

Spokane Lilac Festival Association  
Partnership Opportunities  
82nd Annual Spokane Lilac Festival  
May 11-16, 2020



2019 Spokane Lilac Festival Royal Court & 'We Are Spokane' Float



*2020 Lilac Festival*  
***“Destination Spokane”***  
*A Perfect Vision of Our Future*

3021 S. Regal, Suite 105 • Spokane, WA 99223 • 509.535.4554  
[www.spokanelilacfestival.org](http://www.spokanelilacfestival.org)

# Spokane Lilac Festival Association

Honoring Our Military • Empowering Our Youth • Showcasing Our Region



*John R. Rogers High School Marching Band in the 2019 Armed Forces Torchlight Parade*

In celebration of this, our 82nd annual Spokane Lilac Festival, we highlight all that Spokane has to offer with our 2020 theme, “Destination Spokane.” This will be a year filled with new and special events reflecting the simple things that brought us all to live in Spokane, in addition to the venues, events and people that make Spokane the unique “Destination” it is today.

My favorite special memories of family camping on Spokane area lakes and river, as depicted in the Festival’s logo and pin, and now our renovated Riverfront Park, expanding University District and growing convention business are all reasons to celebrate our city and region. Come join us as we sit around the campfire and share stories about the exceptional attractions that Spokane has to offer.

We look forward to having your company, business or organization join us in our celebration of Spokane in 2020!

Dan Ver Heul  
2020 President  
Spokane Lilac Festival



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# 2020 Partnership Opportunities

## FESTIVAL PARTNERSHIPS

### Signature Partner \$15,000

- Parade entry
- Company logo on Festival letterhead
- Logo & Web link on Festival website
- Banner displayed at all Festival events
- Company name listed in all event programs
- Company logo on float trailer
- Partner ad in parade program

### Gold Partner \$10,000

- Parade entry
- Company name on Festival letterhead
- Company name listed in all event programs
- Logo & Web link on Festival website
- Company logo on float trailer
- Partner ad in parade program

### Silver Partner \$5,000

- Parade entry
- Company name on all Festival event programs
- Logo & Web link on Festival website
- Company logo on float trailer
- Partner ad in parade program

### Bronze Partner \$2,500

- Parade entry
- Company name displayed in all Festival event programs
- Logo & Web link on Festival website
- Partner ad in parade program

### Sponsor \$1,250

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

### Supporter \$750

- Name listed in parade program
- Partner certificate and letter of appreciation

### Friend \$1- 749

- Partner certificate and letter of appreciation

## EVENT PARTNERSHIPS \$3,000

**Companies or individuals may become exclusive Partners of the following Festival events**

- Royalty Coronation Ceremony
- Royal Tea Party
- Queens Luncheon
- Spokane Lilac Festival Gala
- Spokane Lilac Festival Juried Art Show
- 3rd Annual "Lilac City's Got Talent" Talent Show
- Other event specific to the Festival year

### **Benefits to the partnering 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 Partnership benefits

## Car Show

- Booth space to promote business
- All other Bronze Partnership 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 Partnership benefits.

## Armed Forces Golf Tournament \$3,000

This tournament is hosted by the Spokane Lilac Festival at a premiere area golf course with significant Armed Forces personnel participation.

### **Partner Benefits include:**

- Company recognition at the 1<sup>st</sup> hole of the tournament
- Company name on golf registration materials
- Company display in registration area
- All other Bronze Partnership 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 Partnership.



## 2020 PARTNERSHIP 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 Partnerships:** 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 Partnership.

**Products/Services:** \_\_\_\_\_

**In-Kind Value:** \$ \_\_\_\_\_

**Please email, fax or mail this page at your earliest to:**

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