



City of Bellevue | 2024 SPECIAL EVENT SPONSORSHIP OPPORTUNITIES



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
425-452-6057

jgilmore@bellevuewa.gov

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 the Sponsor Coordinator at 425-452-6057 for assistance.

Date	Event	Location	Attendance	Ages	Type of Event	Contact
March 15	Spring into Art	Northwest Arts Center	150	All ages	Open house, art workshops and indoor play	Jera Gilmore 425-452-6057
Apr. 27	Sheep Shearing	Kelsey Creek Farm	4,500+	All ages	Spring festival with sheep shearing and fiber demonstrations	Stacy Stenslie 425-452-2020
June 8	Lake to Lake Bike Ride	Robinswood Park	400+	All ages	Recreational Bike Ride	Ted Mittelstaedt 425-452-4882
July 4	Family 4th Fun Zone	Bellevue Downtown Park	75,000	All ages	Live music, food and fireworks	Jera Gilmore 425-452-6057
July 16 - Aug. 20	Downtown Movies in the Park	Bellevue Downtown Park	25,000	All ages	Outdoor Movies	Bill Gatlin 425-452-4240
Aug. 1-22	Crossroads Movies	International Park at Crossroads	1500	All ages	Outdoor Movies	Dionne Wardrop 425-890-3157
Aug. 7 & 14	Theatre on the Green	Northwest Arts Center	100	All ages	Live outdoor theatre	Jera Gilmore 425-452-6057
Aug. 16	Aloha Picnic & Dance	Highland Community Center	100+	16+	Picnic followed by live DJ led dance	Kim Indurkar 425-452-6105
Aug. 23-25	Arts in the Garden	Bellevue Botanical Garden	8,000	All ages	Garden Art Show and Sale	Joseph Abken 425-452-5248

Date	Event	Location	Attendance	Ages	Type of Event	Contact
Oct. 5	Farm Fair	Kelsey Creek Farm	4,000+	All ages	Fall festival with animal interactions, children's activities, and heritage displays	Stacy Stenslie 425-452-2020
Oct. 25	Monster Mash Halloween Dance	Northwest Arts Center	300	All ages	Live DJ led dance, art projects and trick or treating	Jera Gilmore 425-452-6057
Oct. 26	Bellevue Arbor Day	Lewis Creek Park	100	All ages	Volunteers will plant trees and shrubs in the park	Park Ranger 425-452-4195
Oct. 26	Halloween on the Hill	South Bellevue Community Center	1,200+	All ages youth w/ Adult	Carnival, Pumpkin Races and Family Magic Show	Bill Gatlin 425-452-4240
Oct. 26	Trick or Treat with the Farm Animals	Kelsey Creek Farm	100+	All ages	Trick or treating event with animal interactions	Stacy Stenslie 425-452-2020
Dec. 7	Holidays on the Hill	South Bellevue Community Center	200+	All ages youth & adult	Breakfast, pictures with Santa, holiday crafts & live music	Bill Gatlin 425-452-4240
Dec. 7	Holiday Barn Lighting	Kelsey Creek Farm	400+	All ages	Holiday event with Santa visits, carols, and a count down to turn on the holiday lights decorating our historic barns	Stacy Stenslie 425-452-2020
Nov. 30 - Dec. 31	Garden d'Lights	Bellevue Botanical Garden	80,000	All ages	Winter Attraction	Joseph Abken 425-452-5248

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. Please call event coordinator for current volunteer opportunities. Most volunteer opportunities 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.



Become a Sponsor!

Please complete and submit your Sponsorship Interest Application using the URL or QR code below. We look forward to working with you!

BellevueWA.gov/city-government/departments/parks/programs



For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-6057 (voice) or email jgilmore@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.

