

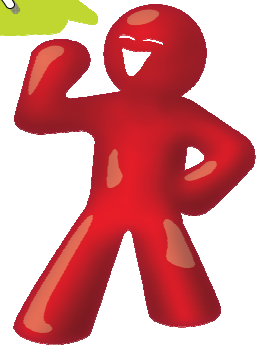


August  
28th

Crestwoods  
Park



Fun events!  
Fun activities!  
Fun games!



### The Central Kirkland Picnic - August 28<sup>th</sup> at Crestwoods Park

Because of significantly reduced grant monies from the City of Kirkland this year, there's no money for neighborhood picnics this year. But the City will allow us to solicit sponsorships from businesses and promote those businesses in any way we wish, before, at and after the event. We've worked out the details for our first annual *Central Kirkland Picnic on August 28<sup>th</sup>* that will include two neighborhoods (Norkirk and Highlands, with a total of about 2,300 homes). We've also figured out how to provide significant benefits to business sponsors throughout the year in addition to before and during the day of the event. Now it's your opportunity to consider being a sponsor.

The Sponsor Brochure presents the relevant information about the event itself, the sponsorship opportunities and a list of benefits you'll receive for being a sponsor. As you can see, we have a general sponsorship category, costing \$100. To provide you additional benefits throughout the year, we will include a page on our neighborhood blogsite ([www.whySKREAM.com](http://www.whySKREAM.com)) dedicated to you and your business. Your page can include videos, photos and stories about you, your employees and your business. You can even include information about your family and the background about your business, including how it got started.

We've just started accepting sponsors and we've already received commitments for our original target of 15 businesses at \$100 each. Our basic picnic will have these basic events, in addition to food (hot dogs (turkey, beef and soy), chips, soda, water and watermelon):

- a clown
- a country band
- two face painters (for kids)
- one or two child photographers.
- and the Baptist Church will have a bunch of Arts & Crafts for kids.

And, now that we've got the basic event financed, we get to start adding some special events that can be sponsored (and manned/operated) by specific businesses; maybe you'd like to sponsor one of those events. Each such sponsor will pay an additional \$100 plus the cost of the event. Once you become a sponsor, we'll keep you posted on those opportunities. Here are some of the events and activities that we plan to be "sponsor-able" that won't cost a lot of money.

- Soccer kick for accuracy
- Soccer kick for speed
- Frisbee toss for accuracy
- Frisbee toss for distance

Two fitness centers plan to construct two fitness obstacle courses on the soccer field. There will be competitions by age groups and then the two sponsors (we call them the "pros") will have a timed contest between them.

The picnic will also feature volleyball games, maybe pitting one group against another (such as boys vs girls, by age groups or n'hood vs n'hood) with each such "contest" at a different time.

We now have enough sponsors for the basic picnic, so now we get to consider two events that we plan to add that will be lots of fun for kids will be a dunk tank (cost about \$275 for four hours) and a "bouncy house" (cost around \$325 for four hours). If you're interested in sponsoring one of those events, let us know as soon as you can. You'll get extra promotion and signage as well as allowing you and your employees to meet the neighbors participating in the event.



One sponsor has already agreed to have a table offering free soft ice cream cones.

A neighborhood picnic has never had this type of exposure and involvement of the business community, so attendance will depend on how vigorously and effectively we promote the event and what neighbors think of what we have to offer. In the past, the Norkirk Neighborhood Picnic has typically drawn about 400 attendees. This year the picnic will include 2,300 homes; we anticipate attendance of around 800. There will also be a special tent and chairs for seniors whom we'll transport from their homes throughout the neighborhoods.

We'll be hand delivering two newsletters, door-to-door, to the 1,477 homes in Norkirk, one in early July and one in mid-August. The Highlands neighborhood communicates by e-mail.

Please check out the blogsite set up for the event at [www.Hi-Kirk.com](http://www.Hi-Kirk.com). And, remember that sponsorship automatically brings with it year-long exposure on our [www.whySKREAM.com](http://www.whySKREAM.com) blogsite.

**Please let us know that you'd like to be a sponsor.**

Contact Mari Bercaw at (425) 830-7333 or at [Mari@Hi-Kirk.com](mailto:Mari@Hi-Kirk.com)



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