

# DAFFODIL FESTIVAL SPONSORSHIP OPPORTUNITIES



## **Presenting Festival Sponsor - \$60,000.00**

- Only one sponsor allowed per year at this level.
- Recognized as presenting sponsor of the Grand Floral Daffodil Parade along with Daffodil Festival events.
- Sponsors name/logo listed on the Daffodil Festival website with link to your website
- Sponsors name/logo listed in advertising, banners, and in media as presenting sponsor
- VIP seating for 4 and recognition at Daffodil Festival events of choice including but not limited to: Promenade, Coronation, and Festival Weekend
- Up to two (2) representative(s) to ride in a vehicle in the Grand Floral Daffodil Parade

## **Daffodil Festival Limited Addition Theme Pin Sponsor**

- Up to 5,000 pins ordered.
- Sold in sponsorship levels of 500 pins each at \$500
- Logo/name placed on back of pin bag
- Theme design is pictured at right...



## **PIERCE TRANSIT DAFFODIL BUS SPONSOR**



## **Daffodil Bus Sponsor - \$6,000.00**

- One Pierce Transit bus is designed with professional graphics honoring our Daffodil heritage and advertises all Daffodil Festival dates. This design is changed every two years.
- The 'Daffodil Bus' is viewed by over 50,000 people monthly in Pierce County and travels multiple bus routes throughout the year
- Sponsors name/logo to be displayed on the bus, incorporated into the graphics
- VIP seating for 4 on the Daffodil Bus in the Grand Floral Daffodil Parade, April 10, 2010.
  - 2008 Daffodil Bus graphics.



- View additional pictures on our web site at [www.daffodilfestival.net](http://www.daffodilfestival.net)



## GRAND FLORAL STREET PARADE SPONSORS



The Daffodil Festival invites you to sponsor the Grand Floral Daffodil Parade in your favorite city! Each sponsorship level exists for each parade city along with multiple sponsors per level available. Sponsorship includes the following:

### TACOMA

### PUYALLUP

### SUMNER

### ORTING

#### **Diamond: (\$7,500.00)**

- Name/logo displayed on city banner hanging over street in sponsored city - logo not to exceed 2'x 2'. (Not available in Tacoma)
- Name/logo displayed on banner carried to open parade in sponsored city - logo not to exceed 2'x 2'.
- Allowed to have one entry in sponsored parade city (\*\* - see regulations)
- Website recognition with link to your website
- VIP seating for 4 and recognition at Festival Weekend Friday night dinner - 4/09/2010
- VIP parking during Grand Floral Daffodil Parade in sponsored parade city
- Permission to hand out merchandise to parade goers before the start of sponsored parade
- Sponsors name listed in advertising media where applicable

#### **Platinum: (\$5,000.00)**

- Name/logo displayed on city banner hanging over street in sponsored city - logo not to exceed 1.5'x 1.5'. (Not available in Tacoma)
- Name/logo displayed on banner carried to open parade in sponsored city - logo not to exceed 1.5'x 1.5'.
- Allowed to have one entry in sponsored parade (\*\* - see regulations)
- VIP parking during Grand Floral Daffodil Parade in sponsored parade city
- Permission to hand out merchandise to parade goers before the start of sponsored parade
- Website recognition with link to your website
- Sponsors name listed in advertising media where applicable

#### **Gold: (\$3,000.00)**

- Name/logo displayed on city banner hanging over street in sponsored city - logo not to exceed 1'x 1'. (Not available in Tacoma)
- Name/logo displayed on banner carried to open parade in sponsored city - logo not to exceed 1'x 1'.
- Website recognition with link to your website
- VIP parking during Grand Floral Daffodil Parade in sponsored parade city
- Permission to hand out merchandise to parade goers before the start of sponsored parade
- Sponsors name listed in advertising media where applicable

\*\* - all entries must meet parade guidelines and criteria as set forth in participation application and rules

### **On Site Sample Distribution**

**Your business or Corporation can have the right to distribute logo samples of your products to the parade spectators, within special instructions. (Fee is negotiable)**

## TRAVELING FLOAT SPONSOR

The Daffodil Festival Traveling Float as well as the tractor/trailer unit that hauls the float is seen by over one (1) million parade goers and general public as it travels to over 18 Pacific Northwest festivals and parades.

### **Diamond: (\$20,000.00)**

- Sponsors name/logo displayed on traveling float and parade banner as Major Sponsor
- Website recognition with link to your website
- Sponsors name listed in advertising media where applicable
- VIP participation of 4 volunteers to join float crew and Daffodilians at one out of town parade of choice, marching in parade and helping with the float.

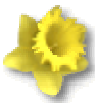
### **Platinum: (\$5,000.00)**

- Sponsors name/logo listed on parade banner as additional sponsor
- Website recognition with link to your website
- Sponsors name listed in advertising media where applicable
- VIP participation of 2 volunteers to join float crew and Daffodilians at one out of town parade of choice, marching in parade and helping with the float.

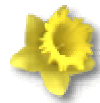
### **Gold: (\$2,500.00)**

- Sponsors name/logo listed on parade banner as additional sponsor
- Website recognition with link to your website
- Sponsors name listed in advertising media where applicable





## TRAVELING FLOAT TRACTOR/TRAILER SPONSOR



### **Diamond Sponsor: (\$25,000.00) – 3 year sponsor**

- Sponsors name/logo displayed on trailer – entire tailgate
- Website recognition with link to your website
- Sponsors name listed in advertising media where applicable

### **Platinum: (\$5,000.00) – 3 year sponsor**

- Sponsors name/logo displayed on trailer – at 5<sup>th</sup> wheel side panel
- Website recognition with link to your website

### **Gold: (\$2,500.00) – 3 year sponsor**

- Sponsors name displayed on trailer
- Website recognition with link to your website



 **QUEEN'S FLOAT SPONSOR** 

The Queen's Float travels through the Grand Floral Daffodil Parade in Tacoma, Puyallup, Sumner and Orting carrying the current royal court made up of one queen and 22 princesses.

**Diamond: (\$4,000.00)**

- Sponsors name/logo displayed on Queen's Float as Major Sponsor
- Sponsor recognized in parade script as primary sponsor (television in Tacoma and parade announcers in each city)
- Website recognition with link to your website
- VIP seating for 4 and recognition at Queen's Coronation.
- Sponsors name/logo displayed on full page in Queen's Coronation Program.

**Platinum: (\$3,000.00)**

- Sponsors name/logo listed on Queen's Float
- Website recognition with link to your website
- Sponsors name/logo displayed on half page in Queen's Coronation Program.

**Gold: (\$2,000.00)**

- Sponsors name listed on Queen's Float
- Website recognition with link to your website
- Sponsors name/logo displayed on half page in Queen's Coronation Program.

**(\$500)**

- Half page advertising in the Queen's Coronation Program





## EDUCATOR OF THE YEAR FLOAT



The Educators Float travels through the Grand Floral Daffodil Parade in Tacoma, Puyallup, Sumner and Orting carrying local high school teachers chosen by the Royal Court. Each Princess chooses a teacher from their high school to be honored by the Daffodil Festival.

### **Diamond: (\$4,000.00)**

- Sponsors name/logo displayed on Educators Float as Major Sponsor
- Sponsor recognized in parade script as major sponsor (television in Tacoma and parade announcers in each city)
- Website recognition with link to your website
- VIP seating for 2 and recognition at Royalty Promenade
- Sponsors name/logo listed in Promenade Program

### **Platinum: (\$3,000.00)**

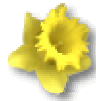
- Sponsors name/logo displayed on Educators Float as sponsor
- Website recognition with link to your website
- Sponsors name/logo listed in Promenade Program

### **Gold: (\$2,000.00)**

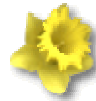
- Sponsors name displayed on Educators Float as sponsor
- Website recognition with link to your website
- Sponsors name listed in Promenade Program

### **Silver: (\$1,000.00)**

- Sponsors name listed on Website
- Sponsors name listed in Promenade Program



## **ROYALTY SPONSOR**



The Royal Court is made up of twenty-three young women who are high school seniors in Pierce County who are groomed and presented to all of Pierce County as ambassadors of goodwill, presenting our communities as a place to visit, attracting regional and national attention to the region.

**Royalty Sponsor - \$3,000.00 per Princess from each school**

**- \$5,000.00 for Queen Sponsor**

- Recognition at Princess appearances, Promenade and Queen's Coronation
- Website recognition with link to your website
- Guest appearance of sponsored Princess or Queen at business or event per approval of the Daffodil Festival Executive Board.
- Sponsorship covers the term of October 1, 2009 through September 30, 2010.

**Bethel High School  
Bonney Lake High School  
Cascade Christian High School  
Chief Leschi High School  
Clover Park High School  
Curtis High School  
Eatonville High School  
Emerald Ridge High School  
Fife High School  
Foss High School  
Franklin Pierce High School  
Graham Kapowsin High School**

**Lakes High School  
Lincoln High School  
Mount Tahoma High School  
Orting High School  
Puyallup High School  
Rogers High School  
Spanaway Lake High School  
Stadium High School  
Sumner High School  
Washington High School  
Wilson High School**





## FUNDRAISER SPONSORS



### **Royal Court Spaghetti Feed**, February 26<sup>th</sup>, Puyallup High School Cafeteria, 4-8pm:

#### **\$1,000** – Vendor Sponsor

- Name on tickets, table recognition – 2 tables, advertising media, website and newsletter recognition, promotional items given to each guest.

#### **\$500** – Table Sponsor (1)

- Table recognition - 1 table, advertising media, website and newsletter recognition, promotional items given to each guest.

### **Royal Court Princess Tea**, March 7<sup>th</sup>, Laurel Creek Manor, Sumner:

#### **\$1,000** – Vendor Sponsor

- Name on tickets, table recognition – 2 tables, advertising media, website and newsletter recognition, promotional items given to each guest.

#### **\$500** – Table Sponsor (1)

- Table recognition – 1 table, advertising media, website and newsletter recognition, promotional items given to each guest.



### **Tacoma Rainiers Daffodil Day**, April, 2010, Cheney Stadium, 7pm:

- Tickets are \$15.00 for general admission
- Price includes hot dog, pop and chips
- Raffle prizes to be awarded
- Groups of 20 or more receive reader-board recognition at ballpark
- Fireworks immediately following game

