

PLAYGROUND OF DREAMS

Where children of diverse abilities interact with each other and do what all kids want to do...

Play!

SPONSORSHIP OPPORTUNITY



CHOOSE
Fun!
It's Good For Business



www.KennewickRecreation.com

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Marie Mosley, City Manager
Ken Hohenberg, Chief of Police
Terry Walsh, Executive Director of Employee & Community Relations
Emily Estes-Cross, Parks & Recreation Director
Greg Duffy, Deputy Director of Parks, Recreation & Facilities



Dear Community Champion,

After Tri-Citizens dreamt and built the most iconic playground of its era, fire destroyed it. So we united to rebuild it. Eighteen years after the original effort, time has weathered it and technology has advanced.

The well-loved Playgrounds of Dreams has inspired countless memories for generations of families. To continue that tradition and ensure the safety and inclusion of children of diverse abilities, the time has come to rebuild the aging structure. Our goal is to rally our community once again to make this landmark a continued destination for laughter, joy and smiles using inclusive equipment, safety surfaces, must-have features and iconic local elements. During a year-long local outreach campaign, loud and clear input from kids, parents and caregivers provided direction for the final design.

The effort comes at a cost exceeding \$1 mil. It's a heavy lift, but history shows our community is passionate about its children, is willing to work together to achieve progress, and prides itself on providing a world-class quality of life.

The Kennewick City Council has allocated \$325,000 for the rebuild and pledges from the Tri-City Water Follies, Columbia Center Rotary and others total another \$166,000 to date... enough to complete the first phase of construction in fall of 2018. Roughly \$600,000 will get us to our goal and completion of the rebuild in spring 2019. Together with your support, we can get there.

Sincerely,

Two handwritten signatures in black ink. The first signature is on the left and the second is on the right.

Don Britain
Mayor

Ken Hahn
Parks & Recreation Commission Chair

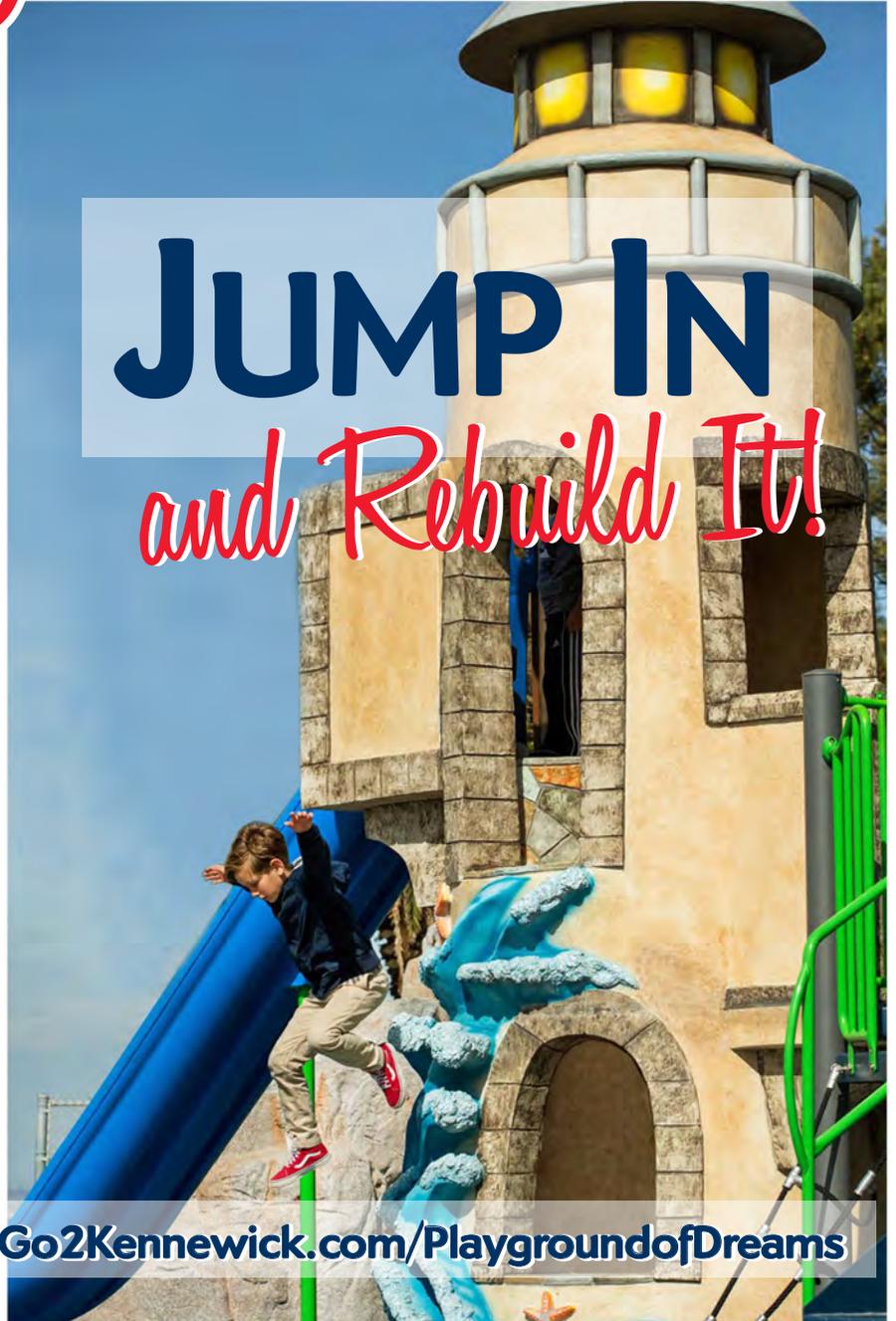
Go2Kennewick.com/PlaygroundofDreams

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Time Weathered It...

You Loved It!



Donate & Volunteer @ Go2Kennewick.com/PlaygroundofDreams

Monster Exposure • Priceless Value



- The 16,000 square foot Playground of Dreams is a main attraction in Kennewick's Columbia Park, located along the shore of the Columbia River.
- The 367 acre regional park is the Tri-Cities #1 tourist spot and a magnet for residents, featuring boat launches, multi-purpose sports fields, picnic areas, a stage, skate park, restrooms and amenities.
- Nearby retail shopping, hotels, restaurants and proximity to Hwy 240 from I-182, Hwy 395 and I-82 make the playground a high traffic destination for fun.

Reach

Population

PRIMARY:

Kennewick-Pasco-Richland.....275,740

SECONDARY:

Walla Walla, Yakima, Umatilla (OR) Counties.....348,300

On site

- Hwy 240 signage: 15.3 mil cars yearly
- Park event visitors: estimated 150,000+
- Playground entrance arch and donor wall
- Playground parking lot signage

Off site

- Southridge Sports Complex banner rights: 450,000 users/year
- Website and social media
- Print media
- Utility bill mailings

Timeline

Equipment will be purchased and installed in two phases: The first half will be installed starting fall 2018, and the second half will be installed starting early spring 2019 (weather permitting).



Why sponsor?

- Time and weather have aged the iconic community asset, built by volunteers and donations 18 years ago, beyond acceptable **safety standards**.
- The **inclusive design** will serve people of diverse abilities, age, race, gender, ethnicity, culture, and socioeconomic status. Elements are installed on surfacing and connected by ADA ramps that enabled kids to navigate the fun side-by-side.
- The 367 acre regional park attracts **hundreds of thousands of visitors** each year for events, tournaments, recreation and general usage.
- The design is eligible for a prestigious **"Inclusion National Demonstration Site"** designation; the first in Washington state.
- The 7 Principles of Inclusive Playground Design, the nationally recognized best practice model, focuses on increased "playability" for diverse users, **including physical, social, sensory, communication, cognitive, structured and unstructured play**.
- Your **legacy lives on** in the playground's storied history, affiliated with happiness, fun and memories.

41,000

Children under 18
in the Tri-Cities

12.6%

People with
disabilities in the US

\$1.25 mil.
Fundraising goal

**More than
1,000**

Volunteers built
the original playground

\$491,000

Secured as of
spring 2018

28

Parks in
Kennewick

367

Columbia Park
acres maintained
by the City



Sponsorship

Sponsorship entitlements are customized to meet your marketing and charitable objectives...

Please contact us

Title Sponsor - \$500k*

Like the Gesa Carousel of Dreams or Toyota Center, enjoy premier long-term recognition customized for your charitable and marketing objectives.

- Logo on playground entrance signage
- Naming rights on all references
 - Media campaigns
 - National and local advertising
 - Maps
 - Visitor guides
 - Events
- Speaking feature at city events (ribbon cutting, dedication, etc.)
- Donor wall logo
- Premier recognition
- Two park rentals each year
- Exclusivity



*Multi-year payment available; negotiable dependent upon amenities.

Sponsor a Feature

Train • Train Station • Lighthouse



Sponsored by

Columbia Center Rotary



Dream Maker - \$50k+

- Signage affiliated with a playground feature
- Inclusion in media announcements, advertising, and website
- Recognition at dedication event
- Donor wall logo
- One park rental each year
- Category exclusivity

Dream Builder - \$10k+

- Dream Seeker amenities
- Social media spotlight
- Name on donor wall

Dream Seeker - \$2,500

- Name on website
- Name on promenade walkway
- Inclusion in event dedication program
- Dream Medalist amenities

Tri-City Water Follies



• Crane • Tri Runner • Bridge • Climbing Structure • Zip Track - \$10,000 +



A Dream Worth Rebuilding

A Mission to Believe In

The City of Kennewick, home to the regional Playground of Dreams, pledges to promote parks and recreation programs where every person can participate in safe, quality activities of their choice. We work in partnership with other service providers and develop local youth, providing a sense of belonging through community participation. Acknowledged is the need to maintain and expand the community's investment in attractive, publicly owned parks, greenways, open spaces and buildings for our future generations.

Values to be Proud Of

We value integrity, inclusiveness, stewardship and community. We are accountable to our community for innovative and collaborative efforts that anticipate needs, leverage resources and deliver solutions.

Our slogan is "Leading the Way," and our unofficial motto is "Choose Fun."

Dream Believer - \$100

- Collector's edition Believer lapel pin.
- Name on the Playground of Dreams website.
- Recognition in the commemorative dedication ceremony program.



Dream Medalist - \$250

- Inscribed 2" diameter stainless steel Dream Medals shine proudly at the playground entrance.
- Personalized with a laser-cut message up to 25 characters, affixed to the slats of existing wood entrance pillars.
- Dream Believer lapel pin and entitlements.



Sponsorship

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Construction Management

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