



2025 Partnership Opportunities



You are
our
missing
piece!

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.

Sponsorship Benefits	Premier Sponsor \$1,000	Supporting Sponsor \$750	Activity or Craft Area Sponsor \$500	Community Spirit Sponsor \$250	Helping Heart Sponsor 15 Organizational Volunteer Hrs or Product or Service Donation	Custom Package
Company Banner at Event Site	✓	—	—	—	—	
10' x 10' Activation Space	✓ <small>10' x 20' Space</small>	✓	✓	✓	—	
Logo on Event Webpage	✓ <small>Linked</small>	✓	✓	—	—	
Logo on Main Stage Signage & Event Banners	✓	✓	Area Signage Only	—	—	
Logo on Event Signage/Flyers	✓	✓	✓	Mention Only	—	
Social Media Mentions	✓	✓	✓	—	—	
Verbal Recognition at Event	✓ <small>& Richland Radio</small>	✓	✓	—	—	
Logo/Mentions in Magazine or Newsletter	✓	✓	✓	Mention Only	Mention Only	
VIP Comp Parking Passes	4	2	—	—	—	
Product Exclusivity	✓	—	—	—	—	

Benefits provided are based on the value of each custom sponsorship.

With a variety of partnerships available, there is an option for a business of any size. In-kind donations are accepted based on their market value. 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.

Custom sponsorship packages are available upon request. Please contact Dona Roth Kinney at 817-616-3740 or dkinney@richlandhills.com for more information.

These investments apply to a single event. Choose one or multiple events to sponsor.



2025 Events

Easter Celebration

April 12, 2025 - The Link Plaza

850 projected attendance

Hop on out to the plaza 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

1st & 3rd 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, 2025 - The Link Plaza

1,000 projected attendance

Start your morning with a bang! Enjoy the traditional favorites such as the patriotic parade starting at 9:00 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 19, 2025 - 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 24, 2025 - 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, 2025 - 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 5, 2025 - 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.)

Premier Sponsor \$1000 value Supporting Sponsor \$750 value

Activity Area Sponsor \$500 value Craft Area Sponsor \$500 value

Community Spirit Sponsor \$250 value Helping Heart Sponsor

Custom Sponsorship Package _____

Check All That Apply.

Easter Celebration Music in the Park Red, White & YOU! Fiesta de Herencia

Tricky Treat Trail Veterans Day Ceremony 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