

**Move  
Redmond**



# OPEN STREETS FESTIVAL

**Sponsorship Proposal 2025**





# ABOUT MOVE REDMOND

Move Redmond is a 501c4 non-profit advocacy organization proudly serving Redmond, Washington. We work to win streets, trails, and transit that make Redmond more accessible and inclusive. Our mission is to expand mobility options for workers to support economic development and livability in and around Redmond.







# 2024 OPEN STREETS FESTIVAL

MOVE REDMOND'S FOURTH ANNUAL OPEN STREETS  
FESTIVALS WERE OUR BIGGEST EVENTS EVER!

**90+** COMMUNITY  
PARTNERS  
LOCAL BUSINESSES, &  
VENDORS

**2,000+**  
ATTENDEES

**4**  
BLOCKS OF  
OPEN STREETS





# Partnerships

Move Redmond took a collaborative approach in organizing our Open Streets Festivals by actively engaging with local businesses and youth performers. We recognize that the success of such events hinges on community partnership.

**Downtown Redmond**  
10 AM - 3 PM

**MOVE REDMOND OPEN STREETS FESTIVAL**  
Saturday Aug. 17th  
161st Ave. + Cleveland St.

**MAIN STAGE**

- 10:00 AM EVENT KICKOFF WITH KEXP'S DJ TROY NELSON
- 10:15 AM SCHOOL OF ROCK BELLEVUE HOUSE BAND
- 11:00 AM PERFORMANCE AND BOLLYWOOD DANCE WORKSHOP WITH RANGEELA DANCE COMPANY
- 11:45 AM ZUMBA FOR ALL WITH 425 FITNESS INSTRUCTOR JON KOK
- 12:45 PM SCHOOL OF ROCK BELLEVUE HOUSE BAND
- 2:00 PM WHO IS SHE?
- 2:45 PM CLOSING REMARKS

**DOWNTOWN PARK FUN FIELD**

- 10:00 AM Y6 SLOW FLOW YOGA W/ YOGA SIX INSTRUCTOR ALCYIA G
- 11:00 AM BODYCOMBAT W/ 425 FITNESS INSTRUCTORS JENN AND BRIANA
- 12:00 PM STORY TIME WITH THE REDMOND LIBRARY
- 2:00 PM PILATES FOR ALL W/ CLUB PILATES REDMOND

CELEBRATING SAFE STREETS AND SUSTAINABLE JOURNEYS FOR ALL. LEARN MORE AT [MOVEREDMOND.ORG](http://MOVEREDMOND.ORG)

**Overlake Village**

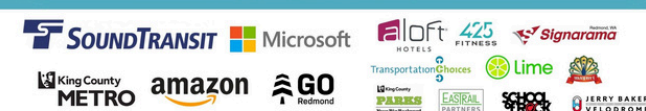
**MOVE REDMOND OPEN STREETS FESTIVAL**  
Saturday, June 22nd  
Shen & Calder

**STAGE LINE UP**

- 10AM OPENING WITH KEXP'S DJ TROY NELSON
- 11AM JAPAN CREATIVE ARTS/SCHOOL OF TAIKO
- 11:30AM DJ TROY NELSON
- 12PM ZUMBA FOR ALL WITH 425 FITNESS INSTRUCTOR JON KOK
- 1PM PERFORMANCE AND BOLLYWOOD DANCE WORKSHOP WITH RANGEELA DANCE COMPANY
- 2PM WARREN DUNES
- 2:45PM CLOSING REMARKS

**ESTERRA PARK FITNESS FIELD**

- 1PM YOGA WITH YOGA SIX INSTRUCTOR SARAH W.
- 1:45PM YOGA WITH YOGA SIX INSTRUCTOR KATY T.





# Impressions & Impacts

Our team put together a comprehensive communications plan and digital media toolkit for all our community vendors. We also invested sponsorship dollars into advertising for the event, including air time on KUOW and Meta ads.

**42** KUOW ON AIR SPOTS

**7.9K** WEBSITE VIEWS

**58K** META POST REACH

**524K** KUOW IMPRESSIONS



2024 Open Streets Festival Experience Redmond event promotion



2024 Open Streets Festival KUOW Website Ad

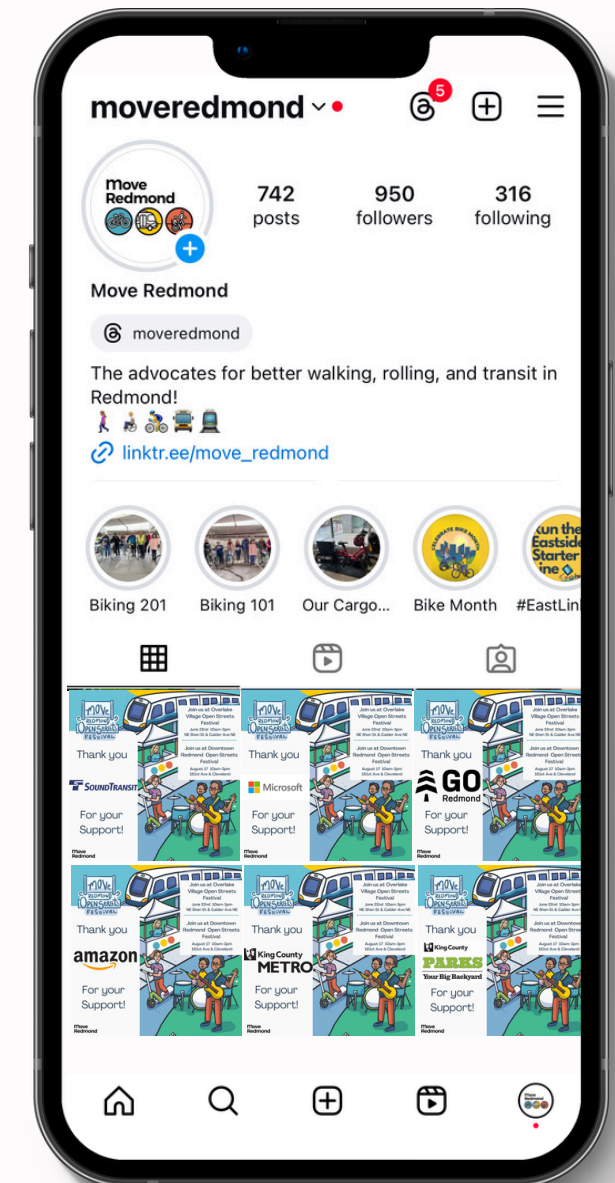


# Sponsorship promotions

Sponsors were promoted through a multi-faced approach that maximized their visibility & impacts; increasing their return on investment & contributing to the overall success of the festival.



Open Streets Festival Poster





# Vision for 2025

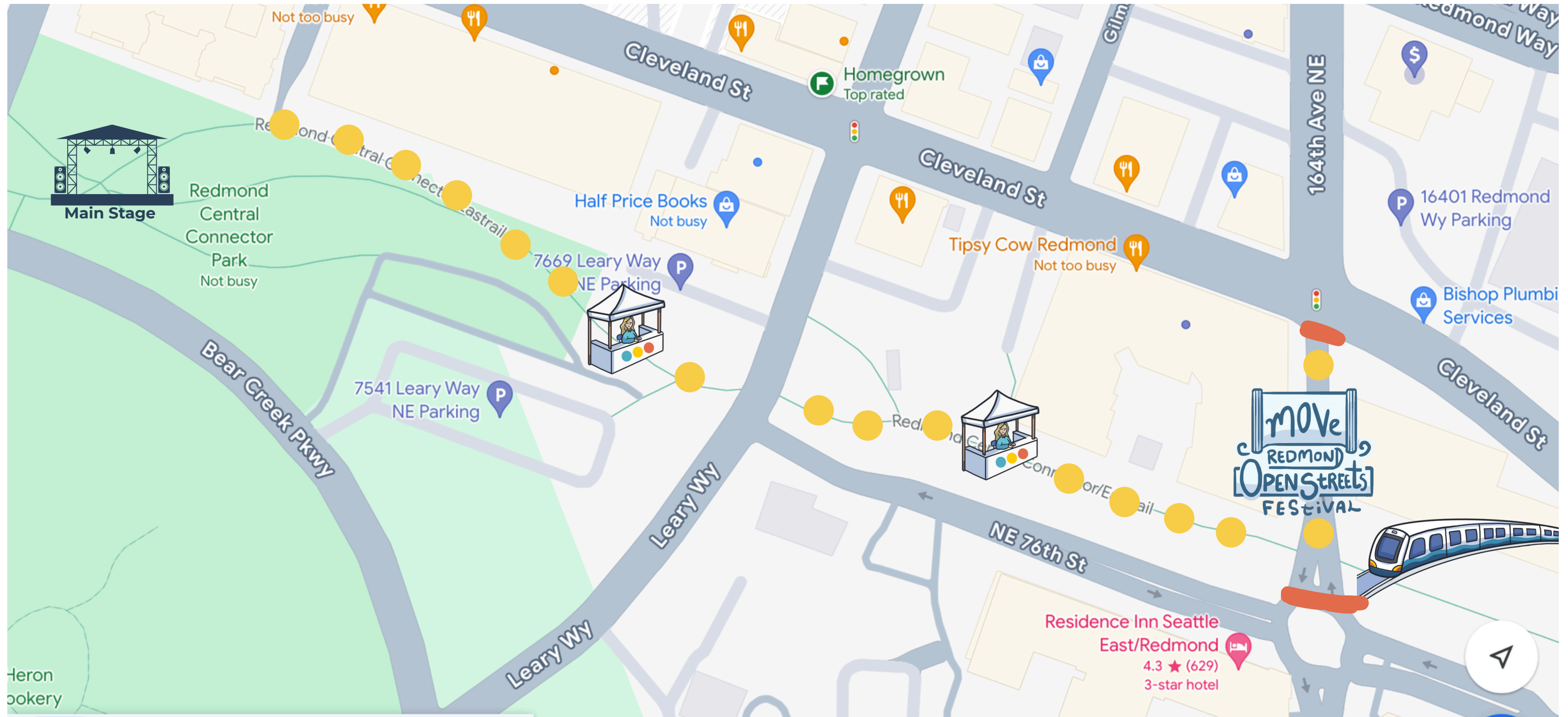


In 2025 the Downtown Redmond Link Extension will open in Spring, and Move Redmond wants to leverage the opening of light rail to celebrate the incredible investments the city has made to improve access to light rail through trails. **We envision combining the opening of the light rail station with a twist on our Open Streets Festival, to highlight the power of trails to transit!**





# Vision for 2025





# Sponsorship Tiers



## \$100K Open Streets Title Sponsor

- Company Name in Title used in all promotions of event
- Company Name included in Radio Ad Copy
- Stage named after organization
- Opportunity for custom activation
- Logo printed on all custom giveaways
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized "Thank You" promotion on social media
- 10x10 space at event
- Logo on shareable video



# SPONSORSHIP TIERS

## \$50K Open Streets Festival Presenting Sponsor

- Stage Named After organization
- Opportunity for custom activation
- Logo printed on all custom giveaways
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

## \$25K Open Streets Partner Sponsor

- Opportunity for custom activation
- Logo printed on all custom giveaway
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video





# SPONSORSHIP TIERS

## \$15K Open Streets Champion

- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

## \$6,000 Open Streets Advocate

- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video





# SPONSORSHIP TIERS

## \$3k Open Streets Supporter

- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

## \$1,000 Move Redmond Supporter

- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video





# SPONSORSHIP TIERS SUMMARY

Sponsor Level	\$100K Title Sponsor	\$50K Presenting Sponsor	\$25K Partner Sponsor	\$15K Champion Sponsor	\$6K Open Streets Advocate Sponsor	\$3K Open Streets Supporter	\$1K Move Redmond Supporter
Logo on Shareable Video	X	X	X	X	X	X	X
10x10 Exhibition Space at event	X	X	X	X	X	X	X
Customized "Thank You" Promotion on Social Media	X	X	X	X	X	X	X
Logo on all printed posters	X	X	X	X	X	X	
Logo on Stage Banner	X	X	X	X	X	X	
Larger Size Logo on Printed Materials	X	X	X	X	X		
Lager Logo printed on all collateral and event maps	X	X	X	X			
Employee & group volunteer opportunities	X	X	X	X			
Opportunity to support local performers	X	X	X				
Logo printed on all custom giveaways	X	X	X				
Opportunity for custom activation	X	X	X				
Stage Named After Organization	X	X					
Company name included in Radio Ad Copy	X						
Company Name in Title used in all promotions of event	X						



# Support these Community Events. Get in touch!

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Kelli Refer

[Kellir@moveredmond.org](mailto:Kellir@moveredmond.org)

[www.moveredmond.org](http://www.moveredmond.org)

