

# City of Bellevue 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:

Cindy Shelton  
425-452-7156  
[cshelton@bellevuewa.gov](mailto:cshelton@bellevuewa.gov)

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## 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 Cindy Shelton, Program Manager, at 425-452-7156 for assistance.

Date	Event	Location	Attendance	Ages	Type Of Event	Location within Bellevue	Contact
April 20	Arbor Day/ Earth Day	Lewis Creek Visitor Center	500+	All Ages	Improving trails and parks		Park Ranger 425-452-4195
April 27	Sheep Shearing	Kelsey Creek Farm	5,000+	All Ages	Farm and Animal Education with rides and crafts	Southeast	Annamarie Solomonson 425-452-7688
May 4	The Great SBCC Challenge	South Bellevue Community Center	150+	All ages	Teams compete in athletic, mental and artistic endeavors.	South	Beau Stanford 425-452-4240
June 8	Lake to Lake Bike Ride	Lake Hills Community Park	400	All Ages	Recreational Bike Ride		Ted Mittelstaedt 425-452-4882
June 15	A Day of Play with Dad	South Bellevue Community Center	100+	All Ages	Pancake Breakfast plus adventures on challenge course, scavenger hunt, etc.	South	Beau Stanford 425-452-4240
July 4	Family 4th Fun Zone	Bellevue Downtown Park	60,000	All ages	Large Gathering Outdoor Activity	Downtown	Cindy Shelton 425-452-7156
July 9- Aug 27 Tuesdays	Downtown Movies in the Park	Bellevue Downtown Park	25,000	All ages	Outdoor Movies	Downtown	Beau Stanford 425-452-4240
Aug 1-22 Thursdays	Crossroads Movies	International Park at Crossroads	3,200	All ages	Outdoor Movies	East	Beau Stanford 425-452-4240
Aug 7,14,21 Wednesdays	Theatre on the Green	Northwest Arts Center	400	All Ages	Live Outdoor Theatre	North Downtown	Cindy Shelton 425-452-7156
Oct 5	Farm Fair	Kelsey Creek Farm	5,000+	All Ages	Fun and Historical Activities on the Farm	South/East	Annamarie Solomonson 425-452-7688
Oct 18	Great Pumpkin Hunt	Northwest Arts Center	350	2Y-12Y w/Adult	Carnival, Arts, Show, and Hunt for plastic pumpkins	North Downtown	Cindy Shelton 425-452-7156
Oct 26	Halloween on the Hill	South Bellevue Community Center	1,200+	All Ages youth w/ Adult	Carnival, Zip Scare Course, Haunted Movie, Races, etc.	South	Beau Stanford 425-452-4240
Nov 30-Dec 31	Garden d'Lights	Bellevue Botanical Garden	90,000	All Ages	Winter Attraction		Tracy Landsman 425-452-6919





## Arbor Day/Earth Day

### Event Profile

Join Bellevue's Natural Resources Division to celebrate Arbor Day and Earth Day annually in April. Several hundred volunteers spend the morning working with Parks staff improving trails and forests 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 300 volunteers and 500 family festival participants

**Date and Time:** Saturday, April 20, 2019  
9 a.m.–1:30 p.m.

**Location:** Lewis Creek Visitor Center  
5808 Lakemont Blvd SE  
Bellevue, WA 98006

**Contact:** Park Ranger 425-452-4195 or  
Parks\_Stewardship@BellevueWA.gov

**Volunteer Opportunities:** Volunteer groups (15+ participants) for planting projects and trail refurbishments

### 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 Arbor Day-Earth 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 27, 2019  
11 a.m.–4 p.m.

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

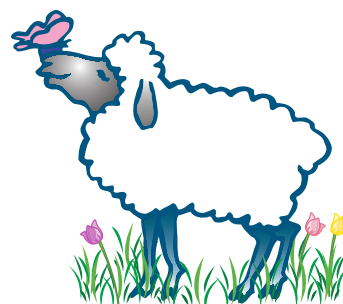
Free shuttle services from two off-site parking lots

**Contact:** Annamarie Solomonson 425-452-7688  
or [asolomonson@bellevuewa.gov](mailto:asolomonson@bellevuewa.gov)

Promotional Plan and Volunteer Opportunities on back page.

## Sponsorship Opportunities

Presenting Sponsor	\$3,000
Gold Sponsor	\$1,000
Silver Sponsor	\$500
Bronze Sponsor	\$250







## 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.

**Target Audience:** All Ages

**Anticipated Audience:** 400 riders

**Date and Time:** June 8, 2019

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

**Location:** Lake Hills Community Park  
1200 164th Avenue SE  
Bellevue, WA 98004

**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 28th 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, inflatable rides, vendors offering toys and lighted gear for sale, and activity vendors. Activities offered free with the exception of inflatable rides that are ticketed. This area is heavily attended and operates from 2-9 p.m. on July 4th in the southeast area of the park.

**Target Audience:** All Ages

**Anticipated Audience:** 60,000

**Date and Time:** July 4, 2019  
2-10:45 p.m.

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

**Contact:** Cindy Shelton 425-452-7156 or  
cshelton@bellevuewa.gov

### 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 9–Aug 27  
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:** Beau Stanford 425-452-4240 or [bstanford@bellevuewa.gov](mailto:bstanford@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 1–22  
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:** Beau Stanford 425-452-4240 or  
bstanford@bellevuewa.gov

Promotional Plan and Volunteer Opportunities on back page.

### Sponsorship Opportunities

Presenting Sponsor filled through 2021

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. Children craft time is provided prior to the theatre entertainment. Free children's art activities start at 6 p.m.



**Target Audience:** All Ages

**Anticipated Audience:** 400

**Date and Time:** August 7, 14, 21  
6:30–7:30 p.m.

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

Located just north of downtown Bellevue off Bellevue Way

**Contact:** Cindy Shelton 425-452-7156 or  
cshelton@bellevuewa.gov

### Sponsorship Opportunities

Presenting Sponsor	\$800
Gold Sponsor	\$500
Silver Sponsor	\$300
Bronze Sponsor	\$150





# 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. For the past 37 years families have 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:** 4,000+

**Date and Time:** October 6, 2018  
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](mailto:asolomonson@bellevuewa.gov)

Promotional Plan and Volunteer Opportunities on back page.

## Sponsorship Opportunities

Presenting Sponsor	\$3,000
Gold Sponsor	\$1,000
Silver Sponsor	\$500
Bronze Sponsor	\$250





# The GREAT Pumpkin Hunt

## Event Profile

This new event sold out in it's 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, carnival games, and fun themed art projects are just some of the activities that make this a popular October event for local families.



**Target Audience:** 2-12 year olds and their families

**Anticipated Audience:** 350

**Date and Time:** October 18, 2019  
6-8:30 p.m.

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

Located just north of downtown  
Bellevue off Bellevue Way

**Contact:** Cindy Shelton 425-452-7156 or  
cshelton@bellevuewa.gov

Promotional Plan and Volunteer Opportunities  
on back page.

## Sponsorship Opportunities

Presenting Sponsor	\$800
Gold Sponsor	\$500
Silver Sponsor	\$300
Bronze Sponsor	\$150





## Halloween on the Hill

### Event Profile

Halloween on the Hill is an annual series of Halloween inspired activities for all ages! The community will participate in various activities including the Bellevue Zip Scare, Carnival on the Hill, Haunted Movie on the Hill, Dessert Theatre on the Hill and The Great SBCC Pumpkin Race & Jump. With fun offered for all ages this event draws in more than a thousand participants and is a crowd favorite.



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

**Anticipated Audience:** 1,200

**Date and Time:** Saturday, October 26, 2019

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

**Contact:** Beau Stanford 425-452-4240 or  
bstanford@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 creates in the Garden. Visitors also come inside to see the amazing Winter Wonderland, made of gingerbread, and enjoy warm drinks and snacks. Musical entertainment adds to the holiday spirit.

**Target Audience:** All ages

**Anticipated Audience:** 90,000

**Date and Time:** Nov 30–Dec 31, 2019  
4:30 p.m.–9 p.m. nightly

**Location:** Bellevue Botanical Garden  
12001 Main Street  
Bellevue

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

### Sponsorship Opportunities

Presenting Sponsor \$5,000

Gold Sponsor \$2,500

Silver Sponsor \$1,000







## Family Events Package–Three Event Opportunity

### Event Profiles

This unique 3 event sponsorship opportunity provides marketing exposure to smaller events that directly target families with younger children and are offered in both the Downtown Bellevue and the South Bellevue area.

#### Bunny Ball

A new event that promotes parent/child bonding in a formal evening of dancing, craft activity, and special scone and tea time.

**Anticipated Audience:** 100, ages 2 to adult

**Date and Time:** March 23, 2019  
6:30-8 p.m.

**Location:** Northwest Arts Center

#### The Great SBCC Challenge

Presented by the South Bellevue Community Center and the Boys and Girls Club of Bellevue, this unique event has teams compete in a series of fun challenges which require athleticism for physical feats, smarts for mental tasks, and artistic abilities for creative endeavors.

**Anticipated Audience:** 150 families, ages 6–adult

**Date and Time:** May 4, 2019  
10 a.m.–4 p.m.

**Location:** South Bellevue Community Center

### A Day of Play with Dad

An event that celebrates Father's Day by inviting dad to a delicious pancake breakfast then challenges him to fun family adventures that include the climbing wall, outdoor scavenger hunt, Bellevue Challenge Course, and disc golf.

**Anticipated Audience:** 100

**Date and Time:** June 15, 2019  
8:30 a.m.-Noon

**Location:** South Bellevue Community Center

### Sponsorship Opportunities

Presenting Sponsor	\$2,000
Gold Sponsor:	\$1,000
Silver Sponsor	\$800
Bronze Sponsor	\$500

**Contact:** Cindy Shelton, cshelton@bellevuewa.gov 425-452-7156



## Promotional Benefits

Sponsorship levels vary in marketing and promotional exposure. For details on specific benefits for sponsor levels and costs, please contact staff for the event you are interested in. For general listing of benefits available, see below:

- Bellevue Connections brochure – 12,000 copies distributed City-wide
- Bellevue Parks eNewsletter – 36,000 emails
- City of Bellevue Website and City Events Online Calendar
- Multiple community website calendars
- Banners or signage displayed in prominent location and event site and/or throughout the city
- Posters and non-mailer postcards/flyers distributed throughout public facilities in Bellevue
- Sponsor Materials available to public at Sponsor Connection table at Event Information Booth
- Sponsor Booth: On-site presence at the event to enable sponsor to meet potential customers
- Community Bulletin Board and/or video monitor postings at community centers
- Paid Advertisement or Press Release marketing in local newspapers or other media outlets

## 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. Most volunteer opportunities are available for ages 14 years and older, although some volunteer roles are for adults only. Most events utilize volunteers to help with set and take down of the event, greeters, assistance with children craft or activity areas, parking lot monitoring, or hospitality tasks. 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.



## Bellevue Parks & Community Services

## Thank you to our 2018 sponsors



*Own your tomorrow.*

