

Spokane Lilac Festival Association
Partnership Opportunities
83rd Annual Spokane Lilac Festival
May 10-15, 2021



2020 Spokane Lilac Festival Royal Court with President & First Lady Dan & Chris VerHeul



2021 Lilac Festival
“Destination Spokane”

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



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

After a challenging 2020, the Spokane Lilac Festival is returning for our 83rd year! We are bringing back our theme, “Destination Spokane” to highlight our Community's resilience and promise. 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 2021!

Dan Ver Heul
2020 & 2021 President
Spokane Lilac Festival



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2021 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
- Letter of appreciation

Friend \$1- 749

- 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:

- 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 & Team Fairchild at a premiere area golf course with significant Armed Forces personnel participation.

Partner 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 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.

2021 PARTNERSHIP AGREEMENT



In support of the mission of the Spokane Lilac Festival:

I/We agree to contribute \$ _____

Partnership Level: Signature Gold Silver Bronze Sponsor Supporter Friend

Payments may be made as follows:

Enclosed is a check payable to the Spokane Lilac Festival in the amount of \$ _____

- Please Invoice us for full amount
- Please Invoice us for four quarterly payments
- We will call in our payment information (509-535-4554)
- Please Bill our credit card:

Visa

American Express

Mastercard

Discover

Cardholder Name _____

Account # _____

Exp. Date _____ Security Code _____ Zip 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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Fax: 509-535-4664
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Website: www.spokanelilacfestival.org

