement in the *Summer Play Kettering Guide* (Season 3 Edition)
- Logo on all print media
- SOCIAL MEDIA: name/logo included in all PlayKettering social posting for *Go 4th!*
- PRESS RELEASE: announcing and promoting *Go 4th!*
- SIGNAGE: recognition at *Play2Day Kid Zone* area
- SIGNAGE: ability to provide one (1) banner to be posted at *Play2Day Kid Zone* (at sponsor's expense)
- WEBSITE: name on PlayKettering website
- TELEVISION: recognition on *This Week in Kettering*—cable access channel
- EMAIL BLASTS: name/logo recognition on all email blasts (10,000+ subscribers) and electronic newsletter
- EXCLUSIVITY: exclusivity in category or service
- RENEWAL: first right to renew agreement for following year (must commit by November 1)

MAYOR'S TREE LIGHTING

Ring in the Holidays! Join us at Lincoln Park Civic Commons for the traditional lighting of the Kettering Mayor's Christmas Tree. Enjoy live holiday music, carriage rides, hot chocolate and sweet treats.

TREE AND MUSIC SPONSOR \$5,000

- Name added to the event as the Tree and Music Sponsor
- ½ page advertisement in *Fall Play Kettering Guide* (Season 4 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to *Mayor's Christmas Tree Lighting*
- Recognition at entrances
- Press releases announcing and promoting event and Tree and Music Sponsor
- Name on PlayKettering website
- Join the Mayor in "lighting of the trees"

PATRON SPONSOR \$3,000

- Name added to the event as the Patron Sponsor
- ¼ page advertisement in *Fall Play Kettering Guide* (Season 4 Edition)
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to *Mayor's Christmas Tree Lighting*
- Recognition at entrances
- Press releases announcing and promoting event and sponsor
- Name on PlayKettering website

CARRIAGE SPONSOR \$2,000

- Name added to the event as the Carriage Sponsor
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to *Mayor's Christmas Tree Lighting*
- Recognition at the pickup and drop-off locations of the carriage rides
- Press releases announcing and promoting event and sponsor
- Name on PlayKettering website

REFRESHMENT SPONSOR \$500 or In-Kind (minimum \$500 of in-kind donation)

- Name added to event as Refreshment Sponsor
- Recognition at the refreshment locations of the *Mayor's Christmas Tree Lighting*
- Name on PlayKettering website