



Sponsorship Opportunities

REACH | SUPPORT | ENGAGE

Business/Organization Name:

Contact Name:

Phone:

Address:

E-mail:

Website:

Social Media Accounts (to tag):

Please Select Sponsorship Opportunities:

Superhero Social - Saturday, March 7

Presenting - \$500 Supporting - \$250 In Kind

Tiaras & Tea - Saturday, May 2

Presenting - \$500 Supporting - \$250

In Kind Donation

Daddy Daughter Dance - Saturday, April 11

Presenting - \$1,000 Tulip - \$500 Daisy - \$250

Covington Days Festival - July 18-19

Presenting - \$5,000 Gold - \$2,000 Silver - \$1,000 Bronze - \$500 Friend - \$250

Special Program or In Kind Donation:

Summer Concerts - Friday, July 24 & 31

Presenting - \$500 Supporting - \$250

Park Pop-Ups

Presenting - \$1,500 In Kind

Outdoor Family Movies - In The Park July 24, 31 & Aug 7, 14 OR Drive-Ins Sept 4, 11, 18 & 25

CLAIMED: Director \$1,500 Producer \$1,000 Leading Role \$500 Supporting Role \$250

Drive-Ins: Director \$1,500 Producer \$1,000 Leading Role \$500 Supporting Role \$250

KidsFest - August 8

Presenting \$2,500 Superhero \$1,000 Sidekick \$500 Friend \$250

Popcorn - \$150 per movie

Pickleball Tournament August 22-23

Presenting - \$1,000 Smash - \$500 Slice - \$250

Comments/Requests:

Family Fall Fest- Saturday, October 3

Presenting - \$1,500 Pumpkin Patch - \$1,000

Harvest Sponsor - \$250

Community Tree Lighting - Saturday, December 5

Presenting - \$1,500 Santa's Helper - \$500

Candy Cane - \$250

Total Commitment: _____

Make checks payable to: City of Covington
Please mail or drop donations to the address below.

Questions or Concerns? Contact Sarah Metcalf at 253-480-2429 or sarah.metcalf@covingtonwa.gov Forms may be submitted by email or in person to: Covington City Hall - Sarah Metcalf, 16720 SE 271st St #100 Covington, WA 98042



Sponsorship Opportunities

2026

REACH existing and potential consumers.

SUPPORT the community of your customers.

ENGAGE with an active local audience.



SPONSORSHIP: A WIN-WIN FOR EVERYONE!

By supporting and helping to fund community events in Covington, businesses and organizations gain exposure, brand awareness and good will for their brand. Partnering with the city on any of our signature events will help you differentiate yourself from competitors while at the same time publicly displaying your commitment to this community!

PROMOTIONAL HIGHLIGHTS

City Website - Experienced over 656,000 page views by 170,000 users in 2025.

Recreation Guide - Mailed to 17,000+ residents three times per year, provided electronically, and distributed at several locations in Covington.

Social Media - The City's Facebook Page has 14,000+ followers with a very high viewing and engagement rate. The City also has over 2,300 Twitter followers and over 1,500 Instagram followers.



**All dates of events are subject to change.*

Athletics | Pop-Ups | Covington Days | KidsFest | Concerts in the Park | Movies | Tree Lighting | And More

Athletics

Our growing athletics division has become a huge community draw. Partner with us as a sponsor on our youth athletic teams, leagues or Pickleball Tournament!

Pickleball Tournament **AUG. 22-23**

Our pickleball tournament is in its third year and nearly 200 participants regionally.

Slice Sponsor - \$250

- Name and link on event webpage
- Logo on printed materials (flyers, posters, sponsor banner)

Smash Sponsor - \$500

- Standard space to set up at event
- Mention on a city Facebook post
- Also includes all lower sponsor benefits

Ace Sponsor - \$1,000 (only one available)

- Sponsor name included in event title ("presented by")
- Company banner displayed at event
- Also includes all lower sponsor benefits



***For athletics sponsorship specifically, please reach out to natasha.tevis@covingtonwa.gov or 253.480.2428.**

YOUTH SPORTS TEAMS

More than 3,000 boys and girls age 2-15 participate in our youth sports leagues including baseball, soccer, flag football, volleyball and basketball. We rely on your financial assistance to ensure affordable registration and give everyone an opportunity to play.

Team Sponsorship - \$150 per team

- Available for basketball, spring soccer, baseball & volleyball
- Logo on front of team t-shirts
- Sponsorship thank you with team photo
- Discounts available for sponsoring multiple teams

Banner Sponsorship - \$150

- Available for all seasons
- Name/logo on game day banner
- Name/logo on team website

Game Day or Picture Day Vendor/Sponsor - \$250

- Company banner displayed on site (max 4'x6')
- One standard 10'x10' space on site
- Name/Logo on main sponsor banner
- May hand out free items and promotional materials

Season Package Sponsor - \$500

- Combines all levels of sponsorship for one great deal!
- Team sponsorship perks
- Banner sponsorship perks
- Game/Picture Day sponsorship perks

Seahorse Swim Team

Each summer, around 100 youth of all skills and levels come together to form the Seahorse Swim Team! Become a team sponsor and support these swimmers!

Lil' Fry - \$250

- Name and link on event webpage
- Logo on sponsor signs at event

Make a Splash - \$500

- Logo on all printed materials
- Mention on a city Facebook post
- Also includes lower benefits



For aquatics sponsorship, contact llabosky@covingtonwa.gov or 253.480.2480.

Superhero Social **MARCH 7**



This fun parent-child event brings all the favorite superheroes to one place! We need some great sponsors who can help make this event even more amazing by providing funds or items like refreshments, photos, crafts, etc.!

In-Kind Sponsor - Donation

- Name and link on event webpage and mention in city FB post
- Logo on table tents and sponsor banner

Supporting Sponsor - \$250

- Verbal recognition at event
- Logo on all materials

Presenting Sponsor - \$500 **only one*

- Name/logo in title on all materials
- Sponsored post on city's FB page
- Includes all lower sponsor benefits

KARMA THE MASCOT

Sponsor one of the coolest mascots around! Karma the Chameleon serves as Covington's Ambassador to promote our family-friendly nature and spread positive vibes at city events. Be Karma's sponsor for the summer and help Karma make appearances at summer festivals and events. If you are interested in learning more about sponsoring Karma, contact us! This sponsorship requires a sponsor fee as well as in-kind donation of staffing and time. The sponsor will be directly involved in Karma appearances. **Only one available.*



Daddy Daughter Dance **APRIL 11**



Father figures and daughters enjoy a special evening with refreshments, a dance contest, DJ, a professional photographer, and loads of fun! This event is ticketed with an average of 300-400 attendees and sponsors help keep the costs low!

Daisy Sponsor - \$250

- Name and link on event webpage
- Logo on sponsor signs at event

Tulip Sponsor - \$500

- Logo on all printed materials
- Mention on a city Facebook post
- Also includes lower benefits

Presenting Rose - \$1,000

- Sponsored Facebook post
- Company banner displayed at event
- Verbal shout out by the DJ
- Also includes all lower benefits

***To sponsor any special event, contact: Sarah Metcalf at sarah.metcalf@covingtonwa.gov or 253.480.2429.**

Tiaras & Tea

MAY 2

This fun mother-daughter event sold out in 2024! We need some great sponsors who can help make this event amazing by providing funds or items like floral, refreshments, dessert, photos, etc.!

In-Kind Sponsor - Donation

- Name and link on event webpage and mention in city FB post
- Logo on table tents and sponsor banner

Supporting Sponsor - \$500

- Verbal recognition at event
- Logo on all materials

Presenting Sponsor - \$500 **only one*

- Name/logo in title on all materials
- Sponsored post on city's FB page
- Includes all lower sponsor benefits



Park Pop-Ups

THROUGHOUT SUMMER

Join us in bringing free fun to the community one day each week at a different park during summer, including arts and crafts and water play on hot days! We are looking for sponsors to donate materials for activities and refreshments or funds to purchase them.



In-Kind Sponsor - Donation

- Name and link on event webpage and mention in city FB post
- Logo on signage at pop-up that donations are being used for

Presenting Sponsor - \$1,000

- Sponsored post on city's FB page
- Logo and listed as "presented by" on all materials
- Included on signage at all pop-up events through the season
- "Presented by" magnet on parks and recreation van during the park pop-up season
- Also includes all lower sponsor benefits

Summer Concerts In The Park

JULY 24 & 31

The Summer Concerts on the lawn at Covington Community Park have attracted up to 550 attendees!

Supporting Sponsor - \$250 per concert

- Name and link on event webpage and mention in city FB post
- Booth space to set up at concert
- Company banner can be displayed on site (4'x6' max size)
- Verbal recognition on stage
- Logo on all materials (flyers, posters and ads)

Presenting Sponsor - \$1,000 (only one available)

- Sponsor name included under event title ("presented by")
- Name/logo displayed on three intersection event signs
- Company banner displayed on stage (up to 16' long)
- Speaking opportunity prior to the beginning of concert
- Sponsored post on city's FB page
- Also includes all lower sponsor benefits

Covington Days Festival

**COVINGTON DAYS
FESTIVAL**

JULY 18-19

This two-day summer festival is the largest community event in Covington! Around 9,000 attendees enjoy the parade, live acts, food, watermelon eating contest, booths, kids zone, and more. All sponsorship levels also include all lower level benefits.

Friend of the Festival- \$250

- Name and link on festival sponsor webpage
- Mention in a festival Facebook page post (1x)

Bronze Sponsor - \$500

- Logo on all printed materials (flyers, posters)
- Verbal recognition on main stage
- Logo on sponsor signs/banners at festival

Silver Sponsor - \$1,000

- 10' x 10' vendor booth space at festival
- Logo on all sponsor signs/banners at festival
- Verbal recognition by parade announcer
- Sponsored post on festival FB page

Gold Sponsor - \$2,000

- Logo on table tents by food/stage
- Company banner displayed at event
- Web banner ad on festival webpage
- Logo on festival FB page header
- Mentions on main City FB page and Twitter
- Complimentary Kids Zone Bracelets (5x)

*\$1,000 & above
includes a
booth space!*

Platinum Presenting Sponsor - \$5,000 (only one)

- Name in festival logo/title on all marketing
- Speak on stage during festival welcome/awards
- Logo on city's large event signs at three intersections
- Logo on rotating homepage graphic of City website
- Be a parade & Watermelon Eating Contest judge
- Promo video (provided by sponsor) on festival FB page
- Complimentary Kids Zone Bracelets (10x)

In-kind Opportunities - Donations

Covington Days is in need of donations/trades of goods, services and manpower, too! If you don't have cash to give, please consider helping the festival by becoming an in-kind sponsor. We can use help with prizes, printing services, gift cards, volunteers, food, advertising, and much more!

Program-Specific Sponsorships - \$250-\$1,000

We have a variety of sponsorship options for the festival's individual events and programs. These sponsors will receive special recognition on all marketing materials associated with that event or program.

- Entertainment Sponsor - \$1,000
- Kids Zone Sponsor - \$1,000
- Volunteer Sponsor - \$500
- Receptacle Sponsor - \$250
- Ice Cream Cart Sponsor - \$500
- Festival T-shirts - \$500
- Kids Activity Sponsor - \$500
- Watermelon Eating Contest Sponsor - \$500

To sponsor any of our special events, please contact:
Sarah Metcalf at sarah.metcalf@covingtonwa.gov
or 253.480.2429.

Outdoor Family Movies



IN THE PARK - JULY 24, 31 & AUG 7, 14

CLAIMED

DRIVE-IN MOVIES - SEPT 4, 11, 18 & 25

We offer two separate movie series -- In the Park movies located at Covington Community Park and Drive-In Movies are located at Town Center Lawn. Our movies attract 200-300 attendees! Prices are per series. All sponsorship levels also include all lower level benefits.

Popcorn Sponsor - \$150 per movie

- Logo on popcorn bags
- Assist with popping/handing out during event

Supporting Actor - \$250

- Logo on all printed materials (flyers and posters)
- Name and link on event webpage & mention on a city Facebook post

Leading Actor - \$500

- Standard space to set up at one movie night of chosen series
- Company banner displayed at one movie night of chosen series (4'x6' max)

Producer - \$1,000

- Standard space to set up during chosen series
- Company banner at chosen series (4'x6' max)
- On screen commercial slot before movie at chosen series

Director - \$1,500 (only one available)

- Sponsor name included under event title ("presented by")
- Name or logo displayed on three large intersection event signs
- Speaking opportunity at all four movie nights of chosen series
- Premium space to set up at all four movie nights of chosen series
- Company banner at all four movie nights of chosen series (up to 16' max)
- Sponsored post on city's FB page



AUG. 8

This free event attracts about 5,000 attendees and includes kid-focused vendor booths* that offer free kid's activities, resources for parents, mascot appearances, inflatables, music and more! It's for the kids but is a perfect way to reach out to parents, too!

Friend of the Fest - \$250

- Name and link on event webpage
- Logo on sponsor signs at event

Sidekick Sponsor - \$500

- Logo on all printed materials
- Mention on a city Facebook post
- Also includes lower benefits

Superhero Sponsor - \$1,000

- Sponsored Facebook post
- Company banner displayed at event
- Also includes all lower benefits

Presenting Sponsor - \$2,500 (only one available)

- Sponsor name under event title ("presented by")
- Name or logo on three large intersection event signs
- Staff assistance unloading supplies for booth
- Also includes all lower benefits

**Booth space at KidsFest is free of charge and must offer a free kids activity during the event. Selling items at your booth is not permitted at KidsFest.*



Family Fall Fest

OCT. 3

This event helps kick off the fall season and includes fun activities like a free pumpkin patch, fall photo backdrop, fall-themed vendors, games and activities and more.

Harvest Sponsor - \$250

- Logo on printed materials (flyers, posters, sponsor banner)
- Mention on city's Facebook page

Pumpkin Patch Sponsor - \$1,000

- Name and link on event webpage
- Sponsored post on city's Facebook page
- Also includes all lower sponsor benefits

Presenting Sponsor - \$1,500 (only one)

- Sponsor name in event title
- Name or logo on event sign board
- Company banner displayed on site
- Also includes all lower sponsor benefits

Community Tree Lighting

DEC. 5

Hundreds of community members celebrate the season at our annual tree lighting event which includes live entertainment, kids craft activities, hot cocoa, cider, cookies, Santa and more!



Candy Cane - \$250

- Standard space to set up at tree lighting event (*must provide kid-friendly holiday activity at booth)
- Logo on printed materials (flyers, posters, sponsor banner)
- Mention on city's Facebook page

Santa's Helper - \$500

- Name and link on event webpage
- Sponsored post on city's Facebook page
- Verbal recognition on stage
- Also includes all lower sponsor benefits

Presenting Sponsor - \$1,500 (only one available)

- Sponsor name in event title ("presented by")
- Name or logo on three large intersection signs
- Company banner displayed on stage
- Speaking opportunity on stage & help light tree!
- Also includes all lower sponsor benefits

Have other great ideas? Feel free to reach out to us if you have other ideas for non-traditional sponsorship. We would love to discuss options to improve our events and start a great partnership!

*To sponsor any special event, contact: Sarah Metcalf at sarah.metcalf@covingtonwa.gov or 253.480.2429.