



# 2024 Newcastle Summer Sponsorship

Reach thousands of customers and make a difference in the Newcastle, Bellevue and Renton communities and beyond.

When you join us as a summer sponsor, your contribution supports six unforgettable community events that bring people together and make Newcastle one of the best small cities in the nation. This summer, see your business or organization recognized at our Fireworks on the Lake event, Concerts in the Park, and our Newcastle Days celebration.



Contact Amy George, Events & Recreation Coordinator at [events@newcastlewa.gov](mailto:events@newcastlewa.gov) or 425-386-4106.



# Fireworks on the Lake

Saturday, July 6  
6:00 – 10:30 p.m.  
Lake Boren Park

More popular than ever, our Fireworks on the Lake event opens with food trucks and live music. The grand finale is a one-of-a-kind fireworks show over beautiful Lake Boren.



# Concerts in the Park

Wednesdays, 7:00 – 8:30 p.m.  
July 17, 24, 31 and August 7  
Lake Boren Park

Four (4) FREE weekly outdoor concerts are the perfect summer evening gatherings for friends and neighbors at Lake Boren Park, featuring a wide range of live music and food options.



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# Newcastle Days

Saturday, September 7

10:00 a.m. – 7:00 p.m.

Lake Boren Park

**Newcastle Days is the signature event of our community.**

Join us this year as we celebrate our 30<sup>th</sup> anniversary with special activities and recognition in honor of our city's birthday.

Newcastle Days features the Cars on the Green car show, live stage entertainment, community and vendor booths, giant inflatables, carnival games, craft beer garden, food trucks and much more.

**Newcastle Days draws more than 6,000 visitors in one day!**

Connect with residents and visitors with a complimentary on-site booth. Increase your brand awareness while mingling with neighbors of all ages in this not-to-miss celebration.



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# 2024 Newcastle Summer Sponsorship Options

Sign up for Platinum, Gold, Silver, or Bronze sponsor levels:

Benefits	Platinum \$5,000+	Gold \$2,500	Silver \$1000	Bronze \$500
Logo on all 3 Coal Creek Pkwy event banners seen by thousands of drivers daily	✓			
Logo included on all 3 summer event flyers distributed throughout the city	✓			
Sponsor spotlight in an issue of the City newsletter and on social media	✓			
Logo on stage banner for all 6 summer events	✓	✓		
Logo on Newcastle Days T-shirt	✓	✓		
Logo recognition on City website	✓	✓	✓	
Sponsorship announcement at all 6 events *Bronze at Fireworks and Newcastle Days only	✓	✓	✓	✓*
Name recognition on City website	✓	✓	✓	✓
One 10x10 tent setup to promote your products/services at Newcastle Days	✓	✓	✓	✓
Sponsorship acknowledgement on City social media	✓	✓	✓	✓

**Back by popular demand! Sign up for or add a Cars on the Green sponsorship:**

- Show Sponsor (\$1000): logo on flyer, ballot, dash plaque and all show promotion; awards ceremony spotlight; one 10x10 tent setup at Newcastle Days
- Trophy Sponsor (\$150): name on trophy and ballot; recognition during awards ceremony

**Be a Friends of Newcastle sponsor with a monetary donation of up to \$499.  
Recognition is included on the City website and at least one event.**

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