

Spokane Lilac Festival Association

Sponsorship Opportunities

81st Annual Spokane Lilac Festival
May 13-18, 2019



2018 Spokane Lilac Festival Royal Court & Color Guard



2019 Lilac Festival
“We Are Spokane”

Celebrating 81 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 • Empowering Our Youth • Showcasing Our Region



North Central Marching Band in the 2018 Armed Forces Torchlight Parade

This year marks the 81st celebration of the Spokane Lilac Festival! A milestone that is only possible because of all that makes up Spokane.

The theme this year is “We Are Spokane.” As both an avid reader and a reading teacher in my past life, stories were a huge part of making me who I am. My theme this year is a little about the “who” in the “Story of Spokane.” The story of Spokane is made up of our Native American History and our great river. The industries that developed Spokane. It is our cool events like our parade, Hoopfest or Bloomsday and the distinctive places like the Historic Davenport Hotel. It is the military presence, the aviation history, medical and higher education elements that impact our people and economy. It is all of this and more that wooed me to stay in Spokane when we were stationed here, and it is what makes Spokane unique. This city is made up of so many different kinds of people – the ones born and raised here and the many transplanted here for work or school. All with their own stories. They all strive to put on all these fabulous events to keep Spokane unique and help our great city to grow with purpose. Where most communities see the 20% of their population doing the work to make the city what it is, here we see the 80% all working on their piece of Spokane to make our city work as the whole that it is. And that is our story – that is what “we are Spokane” is all about.

We invite you to help us in “Honoring our Military, Empowering our Youth and Showcasing our Region” in this our 81st year of the Spokane Lilac Festival.

Kristy Hamby
2019 President
Spokane Lilac Festival

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2019 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

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

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

Bronze Sponsor \$2,500

Parade entry
Company name displayed in all Festival event programs
Web link on Festival website
Sponsor ad in parade program

Partner \$1,000

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

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
Queens Luncheon
Spokane Lilac Festival Gala
Spokane Lilac Festival Juried Art Show
2nd Annual "Lilac City's Got Talent" Talent 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

Booth space to promote business
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 Queens 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 a premiere area golf course 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.



2019 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. Enclosed is a check payable to the Spokane Lilac Festival in the amount of \$ _____
2. Please Invoice us for full amount
3. Please Invoice us for four quarterly payments
4. We will call in our payment information (509-535-4554)
5. Please Bill our credit card:
 - Visa
 - MasterCard
 - American Express
 - Discover

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 _____ 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 at your earliest to:

Spokane Lilac Festival
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