

Spokane Lilac Festival Association
Sponsorship Opportunities
80th Annual Spokane Lilac Festival
May 16-19, 2018



Audubon Garden Club Lilac Festival Float (circa 1950)



2018 Lilac Festival Theme
“Swing into Spokane”
Celebrating 80 years of a grand tradition!

3021 S. Regal, Suite 105 • Spokane, WA 99223 • 509.535.4554
www.spokanelilacfestival.org

Spokane Lilac Festival Association

Honoring Our Military • Recognizing Our Youth • Showcasing Our Community



Expo 1974 Spokane Lilac Festival Float

This year, 2018, marks the 80th birthday of the Spokane Lilac Festival! This milestone has been reached because of the ongoing generous support of businesses, corporations, civic organizations, and individuals, as well as the time and talent of community volunteers.

“Swing into Spokane,” the 2018 theme, describes our city as a vibrant, “happening place” with hallmark events such as the Lilac Festival, Bloomsday, Hoopfest, and First Night, community theatre productions, professional musical entertainment for every taste, collegiate and professional sports events, wineries, breweries and more eateries than you can count!

The Spokane Lilac Festival is an annual celebration of Spokane and our region. It reminds me of “Expo 74” which, while an international event, showcased our community. My father, King Cole, along with other community leaders, was at the helm of Expo 74. He loved Spokane and envisioned it as a city where supersized dreams can become reality for individuals, families, new businesses, and community events. His pride in Spokane inspired me to become part of the Lilac Festival Royalty in 1974 and later to serve the Lilac Festival as a volunteer and director, this year as its President.

The Lilac Festival Directors invite you to join them in recognizing the birthday of the Spokane Lilac Festival, “80 years young” in 2018, with your support.

Nancy Cole
2018 President
Spokane Lilac Festival

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2018 Sponsorship Opportunities

FESTIVAL SPONSORSHIPS

Signature Sponsor \$15,000

Parade entry
Company logo on Festival letterhead
Web link on Festival website
Banner displayed at all Festival events Company name listed in all event programs
Company logo on float trailer
Sponsor ad in parade program
Two tickets to all Festival events
Eight tickets for reserved parade seats
Recognition plaque

Gold Sponsor \$10,000

Parade entry
Company name on Festival letterhead
Company name listed in all event programs
Web link on Festival website
Company logo on float trailer
Sponsor ad in parade program
Two tickets to all Festival events
Four tickets for parade seats located at parade start
Recognition plaque

Silver Sponsor \$5,000

Parade entry
Company name on all Festival event programs
Web link on Festival website
Company logo on float trailer
Sponsor ad in parade program
Two tickets to all Festival events
Two tickets for parade seats located at parade start
Recognition plaque

Bronze Sponsor \$2,500

Parade entry
Company name displayed in all Festival event programs
Web link on Festival website
Sponsor ad in parade program
Two tickets for parade seats located at parade start
Recognition plaque

Partner \$1,000

Company logo in parade program
Company name displayed in all Festival event programs
Web link on Festival website
Recognition plaque

Supporter \$500

Name listed in parade program
Sponsor certificate and letter of appreciation

Friend \$1- 499

Sponsor certificate and letter of appreciation

EVENT SPONSORSHIPS \$3,000

Companies or individuals may become exclusive sponsors of the following Festival events

Royalty Coronation Ceremony
Royal Tea Party
All City Civic Military Luncheon
Queens Luncheon
Lilac Festival Presidents Dinner
Spokane Lilac Festival Juried Art Show
Other event specific to the Festival year

Benefits to the sponsoring organization include:

Reserved table with company name or reserved seats
Electronic projection or banner of company name and logo during the event
Recognition during the event
Logo and company name on the cover of the event program
All other Bronze sponsorship benefits

Car Show

Premium 8x10 booth to promote business
Live radio spots during the show
All other Bronze sponsorship benefits

“Teacher of the Year” \$5,000

Festival Royalty members select teachers from their high schools for “Teacher of the Year” recognition. “Teachers of the Year” are recognized at the All City Civic Military Luncheon and are featured on a Teacher of the Year Float in the Parade. All other Silver sponsorship benefits.

Armed Forces Golf Tournament \$2,500

This tournament is hosted by the Spokane Lilac Festival at the Coeur d’Alene Resort and has historically been a sold out event with significant Armed Forces personnel participation.

Sponsor Benefits include:

Company recognition at the 1st hole of the tournament
Company name on golf registration materials
Company display in registration area
All other Bronze sponsorship benefits

Royalty Scholarships

Amount of contribution is at the discretion of the donor. Donations can be in a company, personal or family name. Company or individual name will be featured in the Coronation program.
Additional recognition is based on level of sponsorship.



2018 SPONSORSHIP AGREEMENT

In support of the mission of the Spokane Lilac Festival:

I/We agree to contribute \$ _____

I/We make this commitment for a period of: 1 year 2 years 3 years Other

Payments may be made as follows:

1. Enclose a check payable to the Spokane Lilac Festival in the amount of \$ _____
2. Invoice for full amount
3. Invoice for four quarterly payments
4. Bill a credit card:
 - Visa
 - MasterCard

Cardholder Name _____

Account # _____

Exp. Date _____ Security Code _____

Signature _____ Date _____

Please print business/family name for listing in Festival event publications: _____

CONTACT INFORMATION:

President/CEO _____ Primary Contact Person _____

Mailing Address _____

City, State, Zip _____

Telephone: Business Text _____ Cell _____

Email Address _____

Signature _____ Date _____

In-Kind Sponsorships: Many businesses choose to support the Spokane Lilac Festival by donating a product or service. You may choose to do a combination of BOTH monetary and in-kind sponsorship.

Products/Services: _____

In-Kind Value: \$ _____

Please email, fax or mail this page by March 15, 2018 to:

Spokane Lilac Festival
3021 S. Regal
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Office: 509-535-4554
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