



2017

Sponsorship

Opportunities

Clean Up Day
July 3rd Fireworks & Beach Party
Kings Beach Snowfest Parade
Music on the Beach
Passport to Dining

Kings Beach Snowfest Parade

Annually the first Saturday in March - March 11, 2017, 11:30a-12:30p

Highway 28 from Secline to Coon Street in Kings Beach

Estimated Attendance: 1,000 – *estimated 90% residents, 10% visitors*



Title Sponsorship: \$500

1. Your prominent color logo on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Dedicated NTBA event webpage live year-round and promoted on homepage mid Feb.-mid March
 - c. NTBA's online event calendar listing
 - d. Event flyer (50 distributed throughout Kings Beach two weeks prior to event)
 - e. NTBA Facebook event cover page from mid Feb. - mid March
2. Your business name listed:
 - a. In NTBA's e-newsletter article(s) about the event
 - b. On two vertical banners at the announcing area at the Bear Street roundabout in Kings Beach
3. Complimentary parade entry fee
4. At least three (3) mentions/recognition by emcee from parade announcing stand

Spirit Sponsorship: \$300

1. Your color logo on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Event flyer (50 distributed throughout Kings Beach two weeks prior to event)
2. Your business name listed:
 - a. On dedicated NTBA event webpage live year-round and promoted on homepage mid Feb.-mid March
 - b. On NTBA's online event calendar listing
 - c. In NTBA's e-newsletter article(s) about the event
 - d. On two vertical banners at the announcing area at the Bear Street roundabout in Kings Beach
3. Complimentary parade entry fee
4. At least two (2) mentions/recognition by emcee from parade announcing stand

Parade Sponsorship: \$150

1. Business name listed on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Dedicated NTBA event webpage live year-round and promoted from homepage mid Feb.-mid March
 - c. In NTBA's e-newsletter article(s) about the event
 - d. On two vertical banners at the announcing area at the Bear Street roundabout in Kings Beach
2. Complimentary parade entry fee
3. At least two (2) mentions/recognition by emcee from parade announcing stand

Community Clean Up Day

Annually the first Saturday in June - June 3, 2017, 9am-1pm

Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay

Estimated Attendance: 150 – *estimated 100% resident participation*



Sparkling Sponsorship: \$500

1. Prominent color logo on:
 - a. 2 vertical banners at registration area
 - b. Posters (100 distributed Carnelian Bay to Crystal Bay)
 - c. Dedicated NTBA event webpage; live year-round and promoted on homepage May - early June
 - d. NTBA's online event calendar listing
 - e. NTBA Facebook event cover page from May - mid June
2. Business name listed:
 - a. As a Sponsor in NTBA E-Newsletter article(s) about event
 - b. As a Sponsor in NTBA press release(s) about event

Community Pride Sponsorship: \$250

1. Color logo on:
 - a. 2 vertical banners at registration area
 - b. Posters (100 distributed Carnelian Bay to Crystal Bay)
 - c. Dedicated NTBA event webpage; live year-round and promoted on homepage May - early June
 - d. NTBA's online event calendar listing
2. Business name listed:
 - a. As a Sponsor in NTBA E-Newsletter article(s) about event
 - b. As a Sponsor in NTBA press release(s) about event

Clean Up Day Sponsorship: \$150

1. Color logo on:
 - a. Dedicated NTBA event webpage; live year-round and promoted on homepage May - early June
 - b. NTBA's online event calendar listing
2. Business name listed:
 - a. On posters (100 printed and distributed from Carnelian Bay to Crystal Bay)
 - b. On 2 vertical banners at registration area
 - c. As a Sponsor in NTBA E-Newsletter articles about event

Music on the Beach

Fridays, 6:00-8:30pm, Kings Beach State Recreation Area

9-week free concert series June 30 – Sept. 1, 2017 (excluding August 11)

Estimated Attendance: 550/concert, 5000/series – *estimate 56% resident, 44% visitors*



Series Sponsorship: \$1,500 in cash or \$3,000 in in-kind product or services

1. Your prominent color logo on:
 - a. 3' x 10' banner at the Coon Street roundabout; displayed mid June – late August
 - b. 3' x 10' banner that is displayed at the venue behind the stage from approximately 3-9pm each concert (9)
 - c. Posters (150 distributed throughout North Lake Tahoe and Truckee starting early June)
 - d. Rack Cards (2,000 printed and distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - e. Print advertisements ran in publications distributed regionally
 - f. Dedicated NTBA event webpage; live year-round and promoted on homepage from early June through early August
 - g. NTBA's online event calendar listings (9)
 - h. Music on the Beach Facebook event cover page June - late August
2. Your business name listed:
 - a. On two vertical banners displayed at each concert (9) on each side of the stage
 - b. As a series sponsor in NTBA E-Newsletter article(s) about event
 - c. As a series sponsor in NTBA press release(s) about event
3. At-Concert Benefits:
 - a. Announced as a series sponsor twice (2) by emcee at each concert (9)
 - b. Opportunity to set up a booth (up to 10'x10') at up to two (2) concerts upon approval
 - c. Opportunity to have representative informally interact with event attendees
 - d. Opportunity to have representative distribute promotional materials and/or giveaways to attendees at each concert (9 concerts); must be pre-approved

Concert Sponsorship: \$600 each or \$850 to co-sponsor (\$425/each)

1. Your color logo on:
 - a. The bottom of 3' x 10' banner at the at the Coon Street roundabout; displayed (mid June – late August)
 - b. Bottom of posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
 - c. Rack Cards (2,000 distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - d. Print advertisements ran in publications distributed regionally
 - e. Dedicated NTBA event webpage; live year-round
 - i. <http://www.northtahoebusiness.org/music-on-the-beach/>
 - f. NTBA's online event calendar listings (9)

2. Your business name listed:
 - a. On two vertical banners displayed at each concert (9) on each side of the stage
 - b. As concert sponsor under the band and concert date on posters
 - c. As concert sponsor in NTBA E-Newsletter article(s) about event
 - d. As sponsor in NTBA press release(s) about event
3. At-Concert Benefits:
 - a. Business name thanked by emcee at least two (2) times over PA system at the concert
 - b. Opportunity to set up a booth (up to 10'x10'), distribute promo item(s) or make announcement at concert at one (1) concert date
 - c. Opportunity to donate prize(s) to be used for audience survey incentive, which will include at least two (2) mentions of sponsor name by emcee at each concert (9)

Fan of Music on the Beach \$250

1. Color logo on dedicated NTBA event webpage; live year-round
 - a. <http://www.northtahoebusiness.org/music-on-the-beach/>
2. Color logo on NTBA's online event calendar listings (9)
3. Business name listed on two vertical banners displayed at each concert (9) on each side of stage
4. Business name listed in NTBA press release(s) about the event
5. Opportunity to donate prize(s) to be used for audience survey incentive

July 3rd Fireworks & Beach Party

Annually takes place the day before Independence Day

July 3, 2017, 4-10pm, Beach Party takes place outside the N. Tahoe Event Center, the fireworks display is from the lake off Kings Beach State Recreation Area



Estimated Beach Party Attendance: 500-750 - *estimated 20% residents, 80% visitors*

Estimated Fireworks Attendance: 10,000 – *estimated 40% residents, 60% visitors*

Freedom Sponsorship: \$3,000

1. Prominent Color logo included on:
 - a. All event marketing collateral and print advertising
 - b. Dedicated NTBA event webpage; live year-round and promoted from homepage from mid May - mid July
 - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
 - c. NTBA's online event calendar listing
 - d. Two event banners to be displayed at the venue
2. Business name:
 - a. Included as a sponsor in NTBA E-Newsletter(s) articles about event
 - b. Included as a sponsor in NTBA press release(s) about event
3. Sponsor presence at the event:
 - a. Up to 10'x10' booth staffed with sponsor reps or distribution of sponsor materials/promo items at NTBA booth; requires prior NTBA approval
4. Opportunity to hang sponsor banner at venue; requires prior NTBA approval
5. Thanked over the PA system as a sponsor a minimum of six (6) times at the Beach Party
6. Six (6) Complimentary Preferred Fireworks Seating tickets (transferable)
7. Ten (10) Complimentary Beach Party drink tickets (transferable)
8. Ten (10) Complimentary Beach Party food tickets (transferable)

Liberty Sponsor: \$1,500

1. Color logo included on:
 - a. All event marketing collateral and print advertising
 - b. Dedicated NTBA event webpage; live year-round and promoted from homepage mid May - mid July
 - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
 - c. NTBA's online event calendar listing
 - d. Event banners to be displayed at the venue
2. Business name included:
 - a. As a sponsor in NTBA E-Newsletter(s) article about event
 - b. As a sponsor in NTBA press release(s) about event
3. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
4. Two (4) Complimentary Preferred Fireworks Seating tickets (transferable)
5. Four (8) Complimentary Beach Party drink tickets (transferable)

Stars & Stripes Sponsor: \$1,000

6. Color logo included on:
 - a. All event marketing collateral and print advertising
 - b. Dedicated NTBA event webpage; live year-round and promoted from homepage from mid May - mid July
 - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
 - c. NTBA's online event calendar listing
 - d. Event banners to be displayed at the venue
7. Business name included:
 - a. As a sponsor in NTBA E-Newsletter(s) article about event
 - b. As a sponsor in NTBA press release(s) about event
8. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
9. Two (2) Complimentary Preferred Fireworks Seating tickets (transferable)
10. Four (4) Complimentary Beach Party drink tickets (transferable)

Independence Sponsor: \$500

1. Color Logo included:
 - a. On dedicated NTBA event webpage; live year around and promoted from homepage from mid May - mid July
 - i. <http://www.northtahoebusiness.org/july-3rd-fireworks-beach-party/>
 - b. On event banners to be displayed at the venue
 - c. On rack cards (2,000 distributed in NTBA's District)
2. Business name included:
 - a. As a sponsor on event poster (150 distributed throughout North Lake Tahoe)
 - b. As a sponsor on NTBA's online calendar event listing
 - c. As a sponsor in NTBA E-Newsletter(s) articles about event
 - d. As a sponsor in NTBA press release(s) about event
3. Thanked over the PA system as a sponsor a minimum of three (3) times at the Beach Party
4. Four (4) Complimentary Beach Party drink tickets (transferable)

Eagle Sponsor: \$250

1. Thanked over the PA system as a sponsor a minimum of two (2) times at the Beach Party
2. Two (2) Complimentary Beach Party drink tickets (transferable)
3. Business name included as a sponsor in NTBA E-Newsletter(s) articles about event
4. Business name included as a sponsor in NTBA press release(s) about event

Patriot Sponsor: \$100 - \$200

1. Thanked over the PA system as a sponsor a minimum of one (1) time at the Beach Party
2. Business name included as a sponsor in NTBA E-Newsletter(s) articles about event
3. Business name included as a sponsor in NTBA press release(s) about event

Passport to Dining

Annually the second Thursday in November

November 9, 2017, 6-9pm

Tentative Location is North Tahoe Event Center, Kings Beach

Estimated Attendance: 500 – *estimated 95% residents, 5% visitors*



Main Event Sponsorship: \$500

2. Your prominent color logo shared with up to a maximum of three other Main Event sponsors, on:
 - a. Two (2) vertical banners displayed prominently at the event
 - b. Napkins (1,000 printed and distributed at each tasting station)
 - c. Posters (150 distributed throughout North Lake Tahoe and Truckee starting in early October)
 - d. Rack Cards (1,000 printed and distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early October)
 - e. Print advertisements in publications distributed in North Lake Tahoe and Truckee
 - f. Dedicated NTBA event webpage; live year-round and promoted on homepage from late September through mid-November
 - i. <http://www.northtahoebusiness.org/passport-to-dining/>
 - g. NTBA's online event calendar listing
 - h. Online event ticket webpage (Eventbrite.com)
5. Your business name listed:
 - a. In NTBA's e-newsletter article(s) about the event
 - b. In NTBA press release(s) about event
6. Thanked by emcee as a sponsor a minimum of three (3) times at event
7. Opportunity to have a table at the event with prior approval (sponsor is responsible to staff table)
8. Two (2) complimentary Passport to Dining tickets (transferable)