



Event Overview

WHEN: Saturday June 24, 2017, 10AM to 8PM
Sunday June 25, 2017, 10AM to 6PM

WHERE: Crossroads International Park
NE 8th St. & 164th Ave NE, Bellevue, WA

HIGHLIGHTS: Fresh Strawberry Shortcake
Entertainment on the Festival Main Stage
Family Fun Area with Carnival Games, Mini Golf, Inflatables, Pony Rides,
Rock Climbing, Face Painting, and more!
Strawberry Shortcake Eating Contests
Eastside Heritage Mini-Museum with Historical & Agricultural Exhibits
Hands-on History Activities
Annual Haiku Contest for Elementary School children
Festival Marketplace: Crafts, Merchandise & Informational
Food Pavilion
Classic Auto Show (*Sunday Only*)
Free Parking & Shuttle

ATTENDANCE: 50,000 attended in 2016.

DEMOGRAPHICS: The Strawberry Festival's primary demographic is families with young children, and the location in Crossroads Park draws a very ethnically diverse population. 2010 Census data shows that 41% of Bellevue residents are minorities, 61% in the Crossroads area specifically, and 31% of Bellevue's population is foreign born (46% in Crossroads). There are over 84 languages spoken in the Bellevue School District.

EVENT HOST: Eastside Heritage Center - a 501 (c)(3) not-for-profit organization with a mission to steward the past, build community and connect people with their heritage. EHC was supported by over 5,000 volunteer hours in 2016 and engages more than half a million people through its programs and services annually.

EVENT PURPOSE: The Strawberry Festival celebrates the region's agricultural heritage, as well as its culturally diverse past, present and future. Through this historic annual event, Eastside Heritage Center endeavors to create public awareness for the organization and to promote community involvement in and appreciation of Eastside history.

HISTORY: The event is a revival of the original Lake Washington Strawberry Festival begun in 1925 to attract business and residents to Bellevue. A celebration of the region's bountiful strawberry crops, the Festival was cancelled in 1942. Revived on a small scale in 1987, Eastside Heritage Center expanded the Festival to a community-wide celebration reminiscent of its roots in 2003.

CONTACT: Lexi Roberts at 425-450-1049 or Lexi@eastsideheritagecenter.org
www.EastsideHeritageCenter.org
www.BellevueStrawberryFestival.org

SPONSORSHIP OPPORTUNITIES

Sponsorships provide valuable exposure for companies wanting to cultivate new patrons and promote their goods and services to a broad spectrum of the public. Sponsors also ensure that we are able to produce a quality event each year that the community embraces.



Title Sponsor Opportunities

Family Fun Area Sponsor

\$7,500

- Company name and logo on all Family Fun Area signage
 - Includes: Family Fun Area banners, ticket booth price lists (4 booths total+ information booth), and on all attraction ticket price signage next to each activity (13-15 activities).
 - Opportunity to display multiple company yard signs advertising sponsorship throughout Family Fun Area Festival grounds.
- Your company banner(s) displayed in a prominent location within the Festival grounds.
- Complimentary corner booth space on site at the Festival.
- Podium recognition and company description during event.
- Official sponsor of My ID booth at Festival, with company logo on all ID's created at the Festival.
- Station in Festival Passport, a free activity distributed at the Festival that would require all participants to visit your company booth in order to redeem a prize.
- Company logo displayed as Family Fun Area Sponsor on Strawberry Festival website, with link to your website.
- Full page recognition in Strawberry Festival Program
- Company logo included in Sponsor recognition signage at the Festival.
- Company logo and name included in event advertising:
 - 1 month campaign in the *Bellevue Reporter* and 2 week campaign in *Eastside Reporter*
 - 1 month campaign on Bellevue.com
 - 1.5 week campaign on top Seattle Radio station
 - Social Media mentions
 - Strawberry Festival Poster, Flyer and Signage
- Company logo in post-event Thank You ad in the *Bellevue Reporter*.

Classic Auto Show Sponsor

\$5,000

- Company name and logo on all Classic Auto Show signage
- Your company banner displayed in a prominent location within the Festival grounds.
- Complimentary corner booth space on site at the Festival.
- Podium recognition and company description during event.
- Company logo displayed as Classic Auto Show Sponsor on Strawberry Festival website, with link to your website.
- Half page recognition in Strawberry Festival Program
- Company logo included in Sponsor recognition signage at the Festival.
- Company logo and name included in event advertising, including:
 - 1 month campaign in the *Bellevue Reporter* and 2 week campaign in *Eastside Reporter*
 - 1 month campaign on Bellevue.com
 - 1.5 week campaign on top Seattle Radio station
 - Social Media mentions
 - Strawberry Festival Poster, Flyer and Signage
- Company logo in post-event Thank You ad in the *Bellevue Reporter*.

Volunteer Sponsor

\$5,000

- Company name and logo on Strawberry Festival Volunteer t-shirts.
- Your company banner displayed in a prominent location within the Festival grounds.
- Complimentary corner booth space onsite at the Festival.
- Podium recognition and company description during the event.
- Company logo displayed as Volunteer Sponsor on Strawberry Festival website, with link to your website.
- Half-page recognition in Strawberry Festival Program.
- Company logo included in Sponsor recognition signage at the Festival.
- Company logo and name included in all volunteer recruitment efforts: flyers, e-mails, and social media.
- Company logo and name included in event advertising, including:
 - 1 month campaign in the *Bellevue Reporter* and 2 week campaign in *Eastside Reporter*
 - 1.5 week campaign on top Seattle Radio station
 - Social Media mentions
 - Strawberry Festival Poster, Flyer and Signage
- Company logo in post-event Thank You ad in the *Bellevue Reporter*.
- In-kind Sponsorship Opportunity: Your Company may partially cover sponsorship through in-kind donation of food, snacks & beverages up to \$1,000.

Event Sponsor Opportunities

Strawberry

\$4,000

- Your company banner displayed in a prominent location within the Festival grounds.
- Complimentary 10' x 10' booth space (corner, if available) on site at the Festival.
- Podium recognition and company description during event.
- Company logo displayed on Strawberry Festival website, with link to your website.
- Quarter page recognition in Strawberry Festival Program (financial sponsors only)
- Company logo included in Sponsor recognition signage at the Festival.
- Company logo in a prominent position in event advertising, including:
 - 2 week campaign in *Eastside Reporter* newspapers
 - Strawberry Festival Poster and Flyer
- Company logo in post-event Thank You ad in the *Bellevue Reporter*

Blossom

\$2,500

- Complimentary 10' x 10' booth space (corner, if available) on site at the Festival.
- Podium recognition and company description during event.
- Company logo displayed on Strawberry Festival website, with link to your website.
- Company logo included in Sponsor recognition signage at the Festival.
- Company logo in a prominent position in Strawberry Festival promotional material, including the Strawberry Festival Poster, Flyer and Event Day Program.
- Company logo in post-event Thank You ad in the *Bellevue Reporter*

Vine

\$1,500

- Complimentary 10' x 10' booth space on site at the Festival.
- Company logo displayed on Strawberry Festival website, with link to your website.
- Company name included in Sponsor recognition signage at the Festival.
- Company name listed as a Vine Sponsor in Strawberry Festival promotional material, including the Strawberry Festival Poster, Flyer and Event Day Program.
- Company name in post-event Thank You ad in the *Bellevue Reporter*

BELLEVUE STRAWBERRY FESTIVAL

WWW.BELLEVUESTRAWBERRYFESTIVAL.ORG

Supporting Sponsor Opportunities

Seedling

\$500

- Company name listed as Seedling Sponsor in:
 - Sponsor recognition Signage at the Festival
 - Strawberry Festival Poster
 - Strawberry Festival Flyer
 - Event Day Program
- Company logo displayed as Seedling Level Sponsor on Strawberry Festival website, with link to your website.

Contributor

\$250

- Company name listed as Contributor Sponsor on Sponsor recognition signage at the Festival.
- Company name displayed as Contributor Sponsor on Strawberry Festival website, with link to your website.



For Comments & Questions Contact:

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425-450-1049

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www.BellevueStrawberryFestival.org

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Visit us online at:

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