



Downtown Yakima Sip and Stroll Sponsorship Package

Sponsor Sip and Stroll 2023 organized by the Downtown Association of Yakima (DAY) and Drink Yakima to grow your business and brand. You can maximize your marketing budget by utilizing effective avenues like on-site signage, stage mentions, and event promotional materials on social media, digital and hard copy, and traditional media (radio, television, print, etc.). Sponsoring an event is a great way to demonstrate your commitment to the community and build relationships with local media outlets, leading to further promotional partnerships and greater name recognition. DAY, a 501-C-3 non-profit organization, offers corresponding charitable tax benefits and has a strong volunteer base. It is an established community organization recognized for its commitment to downtown revitalization.

Event Details

- Fundraising partnership event between Drink Yakima and the Downtown Association of Yakima.
- The event takes place on October 26th, 2024
- The event highlights the premier Yakima Valley craft beverage industry and the unique businesses in downtown Yakima.
- Patrons stroll from business to business and enjoy a different craft beverage producer at each stop.
- Each business provides a food spread and fun promotions and activities, creating a party-like atmosphere.



Presenting Sponsor - \$3,000

As the exclusive Presenting Sponsor, your brand will receive unparalleled visibility and recognition throughout the event.

Benefits Include:

- Exclusive branding as the Presenting Sponsor.
- 100% of radio mentions leading up to the event.
- Your logo prominently displayed on all event signage.

- Logo placement on the event website and social media pages.
- 10 event tickets for your use or to share with others.
- 100% representation on all social media posts related to the event.

Security Sponsor - \$1,500

Support the safety and security of Sip and Stroll with this dedicated sponsorship.

Benefits Include:

- Mentions on 75% of radio ads.
- Your logo on event signage and the event website.
- 5 event tickets to enjoy or distribute.
- 10 social media shout-outs acknowledging your support.