



2022 Associate Sponsor Details & Agreement - \$1,000

- Proportionate inclusion and name placement in online promotions and social media
- Listing and hyperlink on Valleyfest website
- Outdoor advertising; (1) banner provided by Sponsor and placed on sponsor wall by Valleyfest
- Entry in the Hearts of Gold Parade on Friday, September 23, 2022
- Promotional announcements daily from 3 entertainment stages: minimum of 3
- In case of cancellation 2022 Sponsorship money can be deferred, donated or refunded

Benefits

- Recognition as a good corporate citizen and supporter of community activities
- Connects your name/brand with the community
- Opportunity to promote a business at a large community festival with diverse demographics that enhances and celebrates Spokane Valley and the surrounding region
- Receives marketing exposure valued at 3 times invested amount through regional event promotions and on-site exposure
- Exposure to thousands of participants through sponsorship on promotional items, on-site exposure, and products
- Sponsor benefits are subject to change due to COVID-19 status

Attributes

- Use best efforts to promote and maximize attendance
2019: Valleyfest 35,000 Parade 15,000
- Provide adequate professional security and take reasonable steps to ensure safety at the event
- Best efforts to obtain media coverage of the event
- Listed in the Valleyfest program and Valleyfest website
- Hyperlink on Valleyfest website
- Banner at event

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