

2017 Lenexa Special Event Sponsorship Opportunities

Get your company's name out in front of thousands of people by sponsoring one or more of Lenexa's popular special events.



Movie in the Park – May-September

Families arrive at the park early for fun yard games and then set out their blankets and lawn chairs for a movie under the stars. Activities begin at 5:30; movie begins at dusk. Five movie nights from May – September. Dates are May 20, June 10, July 8, August 12, and September 15. Locations vary.



Get Outdoors Lenexa – June 10

This event attracts families who try out new activities and learn how to be safer while they play. The event features yoga demos, playground challenges, blood pressure checks, and information on bike, trail and boat safety. A children's fishing derby is also held.



Tails on the Trails – Aug. 12

Each summer, Lenexa’s Animal Control division and Parks and Recreation Department co-host a day to celebrate pets. Tails on the Trails combines the popular Children’s Pet Fair and the annual dog swims for a fun event enjoyed by the entire family. There will be a variety of pet vendors, exhibits and demonstrations, along with the very popular pet/owner look-a-like contest!



Enchanted Forest – Oct. 26

Join our “trunk or treat” at the Enchanted Forest! Sponsors line up their vehicles and/or tents (1 per sponsor) and hand out candy to children as they trick-or-treat (plan for approximately 4,000 children). Visitors to the Enchanted Forest enjoy performances of marionette puppets, magicians, musicians and mascot characters as they wind their way around Roses Pond in this magical forest. Admission is free.



Sar-Ko Aglow – Dec. 1

Residents come to the park to view the spectacular holiday lights display in the beautifully renovated Sar-Ko-Par Trails Park. Following the official lighting ceremony that evening, families enjoy visits with Santa, hot chocolate, carolers, and the opportunity to stroll through the festive park.

2017 Sponsorship Levels

Special Event Sponsor

All Five 2017 Special Events – \$795

One Special Event - \$195 each

Enchanted Forest - \$75 (plus candy for approximately 3,000 children)

*** Cash or in-kind donations will be considered ***

Benefits:

- Your company name associated with the event on program or informational pieces.
- Booth space (10' x 10') at the event.
- Recognition at the event on the sponsor board.
- Recognition on www.lenexa.com as a sponsor.

Promotional Items Sponsor

No in-kind donations will be accepted, cash sponsorship only.

- Sponsor pays all costs associated with the promotional item and the City will distribute the items at the special event.
- A promotional item is an article of merchandise selected by the City and branded or adorned with the City's name or any brands or logos of the City for the principal purpose of promoting a City festival, special event or program.
- Your company name placed on promotional items, when practicable, as approved by special event coordinator.
- Examples of promotional items may include, but are not limited to, bags, cups, spoons, etc.

Note: for all sponsorships, benefits are specific to the sponsored event. City's acceptance of the sponsorship is subject to the City's adopted Sponsorship Policy.

Submission/Proposal Information

- Proposals must be submitted by e-mail to Lindsay Hart, at the email address listed below, at least 30 days prior to the Festival.
- Each e-mailed proposal must list "Proposal for Sponsorship – Special Event" or "Proposal for Sponsorship – Promotional Item" in the subject line.
- For additional information, contact:

Lindsay Hart, Recreation Superintendent

13420 Oak Street, Lenexa, KS 66215

Email: lhart@lenexa.com

Phone: 913.477.7130

www.lenexa.com

Additional Requirements

- The City offers sponsorship opportunities as an important tool to enhance and improve the special events for the citizens and visitors of Lenexa while helping to offset the costs of offering such special events. In addition, these sponsorships provide opportunities for community involvement by local businesses who desire to support and be associated with City programs and events.
- All sponsorships are subject to the City Sponsorship Policy. Appendix A, included below, is a brief highlight of the rules and criteria applicable to individuals and entities who are interested in submitting a sponsorship proposal. **Prior to submitting a proposal, interested individuals or entities are advised to read the City Sponsorship Policy, Governing Body Policy Number GB-Gen-1, in its entirety.** A copy of the City Sponsorship Policy is available at www.lenexa.com. The City is not obligated to review any proposal submitted and may accept or reject any proposal which does not meet the criteria of the City Sponsorship Policy.
- In accordance with the City Sponsorship Policy, the value of In-kind payments are measured by their fair market value. At the time of proposal, the Sponsor shall document in writing the valuation of the goods or services to be provided. Sponsors who desire to make a full or partial in-kind payment of the Sponsorship fee, rather than cash, the value of the in-kind payment will be deemed 50% of the fair market value as documented by the Sponsor.
- Sponsors must execute the City's standard form agreement.
- The City is under no obligation to approve or accept any Sponsorship proposal and reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the terms of the City Sponsorship Policy.