

Spokane Lilac Festival Association
Partnership Opportunities
84th Annual Spokane Lilac Festival
May 16-21, 2022



2017 Armed Forces Torchlight Parade
Photo by Gibby Media



2022 Lilac Festival

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

The Spokane Lilac Festival is back for its 84th year! After a two-year hiatus, we are starting early and opening the holidays with a parade and fireworks downtown to welcome Santa back to Spokane. The ‘Destination Spokane’ Holiday Parade will be an event to remember and will kick off a great season throughout the region.

Our traditional festival will return the third week in May with a new theme and all the fun events that you know and love. Community will continue to be an important Lilac theme as we Honor the Military, Empower our Youth and Showcase our Region in festivals both in Spokane and throughout the Pacific and Inland Northwest.

This will be a fun year with many memorable Lilac events. We look forward to you joining us as we celebrate Spokane and all the great communities of the Inland Northwest!

Alan Hart
2022 President
Spokane Lilac Festival

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2022 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 (Fall & Spring)
- Holiday Bruncheon
- 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.

2022 PARTNERSHIP AGREEMENT



Company Name: _____

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:

Spokane Lilac Festival
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Office: 509-535-4554
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