



Make a lasting **IMPRESSION**

2017 Sponsor Opportunities

Recognized as one of America's Best Places to Live (MONEY and Liveability.com), one of America's Best Cities (Business Week), one of the top six safest cities in America (Forbes, InsuranceProviders.com, Law Street Media, Movato.com), a Bicycle Friendly Community (League of American Bicyclists), and most recently named a top 10 tech-savvy city (Center for Digital Government), 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 2017 marketing plan.

The City of Henderson can offer sponsorship opportunities with a variety of popular events held throughout the year. Sponsor benefits, designed to support your marketing, promotional and outreach strategies, include:

- Face-to-face communication with thousands of potential customers, or the opportunity to catch up with current customers
- Be seen making a difference in your community through your support to make Henderson events possible
- Exposure and image/brand awareness through logo placement, booth space, sampling, collateral distribution, and announcements during city events
- Visibility, impact and access to a family-oriented target in the Henderson and Southern Nevada market

Be visible. Get involved.

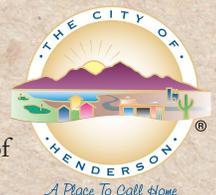
Generate new business/awareness.

Sponsor a 2017 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.

For the latest information on sponsor opportunities with Henderson, including 5K and softball tournament sponsorships and naming rights opportunities for most of our events, visit cityofhenderson.com/sponsor.



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

Are you interested in selling your product on-site? Call 702-267-5707, option 2.



Community Events

BUILD YOUR OWN SPONSORSHIP

Audience: Under 1,000

Healthy Henderson Fair

January 14 • 10am-2pm • Henderson Multigenerational Center • Audience 200*

The fair features children's activities, bounce houses, class demonstrations, farmer's market, vendors, and food trucks. We'll also be kicking off our Lighten Up Henderson 90-Day Weight-Loss Challenge.

Heart & Soul: A Celebration of Gospel & Black History

February 25, 10am-3pm • Henderson Events Plaza • Audience: 750*

The city honors Black History Month through live musical performance and cultural dance performances. Food and other vendors will be on hand.

Crazy Spokes

April 8, 9am-2pm • Henderson Events Plaza • Audience: 200*

The 4rd annual Crazy Spokes features organized two rides. Learn about the fundamentals of distance riding during a 15-mile guided group ride or sign up for a 5.5-mile family fun ride. All riders receive lunch and a commemorative T-shirt at the end of their ride. *Booth space is not available for Crazy Spokes*

Egg Dive

April 15, 11am-3pm • Whitney Ranch Activity Pool

April 16, 11am-3pm • Heritage Park Aquatic Complex

Audience: 300* each location

Family members encourage their little ones to find eggs in and around the pool for prizes. The event includes children's games and activities. Contact us about rates for sponsoring both locations or visit cityofhenderson.com/sponsor.

Poolapalooza: School's Out

June 10, 11am-6pm

Poolapalooza: School's Back

Early August TBD, 11am-6pm

Black Mountain Activity Pool, Henderson Multigenerational Activity Pool, Whitney Ranch Activity Pool • Audience: 300* each location

These safety fairs offer demonstrations and information for parents, guardians and day care providers about infant and child safety in and around the water. Contact us about rates for sponsoring both events and/or multiple locations or visit cityofhenderson.com/sponsor.

Doggie Paddle & Play Day

September 9, 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

Late October TBD • Whitney Ranch Aquatic Complex • Audience: 400*

This spooky event includes games, bobbing for pumpkins, bounce house, haunted house tour, carnival games, and trick-or-treat trail.

To learn more, please contact Public Affairs/Creative Services:

sponsor@cityofhenderson.com or 702-267-4035 | cityofhenderson.com



*Estimates based on 2016 attendance figures.

Management reserves all rights to accept or reject any application for sponsorship.

BUILD YOUR OWN SPONSORSHIP

If you are interested in promotional opportunities for more than one event, please make copies of this agreement form and complete one for each event. Contact us to discuss in-kind sponsorships.

Non-profits must provide proof of status to benefit from a 25 percent discount on all sponsor benefits.

- Henderson Health Fair
- Heart & Soul
- Crazy Spokes
- Egg Dive:
Heritage Park __
Whitney Ranch __
- Doggie Paddle & Play Day
- Haunted at the Ranch
- Poolapalooza School's Out:
Black Mountain__ Multigen __
Whitney Ranch__
- Poolapalooza School's Back:
Black Mountain__ Multigen __
Whitney Ranch__

- \$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 with completed agreement
- \$50** Sponsor flyer, brochure, coupon, or promotional items placed on event information table
- \$75** Display up to two sponsor-provided banners; maximum size 4'x3' (or equivalent) each
- \$75** Linked sponsor logo prominently displayed on the City of Henderson webpage associated with the event
- \$100 (save \$25)** Linked sponsor logo prominently displayed on the City of Henderson webpage 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 with completed agreement
- \$125** One 6' table (no tent) to interact with attendees and distribute flyers, coupons, promotional items, etc.; sales are prohibited
- \$200** 10'x10' booth space (sales are prohibited) • Includes 1 tent (based on availability), 1 table and 2 chairs • name included on sponsor recognition banner, if available
Options: Additional 10'x10' booth space \$100 Additional 10'x10' tent \$50

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

Sponsorships may also be paid by credit card (MasterCard, Visa, Discover) or electronically. Please call 702-267-4035.

Organization Name: _____ Contact: _____

Address (including city, state, ZIP): _____

Contact Phone: _____ Contact Email: _____

Sponsor Contact for Booth/Table Setup and Logistics:

Name: _____ Phone: _____ Email: _____

Website: _____

Signature of Authorization: _____ Date: _____

Return Completed and Signed Sponsorship Agreement With Check Made Payable to City of Henderson:
 Debra L. Haskell
 City of Henderson
 Public Affairs MSC 135
 PO Box 95050
 Henderson, NV 89009-5050

Thank You for Your Sponsorship and Support!



Citywide Events **BUILD YOUR OWN SPONSORSHIP**

Audience: 1,000-4,000

Bark in the Park

March 4, 10am-2pm • Cornerstone Park • Audience: 3,000*

This ever-popular community pet event features demonstrations, pet adoptions, contests, information booths, and more. Naming rights sponsorship opportunities include demonstrations, adoption area, and contests. Contact us for more information or visit cityofhenderson.com/sponsor.

Slide Into Summer

June 9, 6:30pm-9:30pm • Anthem Hills Park • Audience: 1,200*

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

Heritage Harvest Festival

October 7, 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. *Booth space is not available for this event.*

Henderson Community Expo 2017

October 14, 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 26 • 6:30pm-8pm • 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. Naming rights sponsorship opportunities include the treat trail, entertainment and costume contest. Contact us for more information or visit cityofhenderson.com/sponsor.

Henderson Stroll 'n Roll

November 18, 11am-4pm • Green Valley Ranch (along Paseo Verde Parkway) • Audience: 4,000*

Henderson's longest street festival features children's activities, entertainment, hands-on demonstrations, and food concessions. Naming rights sponsorship opportunities include one of the parks or a section of Paseo Verde, Kids Area(s) and food court. Contact us for more information or visit cityofhenderson.com/sponsor.

To learn more, please contact Public Affairs/Creative Services:
sponsor@cityofhenderson.com or 702-267-4035 | cityofhenderson.com

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BUILD YOUR OWN SPONSORSHIP

If you are interested in promotional opportunities for more than one event, please make copies of this agreement form and complete one for each event. Contact us to discuss in-kind sponsorships.

If you are a non-profit, you must provide proof of status to benefit from a 25 percent discount on all sponsor benefits.

- Bark in the Park
- Slide Into Summer
- Heritage Harvest Festival
- Henderson Community Expo
- Trunk or Treat
- Stroll 'n Roll

- \$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 with completed agreement
- \$75** Sponsor flyer, brochure, coupon, or promotional items placed on event information table
- \$75** Sponsor name mentioned and thanked at least once each hour during event announcements
- \$100** Display up to three sponsor-provided banners; maximum size 4'x3' (or equivalent) each
- \$100** Linked sponsor logo prominently displayed on the City of Henderson webpage associated with the event
- \$100** Sponsor flyer, brochure, coupon, or promotional items placed in giveaway bags and/or on event information table
- \$100** Trunk or Treat Only: One car space to decorate and to distribute a minimum of 1,500 pieces of candy (provided by sponsor)
- \$150** Linked sponsor logo displayed on the City of Henderson webpage 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 supply with completed agreement
- \$175** One 6' table (no tent) to interact with attendees and distribute flyers, coupons, promotional items, etc.; sales are prohibited.
Table space not available for Trunk or Treat
- \$300** 10'x10' booth space (sales are prohibited)* • Includes 1 tent (based on availability), 1 table and 2 chairs • Name included on sponsor recognition banner, if available
Options: Additional 10'x10' booth space \$150 Additional 10'x10' tent \$50
Booth space not available for Heritage Harvest Festival. Limited booth space for Trunk or Treat.

TOTAL SPONSORSHIP: \$ _____ CHECK # _____

Sponsorships may also be paid by credit card (MasterCard, Visa, Discover) or electronically. Please call 702-267-4035.

Organization Name: _____ Contact: _____

Address (including city, state, ZIP): _____

Contact Phone: _____ Contact Email: _____

Sponsor Contact for Booth/Table Setup and Logistics:

Name: _____ Phone: _____ Email: _____

Website: _____

Signature of Authorization: _____ Date: _____

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Debra L. Haskell
City of Henderson
Public Affairs MSC 135
PO Box 95050
Henderson, NV 89009-5050

Thank You For Your Sponsorship And Support!



Signature Events Audience: 5,000-25,000+

BUILD YOUR OWN SPONSORSHIP

Henderson Heritage Parade & Festival

April 14, time TBD-April 15, 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. Naming sponsorship opportunities include the parade, kids area, Mayor's Breakfast, food area, or the entire event. Contact us for more information or visit cityofhenderson.com/sponsor.

Art Festival of Henderson

May 13-14, 9am-4pm • Henderson Events Plaza & Water District • Attendance: 25,000*

Henderson's annual fine arts festival features fine arts and crafts, live entertainment, chalk art competition, and interactive children's play stations. Naming sponsorship opportunities include kids area, entertainment stage, chalk art competition or the entire event. Contact us for more information or visit cityofhenderson.com/sponsor.

Fourth of July Celebration

July 4, 6pm-9:15pm • Location TBD • 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. Naming sponsorship opportunities include the fireworks display, kids area, stage, food area, or the entire event. Contact us for more information or visit cityofhenderson.com/sponsor.

Super Run

September 21-24, 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. Contact us to learn about this event's unique sponsor opportunities or visit cityofhenderson.com/sponsor.

WinterFest

December 8-9 • hours vary • Henderson Events Plaza • Audience: 23,000*

This old-fashioned Christmas delight features a tree lighting, live entertainment, horse-drawn carriage rides, an evening light parade on Water Street and more. Naming rights sponsorship opportunities include the parade, kids area, stage, food area, Santa's area, or the entire event. Contact us for more information or visit cityofhenderson.com/sponsor.

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Signature Events 2017 Sponsorship Agreement | Audience: 5,000-25,000+

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If you are a non-profit, you must provide proof of status to benefit from a 25 percent discount on all sponsor benefits.

Heritage Parade & Festival

Fourth of July Celebration

Contact us for

Art Festival of Henderson

WinterFest

Super Run Sponsorships

-
- \$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 with completed agreement
- \$250** Sponsor flyer, brochure, coupon, or promotional items placed in giveaway bags and/or on event information table
- \$250** Sponsor name mentioned and thanked at least once each hour during event announcements
- \$500** Display up to four sponsor-provided banners; maximum size 4'x3' (or equivalent) each
- \$500** Linked sponsor logo displayed on City of Henderson webpage dedicated to the event
- \$500** Sponsor logo included on event print collateral pieces, e.g., posters, flyers, postcards, door hangers
Please contact us for availability
- \$675** **(save \$25)** Linked sponsor logo displayed on the City of Henderson webpage 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 supplied with completed agreement
- \$1,000** 10'x10' booth space (sales are prohibited) • Includes 1 tent (based on availability), 1 table and 2 chairs • Name included on sponsor recognition banner, if available
Options: Additional 10'x10' booth space \$500 Additional 10'x10' tent \$50

Package Pricing & Multi-Event Discount*

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

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

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