

City of Bellevue | 2022

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES



Bellevue Parks &
Community Services



MISSION STATEMENT

Bellevue's Parks & Community Services Department builds a healthy community through an integrated system of exceptional parks and open space, and recreational, cultural, arts and human services programs.

Sponsor Benefits

Sponsorships can unlock limitless promotional opportunities within the fast growing and diverse community of Bellevue.

- Connect with the Bellevue Community using the City of Bellevue's strong marketing presence and extensive partnerships.
- Align with the city to help achieve your marketing goal.
- Target key demographics with product sampling or exposure.
- Maximize brand visibility.
- Take advantage of the opportunity for face to face interactions with potential customers.

The Bellevue Parks & Community Services events attract over 200,000 visitors per year in all parts of the city.

Ways to get involved

- **Be a sponsor**
Contribute financially or with in-kind services.
- **Volunteer**
Your employees can help with special event implementation.
- **Donate**
If you just want to help but not be recognized, donate to the events. This ensures free or low cost events are part of the Bellevue community.

General Sponsor Questions?

Contact:

Sponsor Coordinator

425-452-4106

nwac@bellevuewa.gov

TABLE OF CONTENTS

Events at a Glance..... 3	Downtown Movies in the Park ... 8	Halloween on the Hill 13
Bellevue Arbor Day 4	Crossroads Movies 9	Garden d'Lights 14
Sheep Shearing 5	Theatre on the Green 10	Promotional Benefits..... 15
Lake to Lake Bike Ride..... 6	Kelsey Creek Farm Fair..... 11	
Bellevue Family 4th Fun Zone 7	The GREAT Pumpkin Hunt 12	

Events at a Glance

The information below can assist you in finding the event that best meets your marketing and community outreach goals. If you are not sure of which event best meets your goals, please contact Sponsor Coordinator at 425-452-4106 for assistance.

Date	Event	Location	Attendance	Ages	Type of Event	Location within Bellevue	Contact
Apr 30	Sheep Shearing	Kelsey Creek Farm	4,500+	All ages	Farm and animal education with rides and crafts	Southeast	Annamarie Solomonson 425-452-7688
Jun 11	Lake to Lake Bike Ride	Robinswood Park	400	All ages	Recreational Bike Ride		Ted Mittelstaedt 425-452-4882
Jun 18	Superhero Play Day	South Bellevue Community Center	100+	All ages	Pancake Breakfast, superhero themed challenges and activities, costume contest, etc.	South	Bill Gatlin 425-452-4240
Jul 4	Family 4th Fun Zone	Bellevue Downtown Park	60,000	All ages	Large gathering outdoor activity	Downtown	Vivian Hsu 425-452-4106
Jul 19- Aug 23 Tuesdays	Downtown Movies in the Park	Bellevue Downtown Park	25,000	All ages	Outdoor Movies	Downtown	Bill Gatlin 425-452-4240
Aug 4-25 Thursdays	Crossroads Movies	International Park at Crossroads	3,200	All ages	Outdoor Movies	East	Dionne Wardrop 646-397-3284
Aug 3, 10, 17 Wednesdays	Theatre on the Green	Northwest Arts Center	400	All ages	Live Outdoor Theatre	North Downtown	Vivian Hsu 425-452-4106
Oct 1	Farm Fair	Kelsey Creek Farm	4,500+	All ages	Farm and animal education, shearing, rides, and crafts	South/East	Annamarie Solomonson 425-452-7688
Oct 8	Bellevue Arbor Day	Park TBD	200	All ages	Volunteer Projects – planting and trail work		Park Ranger 425-452-4195
Oct 21	Great Pumpkin Hunt	Northwest Arts Center	350	2Y-12Y w/Adult	Entertainment, arts, show, hunt for plastic pumpkins	North Downtown	Vivian Hsu 425-452-4106
Oct 29	Halloween on the Hill	South Bellevue Community Center	1,200+	All ages youth w/ Adult	Carnival, Zip Scare Course, Haunted Movie, Races, etc.	South	Bill Gatlin 425-452-4240
Nov 26- Dec 31	Garden d'Lights	Bellevue Botanical Garden	90,000	All ages	Winter Attraction		Tracy Landsman 425-452-6919



Bellevue Arbor Day

Event Profile

Join Bellevue's Natural Resources Division to celebrate Arbor Day. Several hundred volunteers spend the morning working with Parks staff improving forests and trails while celebrating the beauty of Bellevue's natural greenspaces. Projects include planting native trees and shrubs and resurfacing hiking trails. In the afternoon, a family festival marks Bellevue's annual designation as a Tree City USA community by the Arbor Day Foundation. Local environmental stewardship organizations host free activities and eco-demonstrations. Kids can collect stamps in ranger-issued passports while working their way through various eco-stations: Completed passports are entered into a prize-drawing. Bellevue park rangers and elected officials plant a ceremonial tree and recognize the volunteers and community groups.



Target Audience: Families, local organizations, youth organizations, local businesses

Anticipated Audience:
Approximately 200 volunteers

Date and Time: Saturday, October 8, 2022
9 a.m.-1:30 p.m.

Location: Park location TBD for 2022

Contact: Park Ranger 425-452-4195 or
parks_stewardship@bellevuewa.gov

Volunteer Opportunities:
Seeking up to 200 volunteers

Sponsorship Opportunities

In-kind product donations:

- Healthy and sustainable commercially-packaged food items for volunteer appreciation lunches
- Outdoor recreational products

Companies or organizations donating items to Bellevue Arbor Day will be recognized at the tree-planting ceremony and will have their logo featured on festival banners.



Sheep Shearing

Event Profile

The mission at Kelsey Creek Farm is to preserve the farm's natural resources and share this unique historic farm environment with the community through education and affordable programs and events. The annual Sheep Shearing event helps achieve the mission of Kelsey Creek Farm and has become a popular tradition for many Bellevue families. Event guests watch expert shearers shear sheep while learning about the shearing process and how this wool is used in a variety of textiles. There are dog herding demonstrations and demonstrations by Northwest Regional Spinners and Weavers. Children and families go back in time when they tour the farm, meet the animals, take a tractor pulled hay ride, have a picnic and even create felting projects. This unique event has continued to grow in popularity since those early days and has become one of the community's best-loved family events.



Target Audience: All ages

Anticipated Audience: 4,000+

Date and Time: April 30, 2022
11 a.m.-4 p.m.

Location: Kelsey Creek Farm
410 130th Place Southeast
Bellevue, WA 98005

Free shuttle services from two off-site parking lots

Contact: Annamarie Solomonson 425-452-7688
or asolomonson@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page.

Please note that sponsors must give 3 months' application notice before they can be listed on promotional materials.

Sponsorship Opportunities

Presenting Sponsor	\$3,000
Gold Sponsor	\$1,500
Silver Sponsor	\$500





Lake to Lake Bike Ride

Event Profile

The Lake-to-Lake Bike Ride has a low entry fee and consists of two riding loops: a “family-friendly” route and a more “experienced rider” route. Both loops travel throughout Bellevue utilizing paths, bike lanes, and wide shoulders, tying together some of the best off- and on-road riding in the city. It is the only organized bike ride that starts and finishes in Bellevue and is open to all riders.

Newly added- a kids ride in the park for ages 2-8. Free!



Target Audience: All ages

Anticipated Audience: 400 riders

Date and Time: June 11, 2022

If space is available, day of event registration opens at 8 a.m. First riders leave at 9 a.m.

Location: Robinswood Park
14915 SE 22nd St.
Bellevue, WA 98007

Contact: Ted Mittelstaedt 425-452-4882 or
bikeride@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page

Sponsorship Opportunities

Gold Sponsor	\$1,800
Silver Sponsor	\$1,200
Bronze Sponsor	\$700





Bellevue Family 4th Fun Zone

Event Profile

The Eastside's largest Independence Day celebration welcomes 60,000 guests to the Downtown Bellevue Park and features the Bellevue Youth Symphony Orchestra synchronized to spectacular fireworks. The Bellevue Family 4th event is a cooperative event produced by the Bellevue Downtown Association and the City of Bellevue. This very popular event returns for its 30th year and offers live music on the Main Stage, family entertainment at the Family Fun Zone, the Presentation of Colors by the Bellevue Fire Honor Guard, a large food court, and an awe-inspiring fireworks show at 10:05 p.m. The City of Bellevue coordinates the sponsorship opportunity for the Family Fun Zone area. Bellevue Downtown Association coordinates all other sponsor opportunities for Title Sponsors, Presenting Sponsors, Main Stage, and many more.

The Family Fun Zone offers children's entertainment, vendors offering toys and lighted gear for sale, and activity vendors. This area is heavily attended and operates from 2-9 p.m.

Target Audience: All ages

Anticipated Audience: 60,000

Date and Time: July 4, 2022
2-10:45 p.m.

Location: Downtown Bellevue Park
10201 NE 4th Street
Bellevue, WA 98004

Contact: Vivian Hsu 425-452-4106 or
nwac@bellevuewa.gov

All other event sponsorships contact:
Bellevue Downtown Association
425-453-1223

Sponsorship Opportunities

Presenting Sponsor \$5,000





Downtown Movies in the Park

Event Profile

Join us at Bellevue's Downtown Park for free popcorn and movies on a giant 40-foot inflatable screen. This annual movie series runs eight consecutive Tuesday evenings throughout July and August with each movie preceded by an hour of pre-movie activities and entertainment for all ages. Every movie features a local non-profit organization and movie-goers are encouraged to bring items on the non-profit's wish list to support their cause.

Target Audience: Families, youth, teen, and adults as well as those who live, work and play in and around downtown Bellevue

Anticipated Audience: 3,200 per movie; over 25,000 per summer

Date and Time: Tuesdays, July 19-Aug 23, 2022
7:30 p.m.-11 p.m.

Pre-movie Activities begin at 7:30 pm
Movies start at dusk (approx. 9 p.m.)

Location: Bellevue Downtown Park
10201 NE 4th Street
Bellevue, WA 98004

Contact: Bill Gatlin 425-452-4240 or
wgatlin@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page

Sponsorship Opportunities

Presenting Sponsor filled through 2022

Pre-movie Entertainment

Sponsor \$5,000

Media Sponsor \$5,000 minimum value

Pre-Movie Vendor \$100/movie,
plus 1,600 units of product.

Prize/in-kind donations are always welcome





Crossroads Movies

Event Profile

Enjoy a movie and free popcorn on a giant 40-foot inflatable screen at Crossroads International Park. Movies are preceded with fun activities for children.

Target Audience: Youth, adults and families in the diverse walking community of Crossroads

Anticipated Audience: 800 per movie; 3,200 per summer

Date and Time: Thursdays, August 4-25, 2022
7:30 p.m.-11 p.m.

Pre-movie Entertainment begins at 8 p.m.
Movie starts at dusk (approx. 9 p.m.)

Location: International Park at Crossroads
16140 NE 8th Street
Bellevue, WA 98008

Contact: Dionne Wardrop 646-397-3284 or
dwardrop@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page

Sponsorship Opportunities

Presenting sponsor renewed their contract through 2026

Gold Sponsor	\$500 per movie
Silver Sponsor	\$250 per movie
Bronze Sponsor	\$100 per movie





Theatre on the Green

Event Profile

This free live theatre event offers a more intimate and interactive theatre opportunity for children and adults to experience theatre as it was presented years ago. Shakespeare and children's plays are presented the first three Wednesday evenings in August on the beautiful grounds of the Northwest Arts Center.

Target Audience: All ages

Anticipated Audience: 400

Date and Time: August 3, 10, 17, 2022
6:30-7:30 p.m.

Location: Northwest Arts Center
9825 NE 24th Street
Bellevue, WA 98004

Located just north of downtown Bellevue off
NE 24th St and Bellevue Way

Contact: Vivian Hsu 425-452-4106 or
nwac@bellevuewa.gov

Sponsorship Opportunities

Presenting Sponsor \$800

Gold Sponsor \$500



THEATRE
on the Green



Kelsey Creek Farm Fair

Event Profile

Farm Fair provides visitors old fashion fun with activities as they wonder through the scarecrow maze, meet resident farm animals, pick pumpkins already off the vine, children's crafts, wagon pull hayrides with Northwest Vintage Iron tractor club, take part interactive play at the Fraser Log Cabin presented by Eastside Heritage Center, meet a Bee keeper, enjoy live children's music. The goal of the event is to provide a family-friendly program for small children at low cost to their parents.

In this age of the fast-disappearing small family farm, Kelsey Creek Farm offers a unique opportunity to the community, providing children with a chance to learn more about the history of farming as well as seeing live farm animals in person. This public farm embodies historical, natural, and aesthetic values. Kelsey Creek Farm is celebrating 40 years of Farm Fair. This event crossed the threshold of urban living to celebrating autumn at our annual Farm Fair held at this unique urban farm.

Target Audience: Preschoolers, youth, teens and adults

Anticipated Audience: 4,500+

Date and Time: October 1, 2022
11 a.m.-4 p.m.

Location: Kelsey Creek Farm
410 130th Pl. SE
Bellevue, WA 98005

Free shuttle services from two off-site parking lots

Contact: Annamarie Solomonson 425-452-7688
or asolomonson@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page.

Please note that sponsors must give 3 months' application notice before they can be listed on promotional materials.

Sponsorship Opportunities

Presenting Sponsor	\$3,000
Gold Sponsor	\$1,500
Silver Sponsor	\$700





The GREAT Pumpkin Hunt

Event Profile

This new event sold out in its first year in 2016! An enchanted evening awaits at the Great Pumpkin Hunt at the Northwest Arts Center. Children hunt for plastic pumpkins by flashlight and collect tickets in pumpkins to redeem for prizes at Prize Central. Children's entertainment and fun themed art projects are just some of the activities that make this a popular October event for local families.

Target Audience: 2-10 year olds and their families

Anticipated Audience: 350

Date and Time: October 21, 2022
6-8:30 p.m.

Location: Northwest Arts Center
9825 NE 24th Street
Bellevue, WA 98004

Located just north of downtown Bellevue off NE 24th St and Bellevue Way

Contact: Vivian Hsu 425-452-4106 or
nwac@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page.

Sponsorship Opportunities

Presenting Sponsor \$800

Gold Sponsor \$500





Halloween on the Hill

Event Profile

Halloween on the Hill is an annual event that consists of a series of Halloween themed activities for all ages. The community will participate in various activities throughout the day to include the Great SBCC Pumpkin Race, Carnival on the Hill, Dessert Theater, and much more. With this being an event that takes place throughout the day and with fun activities planned for all ages, this event draws in more than a thousand participants and is a Fall tradition within the South Bellevue community.



Target Audience: Families, preschool-age, youth, teens, and adults

Anticipated Audience: 1,200+

Date and Time: Saturday, October 29, 2022

Location: South Bellevue Community Center
14509 SE Newport Way
Bellevue, WA 98006

Contact: Bill Gatlin 425-452-4240 or
wgatlin@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page

Sponsorship Opportunities

Presenting Sponsor	\$3,500
Gold Sponsor	\$500 per activity
Silver Sponsor	\$250 per activity
Bronze Sponsor	\$100 per activity





Garden d'Lights

Event Profile

Garden d'Lights at the Bellevue Botanical Garden is one of the most popular winter attractions in the region. Over half a million sparkling and colorful lights in whimsical shapes of plants, flowers, birds, animals, and cascading waterfalls are set amid the natural beauty of the Bellevue Botanical Garden. This beloved holiday event, created entirely by volunteers, brings over 90,000 visitors to the Garden each year and is an annual tradition for many. Children use their "Critter Maps" to hunt for the creations in the Garden. Visitors also come inside to enjoy warm drinks and snacks. Musical entertainment adds to the holiday spirit.

Target Audience: All ages

Anticipated Audience: 90,000

Date and Time: Nov 26-Dec 31, 2022
4:30 p.m.-9 p.m. nightly

Location: Bellevue Botanical Garden
12001 Main Street
Bellevue, WA 98005

Contact: Tracy Landsman 425-452-6919 or
tlandsman@bellevuewa.gov

Sponsorship Opportunities

Start at \$2,000

Please contact us for more information.



Promotional Benefits

Promotional exposure varies based on your sponsorship level. Examples of benefits which could be available include:

- Banners or signage displayed in prominent locations at event and/or throughout city
- On-site booth space at the event for sponsor to meet potential customers
- Posters and non-mailed postcards and flyers distributed throughout Parks & Community Services facilities
- Sponsor materials available to event attendees
- External community event calendars
- Connections program and activity brochure listing
- Bellevue Parks & Community Services e-Newsletter event advertisements
- Program and event webpages and event calendar listings
- Community bulletin board and/or video monitor postings at community centers
- Sponsor logo included in event advertisements in local newspapers or other media outlets

For details on specific benefits available by sponsor level—and the associated cost—please contact staff for the event you are interested in.

Volunteers Needed!

The City of Bellevue invites volunteers to help support a variety of fun community events. Volunteering not only helps the City produce events, but also provides a way for people to work on a team toward a common goal, learn new skills, and meet people.

*Volunteer opportunities may vary or be postponed depending on pandemic. Please call event coordinator for current volunteer opportunities. Most volunteer opportunity for events are available for ages 16 years and older, although some volunteer roles are for adults only. For businesses or groups who wish to work as a team, please explore event areas your volunteer group might be able to supply and operate. Depending on the level of contribution, these group volunteer efforts if matched with in-kind product or services may qualify for a sponsorship.

For businesses or individuals who wish to help by volunteering, please contact the sponsor contact listed on the event of interest.



For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-4106 (voice) or email cshelton@bellevuewa.gov. For complaints regarding accommodations, contact City of Bellevue ADA/Title VI Administrator at 425-452-6168 (voice) or email ADATitleVI@bellevuewa.gov. If you are deaf or hard of hearing dial 711. All meetings are wheelchair accessible.



Bellevue Parks & Community Services