

Mayor Tracey Furman

Council Member Darin Bartram
Council Member Tom Rodriguez



Council Member Sean McMullen
Council Member Duane Rollins

**We need your support for the 50th Annual Town of Kensington
Labor Day Parade and Festival, September 4, 2017**

Dear Kensington Community:

The Annual Kensington Labor Day Parade and Festival has been going strong for 49 years and we hope to make the 50th the best yet; but to accomplish this, *we need your support!* Ask any of our sponsors over years and they will tell you just how great of a community event this is for our residents and neighbors alike. The day starts off with the Parade traveling down Connecticut Avenue, which features local marching bands from area schools; equestrian show groups; dance groups; floats and ambassadors from local churches, schools, non-profits, and businesses; and local, state, and federally elected officials. But this is just the beginning! As the Parade moves towards Town Hall, Armory and Howard Avenues come alive with the captivating and exquisite aroma of your favorite and newly discovered foods, along with diverse vendors, games and activities for children of all ages. Needless to say, the Labor Day Parade and Festival leaves a lasting impression on all of our participants and guests, and we always welcome coverage from the local news media featuring our community's signature event.

As you can well imagine, orchestrating an event such as this requires great financial support, and we ask as a local area business serving the Town of Kensington and our surrounding community, that you please consider becoming a sponsor and providing a visible presence during our Parade and Festival.

All sponsors for the Kensington Labor Day Parade and Festival are mentioned on the Town website, within the Town monthly newsletter (distributed to over 525 homes), and thankfully acknowledged at our Grand Stand during the Parade. Sponsors donating at least \$250 are allowed to hang an approved banner with their company name within the Festival area, to be determined by the Festival Coordinator, along with additional benefits detailed below.

We greatly appreciate and sincerely hope that you may join us as a sponsor for the 50th Annual Kensington Labor Day Parade and Festival on September 4, 2017. Please contact our Coordinators, Lisa and Victoria, with any questions you may have. Parade and Festival expenses include basic operation, logistics, and security expenses; as well as funds for marching bands and the numerous music groups.

Thank you!

Lisa and Victoria, Festival and Parade Coordinators
LaborDay@tok.md.gov

Town of Kensington 3710 Mitchell Street Kensington, MD 20895
Phone 301.949.2424 Fax 301.949.4925
www.tok.md.gov

**The 50th Annual Town of Kensington
Labor Day Parade and Festival**

Kensington Corporate Sponsorship

Sponsorship Levels:

_____	Bronze Sponsorship	\$100
_____	Silver Sponsorship	\$250
_____	Gold Sponsorship	\$500
_____	Platinum Sponsorship	\$2,500

For Additional Information, Please Contact:

Lisa Kelley – Connor, Festival
3710 Mitchell Street
Kensington MD 20895
301-581-3680
LaborDay@tok.md.gov

Victoria Randall, Parade
3710 Mitchell Street
Kensington MD 20895
240-418-7350
LaborDay@tok.md.gov

To become a corporate sponsor:

Please fill out the information below and return this form to Lisa Kelley-Connor (address above), with a check made out to the **“Town of Kensington”**.

Company Name: _____

Contact Person: _____

Contact’s Phone Number: _____

Contact’s E-mail: _____

Please check, if desired:

_____ Yes, we are interested in possibly having a booth space at the Festival.

_____ Yes, we would like to discuss hanging our corporate banner.

Thank you so much for your support!

Lisa and Victoria

The 50th Annual Town of Kensington Labor Day Parade and Festival

Sponsor Benefits

Bronze Level Sponsorship \$100

- Mentioned at the Grandstand and may include a short blurb about Sponsor
- Listing on the Town of Kensington website as a Bronze level Sponsor
- Free 15X10 booth space for the distribution of promotional material

Silver Level Sponsorship \$250

- Mentioned at the Grandstand as a Silver Level Sponsor – and may include a short blurb about Sponsor
- Listing on the Town of Kensington website as a Silver Level Sponsor – may include logo (provided by sponsor)
- Permission to hang banner at approved location (in festival area or stage area) – Sponsor to provide banner
- Free 15X10 booth space for the distribution of promotional material

Gold Level Sponsorship \$500

- Mentioned multiple times at the Grandstand as a Level 3 Sponsor – and may include short blurb about Sponsor
- Sponsors permitted to provide a 30-60 second media advertisement to be read during festival entertainment
- Listing on the Town of Kensington website as a Gold Level Sponsor – may include logo and link to sponsor's website
- Permission to hang banner at approved location (in festival area or stage area) – Sponsor to provide banner
- Free 15X10 booth space for the distribution of promotional material or display of Sponsor's product

Platinum Level Sponsorship \$2500

- Mentioned multiple times at the Grandstand as a Platinum Level Sponsor – and may include short blurb about sponsor
- Sponsors permitted to provide a 30-60 second media advertisement to be read during festival entertainment
- Listing on the Town of Kensington website as a Platinum Level Sponsor – may include logo and link to sponsor's website
- Permission to hang banner at approved location (in festival area or stage area) – sponsor to provide banner
- Free 15X10 booth space for the distribution of promotional material or display of sponsor's product
- Additional Platinum benefits include:
 - Inclusion in press releases to all local/major news networks
 - Approval to participate in the parade via a sponsor provided float or vehicle (as a sponsor advertisement as opposed to as a participant)
 - Sponsor allowed to place an Event banner with Sponsor's corporate logo advertising your company and the Labor Day Parade and Festival above Connecticut Avenue 2 weeks prior to the event.

** Sponsors must provide their own tables and tents for booth spaces, along with their own electricity, if needed.*