

GRAPEVINE
PARKS & REC

2021 EVENTS PARTNER PROGRAM

EXPANDING OUR REACH TO THE COMMUNITY WITH YOUR HELP



WHY PARTNER WITH US?

The Grapevine Parks & Recreation Department has a specific mission:

TO ENHANCE THE QUALITY OF LIFE OF THE CITIZENS OF GRAPEVINE, THROUGH THE STEWARDSHIP OF OUR NATURAL RESOURCES AND THE RESPONSIVE PROVISION OF QUALITY LEISURE OPPORTUNITIES.

The Grapevine Parks & Recreation Department is proud to continue our Events Partnership Program, designed to align your message with over 750,000 people annually and help us expand the communication of our vision and goals to the community, but also to visitors that attend our community events and visit our parks and facilities.

The Grapevine Parks & Recreation Community Events mission is:

TO CREATE UNIQUE ALL-INCLUSIVE EVENTS FOR GRAPEVINE RESIDENTS AND SURROUNDING COMMUNITIES THAT ALLOW PATRONS INTENTIONAL TIME TOGETHER AS WELL AS AN ESCAPE FROM REALITY THROUGH FULL IMMERSION EXPERIENCES.

Our vision for this division is to take people out of their reality and provide them the opportunity for families to spend quality time together. We keep that goal at the forefront of our efforts for our residents and YOU can be a part of that.

OUR MISSION IS ABOUT THE COMMUNITY.



SUNSET LIVE! *at Meadowmere Park*

Take a trip down memory lane as we bring the sunset to life with some of the best classic live music hits featuring your favorite genres and decades each night. Whether you're looking for a relaxing family outing at the lake, or a tasteful date night, bring your picnic blanket and refreshments, and your best dance moves for a truly unique **two-day weekend** full of FREE live music at the lake at sunset. Food trucks and beverages will be available for purchase as well. Be sure to check out our kidzone too. Bands include: Vinyl Stripes (Rockabilly Surf Cover Band) and Live 80 Friday night and Chicago Tribute Authority (Chicago cover band) and The Diamond Project (Neil Diamond cover band)

Approximate attendance: 1500 per night; 3000 total for the weekend

Date: Friday, October 1 - Saturday, October 2, 2021

Time: 6:30 - 9:30pm, each night. Gates open at 5pm

Location: Meadowmere Park

Fee: \$30 per Social Square (up to 6 people per square) 335 squares total

Opportunity: Food/beverage vending, booth or activity space, various sponsorship levels, trading services/product space

Sponsorship Deadline: **August 10** to be included in the magazine. **September 6** to be included in social media campaign and print. **September 20** for partial social campaign.

SPONSORSHIP LEVEL	EXPO SPONSOR \$1000	PREMIER SPONSOR \$2000	PRESENTING SPONSOR \$3000
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Social Square Tickets (6 people per square)	1	2	4
Logo on website (with link)	✓	✓	✓
Social Media Mention	1	3	5
Verbal Recognition at Event	✗	✓	✓
Newsletter Mentions/Coupon on ticket	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Sunset Live! presented by..."	✗	✗	✓

*** Presenting Sponsor subject to dedicated digital posts and articles.



CAROL OF LIGHTS *(KICK-OFF CHRISTMAS CAPITAL OF TEXAS EVENT)*

Rediscover the magic of Christmas as we illuminate Historic Downtown Grapevine with our annual Carol of Lights show and street lighting on Monday, November 22 to kick off the Christmas Capital of Texas! Celebrate the Christmas spirit with live performances (including performances by Eclipse 6), a spectacle of lights, and breathtaking fireworks at City Hall beginning at 7:00pm. Show up early and embrace the greatest time of year with family-friendly activities such as taking photos with live reindeer, creating seasonal crafts and savoring tasty food vendors all beginning at 4:00 pm. Take advantage of our \$5 reserved seating, which allows you to enjoy all the food, fun and festivities knowing your seats will be waiting for you when it's show time! Free seating and standing room will also be available on a first-come, first-serve basis as well. **Approximate attendance:** 15,000 patrons from Grapevine and surrounding communities

Date: Monday, November 22, 2021 **Time:** 4:00 pm (activities begin) 7:00 pm (show begin) **Location:** City Hall, 200 S Main Street **Fee:** Free to the public | \$5 / reserved seat (optional)

Highlight: High social media presence and has top 5 news station coverage.

Opportunity: Food vending, booth/banner space and activity sponsoring, trade services/product, and presenting sponsor

Sponsorship Deadline: August 10 to be included in Go Grapevine magazine reaching 20,000 patrons. October 4 to be included in social media campaign and print. November 1 for all other

SPONSORSHIP LEVEL	EXPO SPONSOR \$2,500	PREMIER SPONSOR \$5,000	PRESENTING SPONSOR \$10,000
Banner on Event Site	✗	✓	✓
10 x 10 Activation Space at event	✓	✓	✓
Comp Tickets for reserved seating	4	6	10
Logo on website (with link)	Company link on Website	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
PR/Tickets/Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Carol of Lights, presented by..."	✗	✗	✓

SOCIAL MEDIA EXPOSURE TO
26K FOLLOWERS
FACEBOOK EVENT PAGE HAS
1.8K INTERESTED
WEBSITE VISITS:
150K PAGE VIEWS

*** Presenting Sponsor subject to dedicated digital posts and articles.



THANK YOU!

WE APPRECIATE YOUR PARTNERSHIP.

**WE CAN CUSTOMIZE
YOUR PARTNERSHIP!**

Lara Sundell

Community Events Supervisor

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