



2026
CITY OF FIFE
SPONSORSHIP
GUIDE

Connecting Businesses to Community Impact



DIRECTOR'S MESSAGE AND OUR MISSION



Connecting Businesses to Community Impact



Megan Jendrick
Assistant City
Manager/
Parks, Recreation &
Aquatics Director

The City of Fife is proud to host a wide range of events and programs that bring our community together. These moments strengthen the quality of life we all enjoy, and they are made possible through strong partnerships with local businesses, organizations, and community supporters like you.

Our 2026 sponsorship program is built around a simple idea: Connecting Businesses to Community Impact. When you choose to partner with us, you are not just supporting an event. You are investing in meaningful experiences for thousands of residents while creating valuable visibility for your brand. Sponsorship offers direct access to the community where you live, work, and serve, along with extended recognition across digital, print, and social media channels. Your support continues to make an impact long after the event ends.

This guide highlights a range of sponsorship opportunities designed to meet different goals and budgets. If you do not see an option that fits your vision, we are happy to collaborate on a customized partnership that aligns with your organization's mission.

Thank you for considering a sponsorship with the City of Fife. Together, we can create lasting community impact and ensure our events remain welcoming, memorable, and meaningful for all.

A handwritten signature in black ink that reads 'Megan Jendrick'.

Fife Parks, Recreation and Aquatics Mission



To serve the entire community. To be a provider of local and regional recreation opportunities. We—our staff, citizens and volunteers—build a healthier community through quality recreational and social programs, parks and facilities.

2026 EVENT OVERVIEW

FEB. 11	FIFE'S BIRTHDAY & VENUE OPEN HOUSE Dacca Barn & Fife Community Center 6 - 8 p.m.
APRIL 4	SPRING FESTIVAL Dacca Park 10 a.m. - 12 p.m.
APRIL 25	PARKS APPRECIATION DAY Location TBA 10 a.m. - 12 p.m.
JUNE 13	PRIDE BINGO AND DRAG SHOW Fife Community Center 7 - 10 p.m.
JULY 7- 28	MUSIC IN THE PARK Dacca Park 6:30 p.m.
AUG. 19	TOUCH - A - TRUCK Dacca Park 4 - 7 p.m.
AUG. 28	SUMMER BASH & MOVIE IN THE PARK Dacca Park 6 p.m. Movie starts at Dusk
OCT. 3	HARVEST FESTIVAL Dacca Park 10 a.m. - 4 p.m.
DEC. 1	TREE LIGHTING City Hall 6 p.m.
DEC. 5	BREAKFAST WITH SANTA Fife Community Center 10 a.m. - 12 p.m.

FIFE'S BIRTHDAY PARTY & VENUE OPEN HOUSE

FEBRUARY 11 | 6 - 8 P.M. | FIFE COMMUNITY CENTER AND DACCA BARN

Event attendees: Up to 100

Target audience: Event planners and potential renters

Ticket fee: Free

Event description: Explore the Fife Community Center and Dacca Barn at our Venue Open House! Whether you're planning a wedding, birthday party, or corporate event, this is your chance to tour our facilities, learn about rental options, and get inspired for your next gathering.



TITLE SPONSOR - \$500*

As the Title Sponsor, your business name will appear after our event title on publications name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event

SUPPORTING SPONSOR - \$250*

As a Supporting Sponsor, you will help support an activity at our event. Your name will appear on a sign, next to that activity (e.g. Photo Booth sponsored by Your Business). In addition, you will receive:

- Mention at the event as the supporting sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event

*in-kind sponsorship opportunities available



SPRING FESTIVAL

APRIL 4 | 10 A.M. - 12 P.M. | DACCA PARK | 2820 54TH AVE E

Event attendees: Up to 1,700

Target audience: Families with children

Ticket fee: Free

Event description: Join us for a fun-filled day for all ages! The highlight is our egg hunt at 10 a.m. for kids 0-12. Enjoy a giant slide, bounce house, Easter Bunny photo op, balloon and airbrush artists, local vendors, and delicious treats from food trucks. There is something for everyone!



TITLE SPONSOR - \$1,500

As the Title Sponsor, your business name will appear after our event title on publications (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event



SUPPORTING SPONSOR - \$750

As a Supporting Sponsor, you will help support an activity at our event. Your name will appear on a sign, next to that activity (e.g. Bounce House or Face Paint sponsored by Your Business). In addition, you will receive:

- Mention at the event as the activity sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event

PRIZE SPONSOR

Egg hunt winners receive baskets filled with fun prizes for kids ages 0-12 years old. As a Prize Basket Sponsor, you will have your business name listed at the prize basket booth and on our event webpage (e.g. Thank you to our Basket Sponsors: Your Business Name).



PARKS APPRECIATION DAY

APRIL 25 | 9 A.M. - 12 P.M. | LOCATION TBA

Event attendees: Up to 50

Target audience: Volunteers

Ticket fee: Free

Event description: Parks Appreciation Day provides the opportunity to volunteer in one of our local parks. Community members can contribute their time and efforts to clean up, plant trees, maintain trails, and enhance the overall beauty and functionality of these cherished outdoor spaces.



TITLE & GLOVE SPONSOR - \$750

As the Title Sponsor, your business name will appear after our event title on publications (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event

LUNCH SPONSOR \$500

Part of the event is that we supply a light meal as a thank you. You will be featured as the one helping to sponsor and pay for this meal.:

- Mention at the event as the activity sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event



PRIDE IN FIFE

JUNE 13 | 7 - 10 P.M. | COMMUNITY CENTER | 2111 54TH AVE E

Event attendees: up to 150

Target audience: Adults 21+

Ticket fee: \$25

Event description: Celebrate Pride in Fife at our 4th annual Pride Bingo event, a 21+ night of fun and entertainment! Enjoy two fabulous drag shows, lively performances, and thrilling bingo games with exciting prizes. Don't miss this unforgettable celebration of love, inclusivity, and community!



TITLE SPONSOR - \$750

As the Title Sponsor, your business name will appear after our event title on publications (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event

SUPPORTING SPONSOR - \$350

As a Supporting Sponsor, you will help support an activity at our event. Your name will appear on a sign, next to that activity (e.g. Photo Booth sponsored by Your Business). In addition, you will receive:

- Mention at the event as the activity sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event



BINGO PRIZE SPONSOR - IN-KIND DONATION \$50+

There will be several rounds of bingo. As a Bingo Prize Sponsor, your business name will be mentioned as the prize is announced to the winner.

MUSIC IN THE PARK

TUESDAYS IN JULY (JULY 7, 14, 21, 28) | 6:30 - 8 P.M. | DACCA PARK

Event attendees: Up to 400 per event

Target audience: Everyone

Ticket fee: Free

Event description: We bring the live bands and you bring your lawn chair! Each week will be a different theme as we go through the summer evenings entertaining you with a variety of live and local bands!



TITLE SPONSOR - \$2,750 (ALL FOUR CONCERTS)

As the Title Sponsor, your business name will appear after our event title in all publications after the event name (e.g. Event Name sponsored by Your Business). Secure a whole summer of advertising. In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the events (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event



OCCUPATIONAL MEDICAL
CLINIC OF TACOMA



TOUCH-A-TRUCK

AUGUST 19 | 4 - 7 P.M. | DACCA PARK | 2820 54TH AVE E

Event attendees: Up to 500

Target audience: Families with children

Ticket fee: Free

Event description: Does your child love trucks and large vehicles? Then check out the City of Fife's Touch-a-Truck event! This free, fun and family-friendly event is where the young and the young at heart will be able to climb, run around, sit in and even honk the horns of trucks and large vehicles seen throughout the city.



TITLE SPONSOR - \$750

As the Title Sponsor, your business name will appear after our event title on publications after the event name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event



SUMMER BASH & MOVIE IN THE PARK

AUGUST 28 | 6 P.M. | DACCA PARK | 2820 54TH AVE E

Event attendees: Up to 400

Target audience: Everyone

Ticket fee: Free

Event description: End summer with a family fun night at Dacca Park. Enjoy bounce houses, games, face painters and more, then wrap up the evening with a movie under the stars on a giant outdoor screen.



TITLE SPONSOR - \$750

As the Title Sponsor, your business name will appear after our event title on publications after the event name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for to provide banners and brochures at the event
- Opportunity for a vendor table at the event



HARVEST FESTIVAL

OCTOBER 3 | 10 A.M. - 4 P.M. | DACCA PARK | 2820 54TH AVE E

Event attendees: Up to 6,000

Target audience: Everyone

Ticket fee: Free

Event description: Since 2005, the Fife Harvest Festival has grown to become the largest community celebration in Fife. The Harvest Festival hosts all kinds of arts, crafts, foods, performances, and vendors, and is fun for all ages. Offering free activities and our ever popular roasted corn served by Fife City Council members!



TITLE SPONSOR - \$8,000

As the Title Sponsor, your business name will appear after our event title on publications after the event name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a 10x20 vendor booth at the event

HOST SPONSOR - \$5,000

As a Host Sponsor, you will help support an area of the Harvest Festival. Your name will appear on a sign next to that area (e.g. Stage sponsored by Your Business). In addition, you will receive:

- Mention at the event as the area sponsor
- Mention on our event webpage as the area sponsor
- Mention on social media posts about the area at the event (reach up to 4.3k)
- Opportunity for a 10x10 booth at the event



SUPPORTING SPONSOR - \$2,500

There are dozens of free activities for the community at Harvest Festival. As a Supporting Sponsor, you will help support one of these activities. You will get mentioned at the activity (e.g. Wagon Rides sponsored by Your Company Name), as well as mentioned for the activity on our website.

CITY HALL TREE LIGHTING

DECEMBER 1 | 6 - 7 P.M. | CITY HALL | 5411 23RD ST E

Event attendees: Up to 250

Target audience: Everyone

Ticket fee: Free

Event description: Our annual City Hall Tree Lighting event brings people together to help kick off the holiday season. We have hot cocoa, cookies, a visit from Santa and even a magical flurry of snow!



TITLE SPONSOR - \$500

As the Title Sponsor, your business name will appear after our event title on publications after the event name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.3k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event

SUPPORTING SPONSOR - \$250

As a Supporting Sponsor, you will help support an activity at our event. Your name will appear on a sign, next to that activity (e.g. Hot Cocoa Booth sponsored by Your Business). In addition, you will receive:

- Mention at the event as the activity sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event



BREAKFAST WITH SANTA

DECEMBER 5 | 10 A.M. - 12 P.M. | COMMUNITY CENTER | 2111 54TH AVE E

Event attendees: 175

Target audience: Families

Ticket fee: \$18

Event description: Breakfast with Santa is a fun and unique experience to celebrate the holidays! Santa and Mrs. Claus make their way around to greet the children as they eat a delicious breakfast. Enjoy festive fun and take pictures with the big man himself!



TITLE SPONSOR - \$750

As the Title Sponsor, your business name will appear after our event title on publications after the event name (e.g. Event Name sponsored by Your Business). In addition, you will receive:

- Title listing on our event webpage with a link to your webpage
- Mention at the event as our title sponsor
- Mention in our digital newsletter (reach up to 10k)
- Mention in social media posts about the event (reach up to 4.1k)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors per day)
- Opportunity for banners and brochures at the event
- Opportunity for a vendor table at the event

SUPPORTING SPONSOR - \$350

As a Supporting Sponsor, you will help support an activity at our event. Your name will appear on a sign, next to that activity (e.g. Hot Cocoa Booth sponsored by Your Business). In addition, you will receive:

- Mention at the event as the activity sponsor
- Mention on our event webpage as a supporting sponsor
- Mention on social media post about the activity at the event (reach up to 4.3k)
- Opportunity for a vendor table at the event



THE OLD CANNERY SPLASH PAD AT COLBURN PARK



BUY A BRICK

A wonderful way to advertise and promote your business or organization in our Community.

Phone numbers, advertisements, slogans, websites and business names are permitted for this option.

Bricks will be installed annually.



**City of Fife
Splash pad
Buy a Brick Program
at Colburn Park
Purchase yours now!**



Sponsor a Spot Families Love Cabana Naming Rights

The Fife Community Splash Pad, located just outside the Fife Aquatic Center in Colburn Park, is a vibrant outdoor destination for families and visitors. Featuring 15 exciting water amenities, shaded cabanas for relaxation, restrooms, and a convenient concession stand, it's the perfect spot to cool off and enjoy summer fun in the heart of the community.

CABANA NAMING RIGHTS BENEFITS:

- Naming rights agreement range from 5-10 years and range in price from \$5,000 - \$5,850 annually
- Naming rights listing on the splash pad landing page with a link to your business
- Plaque at the splash pad with a QR code that showcases the business
- Mention in at least 1 digital newsletter annually (reach up to 10k each)
- Mention in at least 3 social media posts annually (reach up to 4.3k each)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined this reaches up to 500 visitors daily)
- Press release highlighting the interior feature business name and partnership
- Opportunity to speak at the park Ribbon Cutting event
- Business name mentioned any time the interior feature is referenced by the city

For more information contact mjendrick@fifewa.gov

Your Name on the Future of Inclusive Play



Playground at Colburn Park Naming Rights

The future inclusive playground at Colburn Park represents the next exciting phase of the park's transformation. Located beside the popular splash pad and Fife Aquatic Center, this will be Fife's first fully inclusive playground, designed so children of all abilities can play, explore, and connect together. Naming rights for this destination playground offer your organization a meaningful opportunity to support accessibility, outdoor play, and community well-being while gaining visibility with thousands of local families who will visit for everyday play, celebrations, and memories for years to come.

NAMING RIGHTS BENEFITS:

- As the naming rights sponsor, your business name will appear any time the inclusive playground is mentioned in publications (e.g. Your Business, Inclusive Playground at Colburn Park). Naming rights can range from 5–10- year agreements and range in price from \$25,000 to \$30,000 annually. In addition, you will receive:
- Naming rights listing on the Colburn Park landing page with a link to your business
- Plaque at the splash pad with a QR code that showcases the business
- Mention in at least 4 digital newsletters annually (reach up to 10k each)
- Mention in at least 10 social media posts annually (reach up to 4.3k each)
- Mention on lobby TVs at the Fife Community Center and Fife Aquatic Center (combined, this reaches up to 500 visitors daily)
- Press release highlighting the interior feature, business name, and partnership
- Opportunity to speak at the park Ribbon Cutting event
- Business name mentioned any time the interior feature is referenced by the city

For more information contact mjendrick@fifewa.gov

BUY A BENCH OR TABLE

VARIOUS FIFE PARKS



The City of Fife Bench and Table Donation Program offers individuals, families, and businesses a unique way to enhance our parks while making a meaningful contribution to the community. By dedicating a bench or table, participants can create a lasting tribute in honor or memory of a loved one, leaving a legacy that brings comfort, rest, and enjoyment to countless visitors.

Each bench or table features a personalized plaque with a QR code, linking to a digital story that allows donors to share cherished memories, photos, and captions about the honoree. The plaque also includes a customized message, offering a special way to express sentiments and celebrate a loved one's life.

Why Participate?

- **Create a Lasting Tribute:** Dedicate a bench or table that reflects your connection to the community and leaves a legacy for future generations.
- **Share Your Story:** The QR plaque provides a unique platform to share photos, stories, and memories of the person being honored.
- **Enhance Public Spaces:** Your dedication contributes to the beauty and functionality of Fife's parks, creating welcoming spaces for everyone to enjoy.

Donation amount: \$1,750

Learn more: <https://app.seemylegacy.com/communityfullview/recWsPPMXAzRsTgQp>

HIT A HOME RUN FOR YOUR BRAND



Dacca Park Ballfield Naming Rights

Step up to the plate and put your brand front and center at one of the region's most active youth sports destinations. Naming rights for Dacca Park's baseball fields give your company year-round exposure to thousands of families, athletes, and coaches while showing your commitment to youth, teamwork, and healthy activity.

BALLFIELD NAMING RIGHTS BENEFITS:

- The company's name will appear in online schedules, tournament brackets, mobile apps (1k+ downloads), and possibly printed materials, getting repeated exposure to thousands of families, coaches, and athletes.
- Prominent physical signage at the field in place of the current "field #" sign
- Advertisement for the field in our annual Dacca Park field rental policy packet (posted online)
- Recognition on our Dacca Park webpage
- Youth sports attract families with disposable income - ideal for businesses like financial services, healthcare, real estate, restaurants, auto dealerships and insurance.
- Families return weekend after weekend. Seeing the brand again and again.
- Companies are seen as supporters of youth, teamwork, and healthy activity, which enhances their reputation.
- Could provide booth or vendor space during tournaments.

Costs:

- \$15k per field.
- Two fields for \$27k (10% discount), three fields for \$38k (~15% discount) and all four for \$48k (20% discount).
- 5-year minimum commitment

For more information contact mjendrick@fifewa.gov

LET'S WORK TOGETHER



Fife Community Center
2111 54th Ave E
Fife, WA 98424
(253) 922-0900
events@fifewa.gov

Why sponsor City of Fife events?

- **Community Engagement:** Strengthen your ties with the local community.
- **Brand Visibility:** Showcase your brand at highly attended events.
- **Positive Impact:** Contribute to the vibrancy and success of Fife's events.
- **Tailored Packages:** Choose a sponsorship level that aligns with your goals.
- **Memorable Experiences:** Be part of creating unforgettable moments for Fife residents.

Take a look through these sponsorship opportunities. Don't see a level that works for you? No problem. Customized and in-kind partnerships can be designed to meet all of your individual and corporate needs.