

# Imagination Bethesda

June 1, 2019 - 10am-3pm

★ Live entertainment

★ Hands on creative activities for the 12-and-under crowd

★ Face painters, roving performers, balloonists and more!



# Imagination Bethesda



## FACT SHEET

**Date:** June 1, 2019

**Time:** 10am-3pm

**Where:** Along Woodmont Avenue and Elm Street in downtown Bethesda

**Admission:** **FREE!**  
Event is held rain or shine

**Produced By:** Bethesda Urban Partnership

**About:** The 25<sup>th</sup> annual Imagination Bethesda is a children's street festival celebrating children and the arts. The festival will host 25 local businesses and arts organizations that will provide a variety of hands-on art and craft activities for children 12 and under. More than 15,000 attendees enjoy Imagination Bethesda each year.

**Website:** [www.bethesda.org](http://www.bethesda.org)





## SPONSORSHIP DETAILS

### \$10,000 package

- Banners with sponsor logo posted on Wisconsin and Woodmont Avenues (50,000+ cars daily) two weeks prior to event.
- Promotional tent provided by the Bethesda Urban Partnership (BUP) on event site. Additionally, BUP will work with the sponsor on additional product exposure opportunities.
- Sponsor logo in ads placed in Post Express, Washington Post and Washington Parent.
- Sponsor logo on event flyers (8,000 qty.)
- Sponsor logo on event day maps (3,000 qty.)
- Mention in all press materials which are disseminated several times prior to June 1<sup>st</sup> event.
- Logo and direct link to Sponsor's website from BUP Imagination Bethesda website.
- Acknowledgement of sponsorship in BUP's June/July and August/September Calendar of Events (combined over 60,000 households in the following zip codes: 20814, 20815, 20816, 20817 and 20852.)

### \$5,000 package

- Promotional tent provided by the Bethesda Urban Partnership on event site.
- Sponsor logo on event flyers (8,000 qty.) and event day maps (3,000 qty.)
- Mention in all press materials which are disseminated several times prior to June 1<sup>st</sup> event.
- Logo and direct link to Sponsor's website from BUP Imagination Bethesda website.
- Acknowledgement of sponsorship in BUP's June/July and August/September Calendar of Events (combined 60,000 + direct mail pieces.)

