



2023/2024 Event Sponsorship Opportunities

Types of Events

Community Events

- Easter Egg Hunt (300-400 attendees); March 23, 2024; Union Presbyterian Church
- Breakfast with Santa (400 + attendees); December 9, 2023; Union Fire Station

Premier Events

- Union Celebrates America (2,500-3,000 attendees); June 28, 2024; Ryle High School Campus
- Bourbon in the Bluegrass (2,500 – 3,000 attendees); October 7, 2023; Farm Haven

Sponsorship Levels

\$250: Community Sponsor

- Easter Egg Hunt
Monetary (\$250) or in-kind donation:
 - Golden Ticket prizes (total of 20) or Donut holes
- Breakfast with Santa
Monetary (\$250) or in-kind donation:
 - Donut holes or Juice boxes/bags

\$500: Title Sponsor for 1 Community Event (Easter Egg Hunt **OR** Breakfast with Santa)

- Company name and logo listed on event marketing materials (printed and digital)
- Company logo included on City's Website
- Social Media post with link to Company Website
- Event ad with Company name in targeted magazine
- Table provided for sponsor where promotional items can be distributed
- Signage recognition during the event/verbal recognition as well, with opportunity to address crowd

\$1,000: Title Sponsor for 2 Community Events

- Company name and logo listed on both event marketing materials (printed and digital)
- Company logo included on City's Website
- Social Media post with link to Company Website
- Event ads with Company name in targeted magazine
- Table provided for sponsor where promotional items can be distributed (2 community events)
- Signage recognition during the events/verbal recognition as well, with opportunity to address crowd

\$2,500: Supporting Sponsor for 1 Community Event AND 1 Premier Event

- Company name listed as an event sponsor for 1 Community Event and 1 Premier Event on digital and print event related materials
- Opportunity for tent/table (you provide) at Union Celebrates America to engage with attendees and distribute company marketing/promotional materials
- Volunteer opportunities at the 4 events for in-person community engagement

\$5,000: Supporting Sponsor for 2 Community Events AND 2 Premier Events

- Company name listed as an event sponsor for 2 Community Events and 2 Premier Events on digital and print event related materials.
- Opportunity for tent/table (you provide) at UCA to engage with attendees and distribute company marketing/promotional materials
- Volunteer opportunities at the 4 events for in-person community engagement

\$10,000: Title Sponsor for 1 Premier Event (Union Celebrates America OR Bourbon in the Bluegrass)

- Company name listed as a Title Event Sponsor for 1 Premier on digital and print event related materials.
- Company name listed as a Supporting Event Sponsor for 2 Community Events and 1 Premier Event on digital and print event related materials.
- Opportunity for tent/table (you provide) at UCA to engage with attendees and distribute company marketing/promotional materials
- Company logo on flyers, graphics, marketing materials, event banner – digital and print (as permitted) for title sponsored Premier Event
- Company representative invitation to speak/address the audience at title sponsored Premier Event

Marketing Reach 2023

	Facebook	Twitter
• Union Celebrates America (2023)	103,468	7,118
• Bourbon in the Bluegrass (2022)	75,203	3,333

Best Version Media (BVM)

- Neighbors of Union and Union Florence Connector (printed publication reaching approximately 8,000 homes monthly)
- Independent survey shows 89.4% of residents read BVM monthly magazine

City of Union Website: Average of 9,000 users per quarter (google analytics)

Additional marketing platforms utilized: Eventbrite, Cerkl (Boone County wide online newsletter)

Contact

Jaime Lyons at jlyons@cityofunionky.org or 859-384-1511 to discuss City of Union Sponsorship Opportunities.

The Zachary Salmon Soldier Run is a separate city supported event and manages their own sponsorships. Contact Kim Voss at unionadoptaunit@gmail.com for additional information.