



Sponsorship That's Fun AND Associates Your Business Positively with the Sammamish Community

Why Support Sammamish Events

When you sponsor one of our events you help offset the event costs and you reach out to 41,000 residents or 11,000 households, with a median income of \$101,500. That's a lot of purchasing power. With media coverage and all the other promotional activities that are part of the sponsorship package, this reach goes up astronomically. No matter what type of business you're in or what your budget is, there is a cost effective sponsorship opportunity that will reaffirm and expand awareness of your company and products and more importantly, strengthen links with the community in a very positive way.

Sammamish Facts & Figures!

Population – 45,780

17 and younger - 33%

18-64 - 63%

65 & older - 4%

Median age - 35

Median income - \$101,592

Households - 14,131

Owner occupied units - 90.1%

Average house value - \$452,200

Bachelor's degree or higher - 61.0%

High School degree or higher - 98.3%

Events Advertising

Our events are promoted in Sammamish and the eastside to draw people from the surrounding communities. Advertising and promotional opportunities for these events generally include the following media. Not all media is available for all events. Please contact dsanders@ci.sammamish.wa.us for more detailed information regarding the events you're interested in.

- **Advertising:** As a sponsor, your business logo will appear several times in local advertising, depending on the event and your level of sponsorship. Advertisements include - 4-page advertising spread in the *Sammamish Review*; a one-half page advertising spread in *Sammamish Reporter*, and monthly event advertisements. Following the event your business logo will appear in a Thank You advertisement.
- **E-Mail Alerts:** As a sponsor, your business information will appear in weekly announcements sent to resident e-mails at their request – prior to your event. Your name and link to your website is included. New this year – we want to include more about your business! You will send us 50-100 words that will help entice our readers to click through to your website.
- **Recreation Guide:** As a sponsor, your business logo will appear in the City of Sammamish spring and summer recreation guide, if you sign up by mid-February. You will also be included in a printed thank you ad in the fall.
- **City Views Newsletter:** As a sponsor, your business logo will be included in the City of Sammamish newsletter prior to your event, as well as a fall thank you ad.
- **Flyers:** Electronic flyers will be sent to all families in the Lake Washington and Issaquah School districts linking them to the event web page which will include your logo.
- **Posters:** As a sponsor, your business logo will appear on posters displayed at City of Sammamish facilities, local businesses and schools.
- **Cable Television:** As a sponsor, your business will appear on the City of Sammamish Government TV Channel 21, displaying information about the event.
 - Website:** As a sponsor, your business will appear in the City of Sammamish special event page. New this year, we will be able to include more information about your business which will pop up when a cursor “hovers” over your logo.
 - On-line Advertising:** Our events are listed on over 20 event listing sites. These sites will list the event web page which will include your logo and business information.
- **Band & Vendor Websites:** Our events are listed on over 20 band and vendor sites. These sites will list the event web page which will include your logo and business information.

For more detailed information on sponsoring City of Sammamish events—contact Sammamish Parks and Recreation Department 425.295.0585.