



# make a lasting impression

2016 SPONSORSHIP OPPORTUNITIES

Nevada's second-largest city with more than 285,000 residents, Henderson is a premier city, nationally recognized for its stunning parks, trails, master-planned communities, and outstanding quality of life. Recognized as one of the Best Places to Start a Business (WalletHub), one of America's 50 Best Cities to Live (24/7 Wall Street), among the Top 10 Safest Cities Over 200,000 (Law Street Media), and included in Allstate's America's Best Driving Report, Henderson is a progressive and vibrant city committed to maintaining premier amenities and services for all who choose to live, learn, work, and play in Henderson ... a place to call home.

## IT'S SMART TO PARTNER WITH HENDERSON

Your marketing dollars are precious in any year, and no more so than today. They have to work harder and do more. That's why your presence at our popular City of Henderson events should be included in your 2016 marketing plan.

The City of Henderson can offer sponsorship opportunities with a variety of popular events held throughout the year. Designed to support corporate and organizational marketing, promotional and outreach strategies, our packages offer:

- Visibility, impact and access to a family-oriented target in the Henderson and Southern Nevada market.
- Opportunities to build image and awareness of products/services, sampling and distribution of promotional/educational material.
- An association with some of the community's premier special events that attract a variety of audiences.
- An opportunity to be an integral part of many City of Henderson programs.

- **BE VISIBLE. GET INVOLVED.**
- **GENERATE NEW BUSINESS/AWARENESS.**
- **SPONSOR A 2016 CITY OF HENDERSON EVENT.**

*We offer "à la carte" sponsorships that allow you to build a package to match your specific needs at a sponsorship level that's right for you.*

*In-kind sponsorships are always welcome.*

*It all adds up to a great opportunity to make a lasting impression.*



# Community events

BUILD YOUR OWN SPONSORSHIP

AUDIENCE: UNDER 1,000

## Crazy Spokes

**April 9, 9:30am-2pm • Henderson Events Plaza • Audience: 500\***

The 3rd annual Crazy Spokes features the Healthy Henderson Fair, two organized bike rides through portions of the River Mountains Loop Trail, safety and bike demonstrations, inflatable obstacle course, and bounce houses.

## Henderson Anniversary Tournament

**April 16-17 • Arroyo Grande Sports Complex & Russell Road Recreation Complex • Audience: 500\***

This tournament recognizing Henderson's anniversary of incorporation attracts 20-30 teams for men's D and E and co-rec upper and lower divisions of play. First, second and third place award packages are presented.

## Let's Play *(New Event)*

**April 30, 9am-noon • Whitney Mesa Recreation Area, Whitney Ranch Indoor Pool & Whitney Ranch Recreation Center • Expected Audience: 300**

Archery, swimming, bounce houses, human hamster balls, arts and crafts, potato sack races, and more will be on hand at this family-oriented, first-time event.

## Slide Into Summer

**June 4, 5pm-7pm • Anthem Hills Park • Audience: 500\***

Participants of all ages enjoy giant and mini slides, bounce houses and lawn games.

## Glow Worm 5K Fun Run *(New Event)*

**June 11, 8pm-midnight • Equestrian Park South • Expected Audience: 250**

Our Equestrian Trail is alight with runners, walkers and joggers in their glow-in-the-dark attire during this special night run.

## Graveyard 2-Pitch Tournament

**June 11 • Arroyo Grande Sports Complex & Russell Road Recreation Complex • Audience: 750\***

Men's and co-rec teams find this the perfect warmup for July's Midnite Madness Tournament. First, second and third place award packages are presented.

## Doggie Paddle & Play Day

**September 10, 8am-1:45pm • Black Mountain Aquatic Complex • Audience: 200\***

Furry four-legged friends have the pool all to themselves while their human friends stay dry and socialize.

## Haunted at the Ranch

**October 21, 6:30pm-9:30pm • Whitney Ranch Aquatic Complex • Audience: 400\***

This spooky event includes games, bobbing for pumpkins, bounce house, and a haunted house tour.

## Zombie Run 5K

**October 22, 6pm-9pm • Cornerstone Park • Audience: 250\***

Participants are encouraged to dress in Halloween costumes while they take part in a spooky and family-friendly 5k.

## Color Me Kind 5K

**November 19, 9am-1pm • Cornerstone Park • Audience: 250\***

This 2nd annual Color Me Kind event is held in conjunction with the Josh Stevens Foundation. The run includes five color stations where participants will be powdered with color as they run through.

## Jingle Bell Run

**December 17, 9am-1pm • Pecos Legacy Park • Audience: 300\***

Participants are encouraged to wear their holiday gear – ugly sweaters, reindeer antlers and jingle bells – as they tackle this 5k run. Festivities include a visit from Santa.



To learn more, please contact the Communications and Council Support Office by phone at 702-267-4035 or e-mail [Sponsor@cityofhenderson.com](mailto:Sponsor@cityofhenderson.com).

[cityofhenderson.com](http://cityofhenderson.com)

\*Estimates based on 2015 attendance figures. Management reserves all rights to accept or reject any application for sponsorship.

If you are interested in promotional opportunities for more than one event, please make copies of this agreement and use a separate form for each event. Contact us for in-kind sponsorship opportunities.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Crazy Spokes                     | <input type="checkbox"/> Glow Worm 5K Fun Run<br><i>(New Event)</i> | <input type="checkbox"/> Haunted at the Ranch |
| <input type="checkbox"/> Henderson Anniversary Tournament | <input type="checkbox"/> Graveyard 2-Pitch Tournament               | <input type="checkbox"/> Zombie Run 5K*       |
| <input type="checkbox"/> Let's Play <i>(New Event)</i>    | <input type="checkbox"/> Doggie Paddle & Play Day                   | <input type="checkbox"/> Color Me Kind 5K     |
| <input type="checkbox"/> Slide Into Summer                |   | <input type="checkbox"/> Jingle Bell Run*     |

- \$50**
  - Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*
- \$50**
  - Sponsor flyer, brochure, coupon, or promotional items placed on event information table
- \$75**
  - Linked sponsor logo prominently displayed on the City of Henderson Web page associated with the event
- \$75**
  - One 6' table (no tent) to interact with attendees and distribute flyers, coupons, promotional items, etc.; sales are not permitted  
Reserve by March 25, 2016 for Crazy Spokes.
- \$100 (save \$25)**
  - Linked sponsor logo prominently displayed on the City of Henderson Web page associated with the event
  - Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*
- \$200**
  - 10'x10' booth space (sales are not permitted)\* • Includes 1 tent (based on availability), 1 table and 2 chairs
  - Name included on sponsor recognition banner, if available • Additional 10'x10' booth space \$100
  - Additional 10'x10' tent \$50

\* Booth space not available for 5K run

**TOTAL SPONSORSHIP: \$** \_\_\_\_\_ **CHECK #** \_\_\_\_\_

**Sponsorships may also be paid by credit card or electronically. Please call 702-267-4035.**

Company/Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Company/Organization Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature Of Authorization: \_\_\_\_\_ Date: \_\_\_\_\_

Return Completed And Signed Sponsorship Agreement With Check Made Payable To City Of Henderson:  
City Of Henderson, Communications And Council Support  
Attn: Debra L. Haskell  
Msc 135  
Po Box 95050  
Henderson, Nv 89009-5050

**Thank You For Your Sponsorship And Support!**



### Bark in the Park

**March 5, 10am-2pm • Cornerstone Park • Audience: 3,000\***

This ever-popular community pet event features demonstrations, pet adoptions, contests, information booths, and more.

### Midnite Madness Men's & Co-Rec One-Pitch Softball Tournament

**July 8-10, 7pm until ? • Arroyo Grande Sports Complex, Russell Road Recreation Complex, Dos Escuelas Park • Attendance: 2,000\***

Back for its 28th year, this is the most anticipated and unique tournament in the Las Vegas Valley. It's a 1-pitch, all-night tournament where first through fourth place shares in a \$6,000+ awards package.

### Heritage Harvest Festival

**October 1, 11am-2pm • Heritage Park Senior Facility • Audience: 1,200\***

This all-ages event returns with live entertainment, a petting zoo, bounce houses, senior fair, craft fair, games, and refreshments. *10'x10' sponsor booths are not available for this event.*

### Henderson Community Expo 2016

**October 15, 11am-3pm • Galleria at Sunset south parking lot • Audience: 4,000\***

The Expo features exhibits by area businesses, community groups and the City of Henderson, showcasing products and services for health and wellness, fire and crime prevention, and public safety.

### Trunk or Treat

**October 27 • 6pm-8:30pm • Black Mountain Recreation Center • Audience: 3,000\***

This popular Halloween event includes an outdoor treat (or trick) trail, entertainment, carnival games, and a costume contest. *Please contact us to learn about this event's unique sponsor opportunities.*



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- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Bark in the Park   | <input type="checkbox"/> Heritage Harvest Festival     | <input type="checkbox"/> Trunk or Treat |
| <input type="checkbox"/> Midnite Madness Men's & Co-Rec One-Pitch Softball Tournament | <input type="checkbox"/> Henderson Community Expo 2016 |   |

- \$75**
  - Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*
- \$75**
  - Sponsor flyer, brochure, coupon, or promotional items placed on event information table
- \$100**
  - Linked sponsor logo prominently displayed on the City of Henderson Web page associated with the event
- \$150 (save \$35)**
  - Linked sponsor logo prominently displayed on the City of Henderson Web page associated with the event
  - Sponsor logo placed on the 6'x4' sponsor recognition banner prominently displayed on-site  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*
- \$300**
  - 10'x10' booth space (sales are not permitted)\* • Includes 1 tent (based on availability), 1 table and 2 chairs
  - Name included on sponsor recognition banner, if available • Additional 10'x10' booth space \$150
  - Additional 10'x10' tent \$50  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*

**TOTAL SPONSORSHIP: \$** \_\_\_\_\_ **CHECK #** \_\_\_\_\_

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Company/Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Company/Organization Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature Of Authorization: \_\_\_\_\_ Date: \_\_\_\_\_

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 Msc 135  
 Po Box 95050  
 Henderson, Nv 89009-5050

**Thank You For Your Sponsorship And Support!**



### Henderson Heritage Parade & Festival

**April 23, 9am-5pm • Henderson Events Plaza • Audience: 10,000\***

The City's birthday is celebrated with family-friendly activities including a parade, folk festival and live entertainment.

### Art Festival of Henderson

**May 7-8, 9am-4pm • Henderson Events Plaza • Audience: 25,000\***

Henderson's annual fine arts festival features fine arts & crafts, live entertainment, chalk art competition, and interactive children's play stations.

### Fourth of July Celebration

**July 4, 6pm-9:15pm • Mission Hills Park • Audience: 25,000\***

The City of Henderson recognizes our nation's birthday with live entertainment, a variety of children's activities and a dazzling fireworks display.

### Super Run

**September 23-25, hours vary • Henderson Events Plaza • Audience: 130,000\***

Southern Nevada's largest car show features more than 1,000 classic vehicles, hot rods and muscle cars, entertainment and activities for kids.

*Please contact us to learn about this event's unique sponsor opportunities.*

### Stroll 'n Roll

**November 12, 11am-4pm • Green Valley Ranch (along Paseo Verde Parkway)**

**Audience: 5,000\***

Henderson's longest street festival features children's activities, entertainment, hands-on demonstrations, and food concessions.

### WinterFest

**December 9-10, hours vary • Henderson Events Plaza • Audience: 23,000\***

This old-fashioned Christmas delight features tree lighting, live entertainment, horse-drawn carriage rides, an evening light parade on Water Street and more.



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- Henderson Heritage Parade & Festival     
  Fourth of July Celebration     
  WinterFest  
 Art Festival of Henderson     
  Stroll 'n Roll

- \$250**
- Sponsor logo placed on the 6'x4' sponsor recognition banner displayed on Main Stage  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email); please contact us for availability*
- \$250**
- Sponsor flyer, brochure, coupon, or promotional items placed in giveaway bags and/or on event information table
- \$500**
- Linked sponsor logo displayed on City of Henderson Web page dedicated to the event
- \$500**
- Sponsor logo included on event print collateral pieces, e.g., posters, flyers, postcards, door hangers  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email); please contact us for availability*
- \$650 (save \$100)**
- Linked sponsor logo displayed on the City of Henderson Web page dedicated to the event
  - Sponsor logo placed on the 6'x4' sponsor recognition banner displayed on Main Stage  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email); please contact us for availability*
- \$1,000**
- 10'x10' booth space (sales are not permitted)\* • Includes 1 tent (based on availability), 1 table and 2 chairs
  - Name included on sponsor recognition banner, if available • Additional 10'x10' booth space \$500
  - Additional 10'x10' tent \$50  
*High-resolution logo – eps vector format, no less than 300 dpi, 3"x3" – must be provided (mail or email)*

### Package Pricing & Multi-Event Discount

- \$2,000**
- Take advantage of all of the above signature event sponsor opportunities for a single event at a significant discount. Receive additional discounts for more event sponsorships. A second event is only \$1,800, a third is \$1,600, a fourth is \$1,200. Sponsor all five events for only \$8,000.

**TOTAL SPONSORSHIP: \$** \_\_\_\_\_ **CHECK #** \_\_\_\_\_

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