

Mayor Tracey Furman

Council Member Darin Bartram  
Council Member Nate Engle



Council Member Conor Crimmins  
Council Member Ann Lichter

**We need your support for the 55<sup>th</sup> Annual Town of Kensington  
Labor Day Parade and Festival - September 5, 2022**

Dear Kensington Community:

The Annual Kensington Labor Day Parade and Festival has been going strong for over 54 years and we hope to make the 55<sup>th</sup> the best yet; but to accomplish this, *we need your support!* Ask any of our sponsors over the 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 marching down Connecticut Avenue from St. Paul Park to Town Hall, which features 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 Avenue comes 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; including Channel 4, Channel 5, and Channel 7 featuring our community's signature event.

*As you can 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 600 homes), and thankfully acknowledged at our Grand Stand during the Parade. Sponsors donating at least \$250 are allowed to place 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 would greatly appreciate your support through sponsorship of our 55<sup>th</sup> Annual Kensington Labor Day Parade and Festival on September 5, 2022.*** 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**

**55<sup>th</sup> 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**  
301-537-7027  
*LaborDay@tok.md.gov*

**Victoria Randall, Parade**  
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 55<sup>th</sup> 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 13X18 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 13X18 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 13X18 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 13X18 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 hang 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/tents for booth spaces, and must provide their own electricity, if needed.*