Make a Lasting Impression

2018 SPONSOR OPPORTUNITIES

Recognized as one of America’s Best Places to Live (MONEY), one of America’s Best Cities (Business Week), a safe community (Forbes, InsuranceProviders.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 2018 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 or current customers
• Being seen making a difference in the community through your support that makes 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

The more events you support, the more you’ll save. Sponsor three events and save 15%, sponsor four and receive a 25% discount. Do you want to sponsor five or more events? Call us for additional discount opportunities.

Visit cityofhenderson.com/Sponsors for the most up-to-date sponsor and event information.

In-kind sponsorships are always welcome.

IT ALL ADDS UP TO A GREAT OPPORTUNITY TO MAKE A LASTING IMPRESSION.

Are you interested in selling your product on-site? Call 702-267-4127.
COMMUNITY EVENTS
Build Your Own Sponsorship | Audience: Under 1,000

**Egg Dive**
March 24, 10am-2pm • Whitney Ranch Aquatic Complex • Audience: 300*
April 1, 1pm-3pm • Heritage Park Aquatic Complex • Audience: 300*
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.

**Spring Carnival & Hippity-Hop Egg Hunt**
March 31, 9am-2pm • Whitney Ranch Recreation Center • Audience 500*
This popular spring event offers carnival games, food, bounce house, and a popular egg hunt on the Whitney Mesa grass for ages 1-10 years.

**Migration Madness**
May 20, 10am-Noon • Henderson Bird Viewing Preserve • Audience 250*: event + daylong exposure
This event celebrates International Migratory Bird Day with guided walks, interactive games, bird conservation tips, shuttle tours, and raffle prizes.

**Poolapalooza: School’s Out** May 26, 11am-6pm
**Poolapalooza: School’s Back** August 11, 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 15, 8am-1pm • Black Mountain Aquatic Complex Audience: 200 total*
Furry four-legged friends have the pool all to themselves while their human friends stay dry and socialize.

**Haunted at the Ranch**
October 26 & 27, 6pm-9pm • Whitney Ranch Aquatic Complex • Audience: 400 total*
This spooky event includes games, bobbing for pumpkins, bounce house, haunted house tour, carnival games, and trick-or-treat trail.

**5K Fun Runs**
We offer a variety of themed fun runs throughout the year. • Audience: 150-250* each event
**Cupid's 5K:** February 10, 8am-9:30am • Whitney Mesa Recreation Area
**Rover Run:** March 3, 8am-9:30am • Cornerstone Park
**Glow Worm 5K:** June 16, 8am-9:30am • Equestrian Park South
**Zombie 5K:** October 20, 5pm-6:30pm • Cornerstone Park
**Color Me Kind:** November 17, 7am-8:30am, Paseo Verde Parkway
**Reindeer Dash:** December 15, 8am-9:30am, Pecos Legacy Park

To learn more, please contact City of Henderson:
sponsor@cityofhenderson.com or 702-267-4127 | cityofhenderson.com/Sponsor

*Estimates based on 2017 attendance figures.
Management reserves all rights to accept or reject any application for sponsorship.
Multi-event discounts are available (see first page of this packet). 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. Payment must be made prior to the event date. If an on-site sponsor decides not to participate and fails to give notice, payment will not be refunded. Events are held rain or shine. Should an event not take place due to unforeseen circumstances, sponsor payment will be refunded.

- Egg Dive
  Whitney Ranch __Heritage Park __
- Migration Madness
- Spring Carnival & Hippity-Hop Egg Hunt
- Glow Worm 5K Fun Run
- Doggie Paddle & Play Day
- Haunted at the Ranch
- Color Me Kind 5K
- Zombie Run 5K
- Reindeer Dash 5K
- Rover Run 5K
- Cupid’s 5K Fun Run
- Poolapalooza School’s Out:
  Black Mountain__ Multigenerational __
  Whitney Ranch__
- Poolapalooza School’s Back:
  Black Mountain__ Multigenerational __
  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 (or in registration packets for the 5K fun runs)
- $75  Linked sponsor logo prominently displayed on the City of Henderson Web page associated with the event
- $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 materials; sales are prohibited; not available for Migration Madness
- $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; not available for Migration Madness  
  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 702-267-4127.

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:
Sponsorship Committee
City of Henderson, MSC 411
PO Box 95050
Henderson, NV 89009-5050
sponsor@cityofhenderson.com

Thank You For Your Sponsorship And Support!
Bark in the Park
March 3, 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 1, 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 6, 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. Outdoor booth space is available for this event.

Henderson Community Expo 2018
Mid-October, 11am-3pm • Location TBD • 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 25, 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. 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 17, 10am-2pm • 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 City of Henderson:
sponsor@cityofhenderson.com or 702-267-4127 | cityofhenderson.com/Sponsor

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Management reserves all rights to accept or reject any application for sponsorship.
Multi-event discounts are available (see first page of this packet). 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.

Payment must be made prior to the event date. If an on-site sponsor decides not to participate and fails to give notice, payment will not be refunded. Events are held rain or shine. Should an event not take place due to unforeseen circumstances, sponsor payment will be refunded.

- $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 Trunk or Treat Only: One car space to decorate and to distribute a minimum of 1,500 pieces of candy (provided by sponsor)

- $150 (save $25) 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 be provided 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.

*This benefit is not available for Stroll ‘n Roll and Henderson Community Expo.

TOTAL SPONSORSHIP: $_________________________ CHECK # ______________________

Sponsorships may also be paid by credit card or electronically. Please call 702-267-4127.

Thank You For Your Sponsorship And Support!
**SIGNATURE EVENTS**
Build Your Own Sponsorship | Audience: 5,000-25,000+

**Henderson Heritage Days Parade & Festival**
April 21, 9am-3pm • Henderson Events Plaza • Audience: 8,000*

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 12-13, 9am-4pm • Henderson Events Plaza • Audience: 15,000*

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 • Heritage 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. 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.

**WinterFest**
December 7, 6pm-9pm and December 8, Noon-8:00 pm • Henderson Events Plaza • Audience: 23,000*

This old-fashioned holiday delight features a tree lighting, live entertainment, 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.

To learn more, please contact City of Henderson:
sponsor@cityofhenderson.com or 702-267-4127 | cityofhenderson.com/Sponsor

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

Build Your Own Sponsorship | 2018 Sponsorship Agreement

Multi-event discounts are available (see first page of this packet). 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.

Payment must be made prior to the event date. If an on-site sponsor decides not to participate and fails to give notice, payment will not be refunded. Events are held rain or shine. Should an event not take place due to unforeseen circumstances, sponsor payment will be refunded.

- **Henderson Heritage Parade & Festival**
- **Art Festival of Henderson**
- **WinterFest**
- **Fourth of July Celebration**

### Sponsorship Packages

<table>
<thead>
<tr>
<th>Amount</th>
<th>Package Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$250</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>$250</strong></td>
<td>Sponsor flyer, brochure, coupon, or promotional items placed in giveaway bags and/or on event information table</td>
</tr>
<tr>
<td><strong>$250</strong></td>
<td>Sponsor name mentioned and thanked at least once each hour during event announcements</td>
</tr>
<tr>
<td><strong>$500</strong></td>
<td>Display up to four sponsor-provided banners; maximum size 4’x3’ (or equivalent) each</td>
</tr>
<tr>
<td><strong>$500</strong></td>
<td>Linked sponsor logo displayed on City of Henderson webpage dedicated to the event</td>
</tr>
<tr>
<td><strong>$500</strong></td>
<td>Sponsor logo included on event print collateral pieces, e.g., posters, flyers, postcards, door hangers. Please contact us for availability</td>
</tr>
<tr>
<td><strong>$675</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>$1,000</strong></td>
<td>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</td>
</tr>
</tbody>
</table>

### 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:

TOTAL SPONSORSHIP: $____________________________ CHECK # ______________________

Sponsorships may also be paid by credit card or electronically. Please call 702-267-4127.

Organization Name: ______________________________ Contact: ______________________________

Address (including city, state, ZIP): __________________________________________________________

Contact Phone: __________________ Contact Email: __________________

Sponsor Contact for Booth 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:

Sponsorship Committee
City of Henderson, MSC 411
PO Box 95050
Henderson, NV 89009-5050
sponsor@cityofhenderson.com

Thank You For Your Sponsorship And Support!