



# 2025 Event Sponsorship Opportunities

## Types of Events

### Community Events

- Easter Egg Hunt (500-600 attendees); April 12, 2025; Union Presbyterian Church
- Breakfast with Santa (400 + attendees); December TBD 2025; Union Fire Station

### Premier Events

- Union Celebrates America (3000-4,000 attendees); June 27, 2025; Ryle High School Campus
- Bourbon in the Bluegrass (2,500 – 3,500 attendees); October 4, 2025; Farm Haven

## Sponsorship Levels

### **\$250: Community Sponsor**

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

### **\$500: Community Sponsor ( 1 Premier Event Union Celebrates America or Bourbon in the Bluegrass OR 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 space 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 ALL Annual Events (2 Community AND 2 Premier)**

- 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 2 Premier Event on digital and print event related materials.
- Opportunity for tent/table (you provide) at UCA and Bourbon in the Bluegrass 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 2024**

	Facebook/Instagram	(X)Twitter
• Union Celebrates America (2024)	103,468	7,118
• Bourbon in the Bluegrass (2024)	85,203	3,933

**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 11,000 users per quarter (google analytics)

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

**Contact**

Jaime Lyons at [jlyons@cityofunionky.org](mailto:jlyons@cityofunionky.org) or 859-384-1511 to discuss City of Union Sponsorship Opportunities.