



2024 Partnership Opportunities



Embrace the
Heartbeat of the Community!

Signature Event Sponsorship Packages

Make your presence go beyond your doors by sponsoring a City of Richland Hills' signature event! It is a great way to promote your business and show your community support. The City of Richland Hills offers family friendly events through the support of our sponsors and community partners. As a result of these collaborative efforts, the community can enjoy free admission and complimentary attractions, crafts and so much more. Whether a monetary contribution or an in-kind donation, your support will earn your business face-to-face marketing and enhance your promotional campaign. With a variety of partnerships available, there is an option for a business of any size.

Sponsorship Categories	Sponsorship Amount for Selected Event	Logo Placement	Promo Display Space	Ad Mentions	Main Stage Mentions	VIP Access
Custom Sponsorship Packages	Custom packages can be designed for any event or group of events based on an organization's needs.					
Premier Sponsor (Includes First Right of Refusal for following year and Product Exclusivity)	\$1000 cash or in-kind* donation	Prominently on Main Stage Signage; Event Info Signs; Richland Hills Connection Magazine; & Event Banners, Webpage & Flyer/Poster	10' x 20' prime location	Richland Radio, Link Newsletters, Social Media	Yes	5 VIP Parking Passes
Supporting Sponsor	\$750 cash or in-kind* donation	Main Stage Signage; Event Info Signs; Richland Hills Connection Magazine; & Event Banners, Webpage & Flyer/Poster	10' x 10'	Link Newsletters, Social Media	Yes	1 VIP Parking Pass
Activity or Craft Area Sponsor	\$500 cash or in-kind* donation	Activity or Craft Area Signage; Event Info Signs; Richland Hills Connection Magazine; & Event Webpage & Flyer/Poster	10' x 10'	Link Newsletters, Social Media	Yes	
Community Spirit Sponsor	\$250 cash or in-kind* donation	Name ONLY on Event Info Signs and Richland Hills Connection Magazine & Event Flyer/Poster	10' x 10'	*In-kind donations are defined as charitable donations of the sponsoring organization's inventory or services that fulfill the mission and purpose of the event.		
Helping Heart Sponsor	15 Organizational Volunteer Hours or donation of product/services	Name ONLY in Richland Hills Connection Magazine				



2024 Events

Easter Celebration

March 23, 2024 - Rosebud Park

850 projected attendance

Hop on out to the park with us for a morning filled with fun! Egg hunts for children ages 12 & under with candy, toys and prize eggs. Children of all ages will enjoy visits with the Easter Bunny and a free petting zoo, train rides, balloon animals, face painting, games, crafts and more!

Music in the Park

Thursdays in May - The Link Plaza

100 projected attendance per concert

Enjoy a perfect spring evening listening to great music with friends and family. A different live band will entertain spectators each week. Bring a blanket or chair to relax and enjoy the tunes.

Red, White & YOU!

July 4, 2024 - The Link Plaza

1,000 projected attendance

Start your morning with a bang! Enjoy the traditional favorites such as the patriotic parade starting at 8:30 AM followed by free children's rides, activities and crafts at Uncle Sam's Backyard and Lit'l Firecracker Creations. Bring your blanket and lawn chairs and enjoy your favorite tunes performed by The Inspiration Band. It's sure to be fun for the whole family!

Fiesta de Herencia

September 20, 2024 - The Link Plaza

600 projected attendance

Join us for the City of Richland Hills' Fiesta de Herencia celebrating Hispanic Heritage Month. Attractions including a mechanical bull, entertainment with live bands, food from numerous Hispanic vendors and other activities will be available for all to enjoy. It's something you will "taco 'bout" for a long time!

Tricky Treat Trail & Haunted Stacks

October 25, 2024 - The Link Plaza

3,000 projected attendance

Gather your friends and family and wear your favorite costume to the Tricky Treat Trail at The Link Plaza. At each stop along the trail, we'll have spooky tricks and plenty of treats at Boo Booths provided by local businesses and organizations! Then check out the maze at Haunted Stacks at the Library. There will be more frightfully free fun activities including games, crafts, entertainment and more. You'll have a wicked good time!

Veterans Day Ceremony & Patriotic Picnic

November 11, 2024 - The Link Plaza

200 projected attendance

Join us at the Veterans Memorial adjacent to City Hall to celebrate Veterans Day. The ceremony will commence precisely at 11 AM followed by a Patriotic Picnic at The Link Pavilion where guests can enjoy free hot dogs and desserts. Sign the large banner to send your message of support to an active military troop.

Annual Christmas Tree Lighting

December 6, 2024 - The Link Plaza

2,000 projected attendance

Join us for this great holiday tradition as Santa arrives to light the community Christmas Tree, choirs fill the air with the sounds of the season and lights begin to twinkle all around. You'll never know what kind of holiday surprise you might find, such as the crowd favorite snow sledding hill! It's a great time for friends and family to gather and kick-off the holiday season with FREE Santa visits, festive crafts, activities and more.



Special Events Partnership Application

Organization Name _____

Contact Name _____ Title _____

Organization Address _____ City _____ Zip Code _____

Email Address _____ Website _____

Phone _____ Non-Profit Organization (Please circle one.) Yes No

Sponsorship Options: (Please check one.)

- | | |
|---|---|
| <input type="checkbox"/> Premier Sponsor \$1000 value | <input type="checkbox"/> Supporting Sponsor \$750 value |
| <input type="checkbox"/> Activity Area Sponsor \$500 value | <input type="checkbox"/> Craft Area Sponsor \$500 value |
| <input type="checkbox"/> Community Spirit Sponsor \$250 value | <input type="checkbox"/> Helping Heart Sponsor |
| <input type="checkbox"/> Custom Sponsorship Package _____ | |

Check All That Apply.

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Easter Celebration | <input type="checkbox"/> Music in the Park | <input type="checkbox"/> Red, White & YOU! | <input type="checkbox"/> Fiesta de Herencia |
| <input type="checkbox"/> Tricky Treat Trail | <input type="checkbox"/> Veterans Day Ceremony | <input type="checkbox"/> Christmas Tree Lighting | |

All applications are on a first-come, first-served basis. All applications must contribute to the overall mission of the City of Richland Hills and align with our organizational values. City sponsored events are produced with a portion of public funds; therefore, sponsors may not engage in political advertising at any city event including any communications supporting or opposing a candidate for nomination or election to either a public office or office of a political party; or supporting or opposing an officeholder, a political party or a measure (a ballot proposition). Additionally, sponsorship benefits may not be conveyed to another organization or group and therefore, shall be used for the promotion of the sponsoring organization only. In order to represent your organization to the best of our ability, we need your assistance to make it a success. Your organization's logo will be used in the corresponding sponsorship opportunities. To ensure your organization receives all promotional opportunities and benefits, signed application, sponsorship payment and your logo must be received forty-five (45) days prior to event date. Send your logo in a high-resolution PNG format to Dona Roth Kinney at dkinney@richlandhills.com. Sponsorship payments will be invoiced by the City of Richland Hills following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Signature

Date