



2026 Event Sponsorship Opportunities

Types of Events

Community Events

- Easter Egg Hunt (500-600 attendees); March 28, 2026; Union Presbyterian Church
- Breakfast with Santa (400 + attendees); December 5, 2026; Union Fire Station

Premier Events

- Health & Wellness Fair (1000-2000 attendees); May 16, 2026 StoryPoint
- Union Celebrates America (3000-4,000 attendees); June 26, 2026; Ryle High School Campus
- Bourbon in the Bluegrass (2,500 – 3,500 attendees); October 3, 2026; Farm Haven

Sponsorship Levels

\$250: Community Sponsor

- Easter Egg Hunt
Monetary (\$250) or in-kind donation:
 - Golden Ticket prizes, Donuts, juice, etc.
- Breakfast with Santa
Monetary (\$250) or in-kind donation:
 - Donuts, Juice boxes/bags, crafts, etc.

\$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 two (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 one (1) Community Event and one (1) Premier Event on digital and print event related materials
- Opportunity for tent/table (you provide) at Union Celebrates America, Bourbon in the Bluegrass, or Health & Wellness Fair to engage with attendees and distribute company marketing/promotional materials
- Volunteer opportunities at four (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 Union Celebrates America, Bourbon in the Bluegrass, or Health & Wellness Fair to engage with attendees and distribute company marketing/promotional materials
- Volunteer opportunities at four(4) events for in-person community engagement

\$10,000: Title Sponsor for ALL Annual Events (2 Community AND 3 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 Union Celebrates America, Bourbon in the Bluegrass, and Health & Wellness Fair to engage with attendees and distribute company marketing/promotional materials
- Company logo on fliers, 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 2025

	Facebook/Instagram	(X)Twitter
• Union Celebrates America (2025)	183,468	8,118
• Bourbon in the Bluegrass (2025)	89,203	4,233

What's happening! Publications

- Printed publication mail delivery
- Bi-annual publication delivered to 60,000 Households and Businesses Reach throughout Boone County

City of Union Website: Average of 18,000 users per quarter (google analytics)

Additional marketing platforms utilized: Eventbrite, Social Media Platforms, radio advertisement for premium events, Featured on several Social Media event pages.

Contact

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