



riverfront
SPOKANE

Riverfront Spokane Sponsorship & Partnership Opportunities



RiverfrontSpokane.org/sponsorship

As the redevelopment of Riverfront progresses and our downtown urban park is reinvigorated, we have developed sponsorship and giving opportunities for those interested in collaborating with and supporting the park's legacy and programming mission. These opportunities are above and beyond the five bond-funded redevelopment projects approved and funded by voters (Looff Carrousel building, skate ribbon, promenade, U.S. Pavilion, and destination playground).

Facility Naming Rights

Riverfront is offering corporate naming opportunities for the skate ribbon and the U.S. Pavilion. Funds from corporate facility sponsorships will be used for ongoing maintenance to the community's \$64M redevelopment investment. Parks and Recreation Division contracted with Brett Sports to create corporate naming sponsorship packages. Brett Sports will assist in valuing the naming assets, marketing the assets and securing corporate facility title sponsors. Businesses interested in learning more about facility naming rights at Riverfront are asked to please contact Dave Pier at Brett Sports, 509-340-8402.

Individual & Family Giving

The Spokane Parks Foundation, an independent non-profit 501(c)3, works with Riverfront to foster giving opportunities that are meaningful to family and individual donors who may have an affection for Riverfront Spokane and want to invest in its future. Fundraising is being actively sought for six impactful projects including a signature basketball court, dog park, tour train, expo 74- style butterfly, interpretive signage and inclusive playground. Donations may be eligible for an on-site recognition through an engraved brick in the promenade or similar. Donors are encouraged to contact Carol Neupert, Spokane Parks Foundation Campaign Manager, at 509-326-5233 for more details.

Corporate Sponsorships & Partnerships

Riverfront Spokane corporate partnerships are highly customizable and traditional exclusive category partnerships are available as well as entry level programming partnerships. Our Programming and Marketing team can also help craft and create unique events that align with the park's mission and our partner's community engagement and/or business goals. Partnerships range in price from a few hundred dollars to several hundred thousand and are based on on-site activation, shared programming assistance and co-promotion, term length, and exclusivity.

The following list is a sample, by category, of the possible Corporate Sponsorship & Partnership opportunities at Riverfront Spokane.

Presenting Sponsorships

- Riverfront Eats
- Holiday Tree Lighting
- U.S. Pavilion Summer Concert Series (2020)
- Yoga at the Pavilion (Kick-off 2019)

- Movie & Performing Arts Series (Pavilion 2020)
- Riverfront Fitness Challenge (2019)
- Riverfront Bark in the Park (2019)
- Summer Season Programming Partner (all programs)
- Winter Season Programming Partner (all programs)
- Various smaller Community Engagement Activities such as Art in the Park, Sunday FunDay, Magical Mondays, Friday Night Flights
- Category Sponsors for Healthy Living, Families and Children, Arts & Culture, and Entertainment

Riverfront Spokane Official Partnership Categories (Exclusivity)

- Wireless
- Cable
- Restaurant
- Hotel
- Auto
- Airline
- Healthcare/Medical
- Beer (Domestic & Craft)
- Wine
- ...And More

New Program Development/Event Partnerships

- Fitness Events (Barre, Crossfit, etc.)
- Co-Promotions
- Custom Event Creation & Programming (e.g. Disney-on-Ice Day at the Carrousel)



SAMPLE INVENTORY & PROMOTIONAL ASSETS

Brand Awareness/On-site Activation

- On-site Footprint (10'x10' – 30'x40'+)
 - F&B/Product Sampling
 - Games/Contest
 - Data Collection – Audience Demographics
- Product Giveaways (e.g. first 200 to enter venue)
- Marketing Collateral Distribution (e.g. sponsor info/offers handed out at attraction counters)

On-Site Signage

- Digital Displays
- Lamp Post Banners
- Custom In-Venue Advertising / Signage (Looff, Ribbon, U.S. Pavilion)

Social Media (Facebook, Twitter, Instagram)

- Sponsored Posts/Tags

- Development of co-branded social media programs (hashtag contests/ coordination, special offers)
- Customized / Co-Branded Facebook tabs

Digital Media

- Parks & Recreation Newsletter recognition
- Advertising on U.S. Pavilion print & etickets
- Riverfront Spokane website recognition
- Looff/Ribbon Digital Screen Advertising (Interior)
- Outdoor Marquee (Spokane Falls Blvd. & Washington)

Print & Traditional Media

- Logo recognition/callouts in event advertising (Inlander, Kids Moms & Dads)
- Recognition in Media Releases
- Channel 5 Programming Recognition

Hospitality

- Attraction Tickets (SkyRide, Carrousel, Ribbon)
- U.S. Pavilion Concert Tickets (2019)
- Facility Rental Waivers
- Riverfront Spokane VIP Pass
- Riverfront Spokane VIP Parking

Licensing of Marks/Trade Names

- Rights to Riverfront Spokane marks (for marketing collateral/merchandise, etc.)

Post-Fulfillment Reporting

Post-Analysis Report are provided for all sponsorships and include ROI, estimated impressions and event photos.



RIVERFRONT SPOKANE STATISTICS

1. 3,000,000 annual visitors
2. The most widely visited tourist regional destination in Spokane area.
3. Home of the biggest community events including Bloomsday (one of the largest timed races in the world) and Hoopfest (world's largest 3-on-3 basketball tournament)
4. SkyRide voted "One of the Top 12 Scenic Cable Rides in the World" by Conde Nast in 2013.
5. Spokane Falls are the second-longest urban falls in the US
6. "Hall of Fame" and "Best Family-Friendly Attraction" voted by Inlander readers



CONTACTS

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