

2020



EVENT SPONSORSHIP PACKET



The Colony Parks and Recreation Department
972-625-1106
www.tcpard.com



Dear Business Organization Representatives,

The City of The Colony hosts a variety of community events throughout the year, bringing people together to foster community identity and pride with fun and exciting activities. These events would not be possible without the support and partnership of local community businesses and organizations. This is an invitation for you to collaborate with us and promote your organization or business in conjunction with the City of The Colony.

Within this Sponsorship packet, you will see that the City has many exciting events planned for our entire community to enjoy. As an event sponsor, your organization will receive visibility through a variety of marketing materials, event signage and/or media coverage. The packet indicates the different promotional benefits your company would receive at each sponsorship level. Additionally, the City of The Colony accepts partnerships and in-kind service donations for events year round. Included, is a sponsorship pledge form for your convenience.

By taking advantage of the sponsorship opportunities, your business will be able to maximize exposure to the residents of The Colony and show community support. I hope that you will find a sponsorship opportunity that suits your company's vision and interest from those indicated. However, if what is presented does not fit with your organization's interests but you would like to partner another way, we are more than happy to tailor the sponsorship to best fit your organizational needs and budget.

Inclusion on marketing materials and press releases for individual events is dependent on the timeliness of the sponsorship pledge submission. Please contact me to determine availability and appropriate time line for the sponsorship opportunity of your choice.

Note: The City of The Colony reserves the right to receive and accept sponsorship request/proposals on a first-come, first-serve basis.

Thank you for your interest in bettering our community through Special Events and for consideration of sponsorships. We look forward to working with you during 2019! Please feel free to contact me if you have any questions or concerns.

Sincerely,
Lindsey Stansell
Special Events Supervisor
City of The Colony Parks & Recreation Department
lindsey@tcpard.com



The Parks and Recreation Department will host its 15th annual Daddy & Daughter Dance on Saturday, February 22, 2020 at the Cascades Events Center. Dance times: 3pm - 4:30pm / 5pm - 6:30pm / 7pm - 8:30pm. Arrive in your semi-casual attire and dance the night away amid sparkling tiaras, pink balloons and fairy tale characters. Welcoming all daddies and their little angels (ages 3-12). Tickets sell out each year. Estimated attendance: 600.

Daddy Daughter Dance	Title \$1,000 (1)	Presenting \$500 (1)	Event Area \$250 (3)
Company listed on event website	X Large <small>at top of page</small>	X Large	X Small
Sponsor acknowledgment read during announcements	X	X	X
Company Banner posted at event - provided by sponsor	X <small>banner out front of ballroom Size - 4'x6' max</small>	X <small>banner placed at room entrance Size - 3'x5' max</small>	X <small>banner placed in event area Size - 3'x5' max</small>
Tickets to the Dance	X <small>(8) sets</small>	X <small>(4) sets</small>	X <small>(1) set</small>
Included in all marketing material - Deadline 1/1/20	X	X	
Listed in Fun Times Catalog in event listing - Deadline 11/1/19	X		
10x10 booth space at event <small>(1) 6ft table provided</small>	X	No onsite booth option available.	



One of the most EGGciting events in The Colony is back for the 15th year in a row. The Spring Eggstravaganza event will take place on Thursday, April 9, 2020 at The Colony Five Star Complex, baseball side from 5:30pm - 8pm. Watch your kids have a ball as they gather eggs filled with an assortment of candy and prizes. Peter Rabbit is hoppin' into town too – get your photo taken with him, create an Easter themed craft, enjoy the petting zoo and so much more!
 Estimated Attendance: 3,000

Spring Eggstravaganza	Title \$1,000 (1)	Presenting \$500 (1)	Event Area \$200 (7)	Booth \$50 (10)
10x10 booth space at event**	X 20x20	X 20x10	X	X
Sponsor acknowledgment read during announcements	X	X	X	X
Company listed on event website	X Large at top of page	X Large	X Small	
Company Banner posted at event - provided by sponsor	X banner placed at event entrance Size - 4'x10' max	X banner placed at DJ table Size - 3'x5' max	X banner placed in sponsored area Size - 3'x5' max	
Included in all marketing material - Deadline 1/1/20	X	X		
Listed in Fun Times Catalog in event listing Deadline 11/1/19	X			

**Electricity not available. Business is required to provide all items needed for their booth area (tables, chairs, etc.)



The City of The Colony is pleased to present Movies in the Park series each Spring and Fall. Grab a blanket, lawn chair and join us as The Colony Five Star Complex, Baseball side for an evening of entertainment with our community.

Date: 4-3-20 / 4-24-20 / 9-18-20 / 10-2-20

Time: Movie begins at dusk

Location: The Colony Five Star Complex, baseball side

Attendance: 200 - 400 per movie

Movies In The Park	Title \$1,000 (1) <small>covers all 3 events</small>	Event Area \$50 (3) <small>1 per event</small>	Booth \$25 (12) <small>4 per event</small>
10x10 booth space at event	X 20x20	X	X
Sponsor acknowledgment read during announcements	X	X	X
Company listed on event website	X Large	X Small	
Company Banner posted at event - provided by sponsor	X <small>banner placed on screen Size - 4'x10' max</small>	X <small>banner placed in concession area Size - 3'x5' max</small>	
Included in all marketing material - Deadline 3/1/20	X		
Listed in Fun Times Catalog in event listing - Deadline 11/1/19	X		

**Electricity not available. Business is required to provide all items needed for their booth area (tables, chairs, etc.)



The Up, Up & Away! Festival of Flight presented by The Tribute Lakeside Golf and Resort Community and the city of The Colony returns for the sixth year. Celebrating all forms of flight, the festival will feature kite flying and demonstrations, music, birding demonstration, paper airplane contests, food and fun. Bring the entire family to this all ages outdoor celebration.

Up, Up and Away! Festival of Flight	Presenting \$500 (1)	Event Area \$200 (4)	Booth \$50 (10)
10x10 booth space at event**	X 20x20	X	X
Sponsor acknowledgment read during announcements	X	X	X
Company listed on event website	X Large	X Small	
Company Banner posted at event - provided by sponsor	X banner placed on stage Size - 4'x10' max	X banner placed in sponsored area Size: 3'x5' max	
Included in all marketing material - Deadline 1/1/20	X		
Listed in Fun Times Catalog in event listing Deadline 11/1/19	X		

**Electricity not available. Business is required to provide all items needed for their booth area (tables, chairs, etc.)



The Colony Summer Clubhouse

The Colony Parks and Recreation is proud to present The Colony Summer Clubhouse at The Colony Recreation Center every Friday starting Friday, May 29th - Friday, August 7th (no program July 3rd). The programs are from 10am - 12pm in the Gymnasium. Children of all ages are invited for this fun free event. Come early to get a good seat! Estimated attendance: 500 per event = 4,500.

- May 29th - TBD
- June 5th - TBD
- June 12th - TBD
- June 19th - TBD
- June 26th - TBD
- July 10th - TBD
- July 17th - TBD
- July 24th - TBD
- July 31st - TBD
- August 7th - TBD

Summer Clubhouse Series	Title \$1,500 (1) <small>covers all events</small>	Event Area \$100 (9) <small>1 per event</small>
Company listed on event website	X Large	X Small
Sponsor acknowledgment read during announcements	X	X
Company Banner posted at event - provided by sponsor	X <small>banner placed at entrance</small>	X <small>banner placed in designated event area</small>
Included in all marketing material - Deadline 3/1/20	X	
Listed in Fun Times Catalog in event listing - Deadline 3/1/20	X	



The 23rd annual Liberty By The Lake will be held on Saturday, July 4th from 4pm - 10pm at The Colony Five Star Complex. At this annual community event there will be activities for kids, live entertainment, food and drink, and the best fireworks display in North Texas. This event is The Colony's largest event drawing more than 15,000 people to the city for great music, fireworks and fun for all ages! As a regional event, the marketing is the most extensive and extends into the surrounding communities.

Liberty By The Lake	Title \$10,000 (1)	Presenting \$7,500 (1)	Main Stage \$5,000 (1)	Event Area \$1,500 (9)	Souvenir \$500 (3)	Booth \$250 (10)
10x10 booth space at event	X 30x10	X 20x10	X 20x10	X	X	X
Company listed on event website	X Large <small>listed on all pages</small>	X Large <small>listed on all pages</small>	X Medium	X Medium	X Small	
Sponsor acknowledgment read at event stage	X	X	X	X	X	
Company Banner placed in event area - provided by sponsor	X <small>banner at entrance Size - 4'x10' max</small>	X <small>banner at entrance Size - 4'x10' max</small>	X <small>banner on stage Size - 4'x10' max</small>	X <small>banner in event area Size - 3'x5' max</small>		
Included in all marketing material - Deadline 3/29/20	X	X	X <small>stage specific marketing only</small>	X <small>event area specific marketing only</small>		
Logo on event area banners	X	X	X	X		
Company listed on event signage	X	X	X			
Map designation on event layout	X	X	X			
Wristbands for Fun Zone	X (20)	X (15)	X (10)			
VIP Parking passes / concession coupons	X (10)	X (7)	X (5)			
Listed in Fun Times Catalog event listing - Deadline 3/1/20	X					
Company listed on promotional product	X				X	

**Electricity not available. Each Business Booth will be provided with one 2.5'x8' table. Any other supplies are the responsibility of the business. Shade structures must not exceed 10'x10'. Exclusivity is offered only to Event Area Sponsors and above, otherwise only 2 of each business type.



The Colony Parks and Recreation Department is hosting the annual Back 2 School Bash event on Wednesday, July 22nd at The Colony Recreation Center from 5pm - 8pm. Join us for this fun filled evening complete with free school supplies and lots of helpful information for the upcoming school year. Registration is required and space is limited to the first 500 children ages 5-12. Estimated attendance: 2,000

Back 2 School Bash	Title \$1,000 (1) 500 school supplies provided by TCPARD	Presenting \$500 (1) 500 school supplies provided by TCPARD	Event Area \$300 (3) 500 school supplies provided by TCPARD	Booth \$0 (45) Sponsor to provide 500 of same school supply see suggested list for options.
10x5 booth space at event	X 20x5	X 20x5	X	X
Sponsor acknowledgment read during announcements	X	X	X	
Company listed on event website	X Large	X Medium	X Small	
Company logo listed on event materials	X	X	X	
Company Banner posted at event - provided by sponsor	X	X		
Included in all marketing material - Deadline 4/1/20	X	X		
Listed in Fun Times Catalog in event listing - Deadline 3/1/20	X			

**Electricity not available. Each Business Booth will be provided one table and two chairs. All other items needed must be provided by the business.

***If providing own school supply, business must have 500 of the same item to pass out, see approved supply list for suggestions (single pens and pencils not allowed).



The Colony Parks and Recreation Department is hosting the annual Mother and Son Adventure Night Saturday, September 26th from 12pm - 8pm. An evening of family fun, exclusively for moms and sons! Moms and sons will test their skills at archery, fishing, horseshoes and many other camping/outdoor activities. Recommended for ages 3-12. Estimated attendance: 200

Mother and Son Adventure	Title \$1,000 (1)	Event Area \$250 (6)
Company listed on event website	X Large	X Small
Sponsor acknowledgment read during announcements	X	X
Company Banner posted at event - provided by sponsor	X banner placed at entrance	X banner placed in designated event area
Tickets for event	X (4) sets	X (1) set
Included in all marketing material - Deadline 8/1/19	X	
Listed in Fun Times Catalog in event listing - Deadline 7/1/19	X	

No onsite booth option.



The Colony Parks and Recreation Department is proud to host the 14th annual Bow-Wow Luau on September date TBD at Hawaiian Falls Waterpark from 1pm - 5pm. Dive in with your best canine friend and enjoy doggie swims, contests, games, and prizes. A portion of the ticket sales will benefit The Colony Animal Shelter Injured Animal Fund. Estimated Attendance: 4,000

Bow-Wow Luau	Title \$1,000 (1)	Presenting \$500 (1)	Event Area \$250 (3)	Booth \$100 (15)
10x10 booth space at event	X 20x20 at entrance	X 20x20 at entrance	X	X
Company listed on event website	X Large	X Large	X Small	
Sponsor acknowledgment read during announcements	X	X	X	
Company Banner posted at event - provided by sponsor	X banner placed at entrance	X banner placed at entrance	X	
Included in all marketing material - Deadline 6/3/20	X	X		
Listed in Fun Times Catalog in event listing - Deadline 7/12/20	X			

**Electricity not available. Business is required to provide all items needed for their booth area (tables, chairs, etc.)

Family Fright Night

Don't miss the 12th annual Family Fright Night family Halloween campout on Saturday, October 17th - Sunday, October 18th at Stewart Creek Park. Join us for a haunted trail, tent trick or treating, costume and scream contests, scary movie, hayride, campfire, s'mores and great food. This event sells out every year and is considered the most popular event in The Colony. Estimated attendance: 1,000

Family Fright Night	Title \$1,000 (1)	Presenting \$500 (1)	Event Area \$250 (3)
Company listed on event website	X Large	X Large	X Small
Sponsor acknowledgment read during announcements	X	X	X
Company Banner posted at event - provided by sponsor	X banner placed on stage	X banner placed on pavilion	X
Campsite up to 14 people	X (1)	X (1)	
Included in all marketing material - Deadline 9/3/20	X	X	
Listed in Fun Times Catalog in event listing - Deadline 7/1/20	X		

No onsite booth options.



The 12th annual American Heroes: A Salute to Veterans will be held on Friday, November 6th from 6pm - 10pm and on Saturday, November 7th from 12pm - 10pm at The Colony Five Star Complex in The Colony, TX. At this annual community event there will be free activities for kids, live entertainment, food and drink, carnival and the best fireworks display in North Texas. This event is quickly becoming one of The Colony's larger event drawing more than 12,000 people to the city for great music, fireworks and fun for all ages! As a regional event, the marketing is the most extensive and utilizes - print, radio, television and social media advertising.

American Heroes: A Salute to Veterans	Title \$35,000 (1)	Presenting \$17,500 (1)	Main Stage \$5,000 (1)	Com. Stage \$2,500 (1)	Event Area \$1,500 (10)	Booth \$300 (16)
10x10 booth space at event <small>Booth setup is for both days</small>	X 20x10	X 20x10	X 20x10	X 20x10	X	X
Company listed on event website	X Large	X Large	X Medium	X Medium	X Small	
Sponsor acknowledgment read at event stage	X	X	X	X	X	
Company Banner placed in event area - provided by sponsor	X <small>Size - 4'x10' max</small>	X <small>Size - 4'x10' max</small>	X <small>Size - 4'x6' max</small>	X <small>Size - 4'x6' max</small>	X <small>Size - 3'x5' max</small>	
Logo on event area banners	X	X	X <small>Main Stage only</small>	X <small>Community Stage only</small>	X <small>Event area only</small>	
Included in all marketing material - <small>Deadline 9/3/20</small>	X	X	X <small>Main Stage only</small>	X <small>Community Stage only</small>		
Company listed on event signage	X	X	X <small>Main Stage only</small>	X <small>Community Stage only</small>		
VIP - Private Seating and dinner	X (15) <small>Weekend tickets</small>	X (10) <small>Weekend tickets</small>	X (5) <small>Weekend tickets</small>	X (2) <small>Weekend tickets</small>		
Listed in Fun Times Catalog in event listing - <small>Deadline 7/1/20</small>	X	X				

**Limited electricity available. Each Business Booth will be provided with one 2.5'x8' table and placed under a covered group shade structure. Any other supplies are the responsibility of the business. Exclusivity is offered only to Community Stage Sponsors and above, otherwise only 2 of each business type allowed.

Discounts available for Veterans/Military Organizations.

HOLIDAY IN THE PARK

The 18th annual Holiday in the Park festival will be held December 5, 2020 from 5pm - 8pm at Perryman Park. Santa Claus himself will make a special appearance to help kick off the annual Christmas Spectacular Light Show. Guests will have the opportunity to enjoy a lighted parade, listen to local community group performances and take pictures with the jolly old Saint Nick. Food vendors will be onsite serving up hot chocolate and all your favorite foods. Estimated attendance: 3,000.

Holiday in the Park	Title \$1,000 (1)	Presenting \$500 (1)	Event Area \$250 (4)	Booth \$100 (12)
10x10 booth space at event	X 20x20	X 20x20	X	X
Company listed on event website	X Large	X Large	X Small	
Sponsor acknowledgment read during announcements	X	X	X	
Company Banner posted at event - provided by sponsor	X banner placed on stage Size - 4'x10' max	X banner placed on event trailer Size - 3'x5' max	X banner in event area Size - 3'x5' max	
Included in all marketing material - Deadline 9/30/20	X	X		
Listed in Fun Times Catalog in event listing - Deadline 7/1/20	X			

**Electricity not available. Business is required to provide all items needed for their booth area (tables, chairs, etc.)



The City of The Colony is once again hosting the annual Christmas Spectacular Light Show starting on Saturday December 5th through Sunday, January 3rd at Central Fire Station #1. The Colony Christmas Spectacular light show at is choreographed to music and can be seen every evening from 5:30pm to 10:30pm Sunday-Thursday and 5:30pm to 10:50pm Friday and Saturday. Tune your radio to 99.9FM to enjoy the music. Estimated attendance: 8,000

The Colony Christmas Spectacular	Title \$2,500 (1)	Presenting \$1,000 (1)	Major \$250 (unlimited)	Support \$100 (unlimited)
Company listed on event website	X Large	X Medium	X Small	X Small
Sponsor acknowledgment read during announcements	X 3 times during length of show	X 2 times during length of show	X 1 time during length of show	
Company Banner posted at event - provided by sponsor	X banner placed at Fire Station Size - 2'x4' max	X banner placed at entrance to parking lot Size - 18"x24" max		
Included in all marketing material - Deadline 10/1/20	X	X		
Listed in Fun Times Catalog in event listing - Deadline 7/1/20	X			