



SPOKANE LILAC FESTIVAL ASSOCIATION
Partnership Brochure



OUR MISSION

-EST. 1938

Honoring Our Military



Empowering Our Youth



Showcasing Our Region

IMPORTANT DATES:

**visit spokanelilacfestival.org for specific dates, times, & locations*

SEPTEMBER

Start of a new SLFA season

OCTOBER

Royal Court Candidate Process Begins

DECEMBER

Holiday Brunch

MARCH

Royal Court Selection

APRIL

Queen & Court Coronation

Royal Tea Party

MAY

Junior Lilac Parade

Lilac Legacy Art Show

Queen's Luncheon

President's Gala

Cruzin the Falls Car Show

BrewFest

Lilac City Marketplace

Armed Forces Torchlight Parade

AUGUST

Armed Forces Appreciation Golf Tournament



For more information about advertising opportunities contact:

509.535.4554

spokanelilacfestival.org

901 N MONROE, STE. 222A
SPOKANE, WA 99201

FESTIVAL PARTNERSHIPS

Festival partnerships allow your company to gain year-round exposure to the greater Spokane community, and beyond, at the largest armed forces torchlight parade in the USA, all while showing your Lilac Love! Multi-year sponsorship contracts are available. All sponsorships include first right of refusal when the contract is up.

If you have any questions, or are simply ready to partner with us, please contact our Executive Director:

ADRIANA DEMAKAS BERNDT
ed@spokanelilacfestival.org

SIGNATURE | \$20,000

- Choice of one(1) of the following:
 - Full table at Queens Luncheon or Presidents Gala
 - 10 tickets to BrewFest
 - VIP seating at the torchlight parade for 50
- Parade entry at the start of the torchlight parade
- Jr. Lilac Parade entry towards the beginning
- 6 VIP bleachers seats (if bleacher seating isn't chosen above)
- Company logo on SLFA letterhead
- Company logo and link on SLFA website
- Company logo displayed at all SLFA events
- Company logo in all SLFA event programs
- Company logo on float trailer (with multiyear agreement)
- Social media promotional posts
- Full page ad in parade program

GOLD | \$15,000

- Choice of one(1) of the following:
 - Full table at Queens Luncheon or Presidents Gala
 - 8 tickets to BrewFest
 - Reserved seating at the torchlight parade for 25
- Parade entry in the torchlight parade
- 4 reserved bleachers seats (if bleacher seating isn't chosen above)
- Company name on SLFA letterhead
- Company logo and link on SLFA website
- Company name in all SLFA event programs
- Social media promotional posts
- Half page ad in parade program

SILVER | \$10,000

- Choice of one(1) of the following:
 - 4 tickets to either Queens Luncheon or Presidents Gala
 - 6 tickets to BrewFest
 - Reserved seating at the torchlight parade for 15
- Parade entry in the torchlight parade
- 2 reserved bleachers seats (if bleacher seating isn't chosen above)
- Company logo and link on SLFA website
- Company name in all SLFA event programs
- Social media promotional posts
- Half page ad in parade program

BRONZE | \$5,000

- Parade entry in the torchlight parade
- 2 reserved bleachers seats at the parade
- Company logo and link on SLFA website
- Company name in all SLFA event programs
- Social media promotional posts
- Quarter page ad in parade program

PARTNER | \$1,500-\$4,999

- Company logo on SLFA website
- Company name in all SLFA event programs
- Company name in parade program
- Social media promotional posts
- Letter of appreciation and thank you gift

SUPPORTER | \$500-\$1,499

- Company name on SLFA website
- Company name in all SLFA event programs
- Company name in parade program
- Letter of appreciation and thank you gift

FRIEND | \$499 & BELOW

- Letter of appreciation and thank you gift

ADD-ONS | \$1,500

You can choose to add any of the following to your sponsorship level for added exposure and engagement with the SLFA and the greater Spokane community.

Any of the following add-ons will include your name in the event program, name on the event registration page, table signage at the event, and verbal recognition at the event (table sponsorships are also available):

- Full table at Queens Luncheon
- Full Table at Presidents Gala
- 10 tickets to BrewFest
- Reserved seating at the torchlight parade for 50



EVENT PARTNERSHIPS

The SLFA holds many events throughout the year, differing in audience, size, and theme. Sponsorships for events range from event underwriting to table sponsorships to in-kind donations. Being a title sponsor for one of our amazing events will garner your company exposure, while helping to underwrite the cost of putting on one of our annual events.

Multi-year title sponsorships, specific event table sponsorships, and event underwriting opportunities are also available.

If you're interested in learning more about any of these, please contact our Executive Director:

ADRIANA DEMAKAS BERNDT
ed@spokanelilacfestival.org

ROYAL LEVEL EVENT SPONSORSHIPS

- **Royal Tea Party** | \$5,000
- **Queen's Luncheon** | \$7,500
- **President's Gala** | \$10,000
- **BrewFest** | \$7,500
- **Armed Forces Appreciation Golf Tournament** | \$5,000
- **Holiday Brunch** | \$7,500

Benefits at this level may include:

- Full table (or tickets) at the event, with premier seating
- Sponsor name inclusion
- Recognition in all publications, website, and event marketing
- Logo recognition at the event
- Verbal recognition at the event
- Full page ad in event program

LILAC LEVEL EVENT SPONSORSHIPS

Sponsorship of these events are \$3,000 each. Choose from:

- **Queen & Court Coronation**
- **Lilac Legacy Art Show**
- **Cruzin' the Falls Car Show**

Benefits at this level may include:

- Tickets to the event
- Sponsor name inclusion
- Recognition in all publications, website, and event marketing
- Logo recognition at the event
- Verbal recognition at the event
- Ad in event program

IN-KIND DONATIONS & MORE

Support in the form of time and talent is essential to advancing our mission. In-kind gifts are generally non-cash donations of equipment, supplies, or services that meet a specific purpose or need. Sponsorship benefits may apply, depending on the level of donation.

Volunteers are always needed. Volunteering is fun and rewarding. It's an opportunity for you to make new friends, share your skills, and maybe learn new ones. Most importantly, without volunteers, the SLFA would not exist!

Please contact us to discuss in-kind donations and volunteer opportunities.

OTHER SPONSORSHIP OPPORTUNITIES

Junior Lilac Parade Title Sponsor | \$10,000

Help the SLFA kick off parade season by celebrating our youngest Spokanites! Sponsorship includes:

- Parade entry at the start of the parade with SLFA banner
- Exclusive sponsor name inclusion
- Company logo and link on SLFA website
- Social media promotional posts
- Parade entry in the torchlight parade

Teacher of the Year | \$5,000 SPONSORED

Each court member chooses an educator from their high school to honor. Each teacher receives a plaque, is recognized at the Queens Luncheon, and gets to ride in the parade. Sponsorship includes:

- Sponsor name inclusion
- Company logo on the plaques
- Representation at each teacher's honoring
- Ticket to sit with the teachers at the Queens Luncheon
- Company logo on Royalty page of SLFA website
- Company name in all Royalty event programs

Quadrant Sponsor | \$2,500

You can choose to sponsor a quadrant of the largest armed forces torchlight parade in the nation. Sponsorship includes:

- Parade entry with co-branded SLFA banner
- 4 reserved bleacher seats at the parade
- Company logo on SLFA website
- Quarter page ad in parade program

ROYALTY COURT SCHOLARSHIPS

Each court member receives at least one scholarship upon being crowned as a member of the Royal Court. Anyone can create and endow a scholarship of at least \$500, with the name and criteria being at the discretion of the donor. Or you can simply make a donation to the General Scholarship Fund.

Scholarship sponsor benefits include:

- Name in Coronation program
- Name on Royalty page of the SLFA website
- The opportunity to present the scholarship at Coronation
- Name in all Royalty event programs





Thank you so much for your support! We look forward to having you, your business, or your organization partner with us in the city's largest community event!

509.535.4554 | 901 N MONROE, STE. 222A, SPOKANE, WA 99201 | SPOKANELILACFESTIVAL.ORG

Photos courtesy of Hawkinson Photography