

SPONSORSHIP OPPORTUNITIES



The King William Fair was recognized in 2019 by the International Festivals & Events Association (IFEA) and the Texas Festivals & Events Association (TFEA) for the following industry achievements:

BEST SOCIAL MEDIA SITE

Gold at TFEA

BEST EVENT PROGRAM

Silver at TFEA

BEST COMMEMORATIVE POSTER

Gold at TFEA

BEST T-SHIRT DESIGN

Silver at TFEA

BEST PIN OR BUTTON

Gold at TFEA

BEST PARADE

Silver at TFEA and Bronze at IFEA

BEST SINGLE MAGAZINE DISPLAY AD

Gold at IFEA and Silver at TFEA

BEST PROMOTIONAL PHOTOGRAPH

Bronze at TFEA



SATURDAY, APRIL 25, 2020 • 9AM-6PM

What is the KING WILLIAM FAIR & what is the PURPOSE?



The King William Fair
is a family-friendly event offering
something for **EVERYONE!**

From its small beginnings as a neighborhood block party in 1968, the annual King William Fair has grown into one of the best-loved Fiesta San Antonio® events with an average attendance of 40,000+! The King William Fair is the primary fundraising event for the King William Association, a non-profit organization which works to preserve and protect the oldest residential historic district in Texas and promote the unique cultural heritage of San Antonio.

- **PARADE** featuring the fun and funky entries of local school, business, non-profit, and social groups as they travel a 2-mile route through the neighborhood

- **5 STAGES** showcasing local, live music and entertainment for the entire family

- **STREET PERFORMERS** featuring dance, music, poetry, magic, and historical reenactments

- **200 ART AND CRAFT VENDORS** featuring handcrafted items from Texas and beyond

- **65+ FOOD AND BEVERAGE BOOTHS** serving your favorite Fiesta flavors

- **KIDS KINGDOM** featuring a variety of children's activities, rides, and entertainment

- **ARTISTS ALLEY** presenting live artist demonstrations and interactive art opportunities

APRIL 25, 2020 • 9am-6pm • KWFair.org

The KING WILLIAM FAIR PROCEEDS

YOUR INVESTMENT IN THE 53RD ANNUAL KING WILLIAM FAIR SUPPORTS THE
ARTS, EDUCATION, AND COMMUNITY IMPROVEMENTS WITH FAMILY FUN IN
TEXAS' FIRST RESIDENTIAL HISTORIC NEIGHBORHOOD.

PROCEEDS from the KING WILLIAM FAIR provide 95% of the

KING WILLIAM ASSOCIATION'S OPERATING FUNDS

& have enabled us to INVEST in our
SAN ANTONIO COMMUNITY
through the following programs:

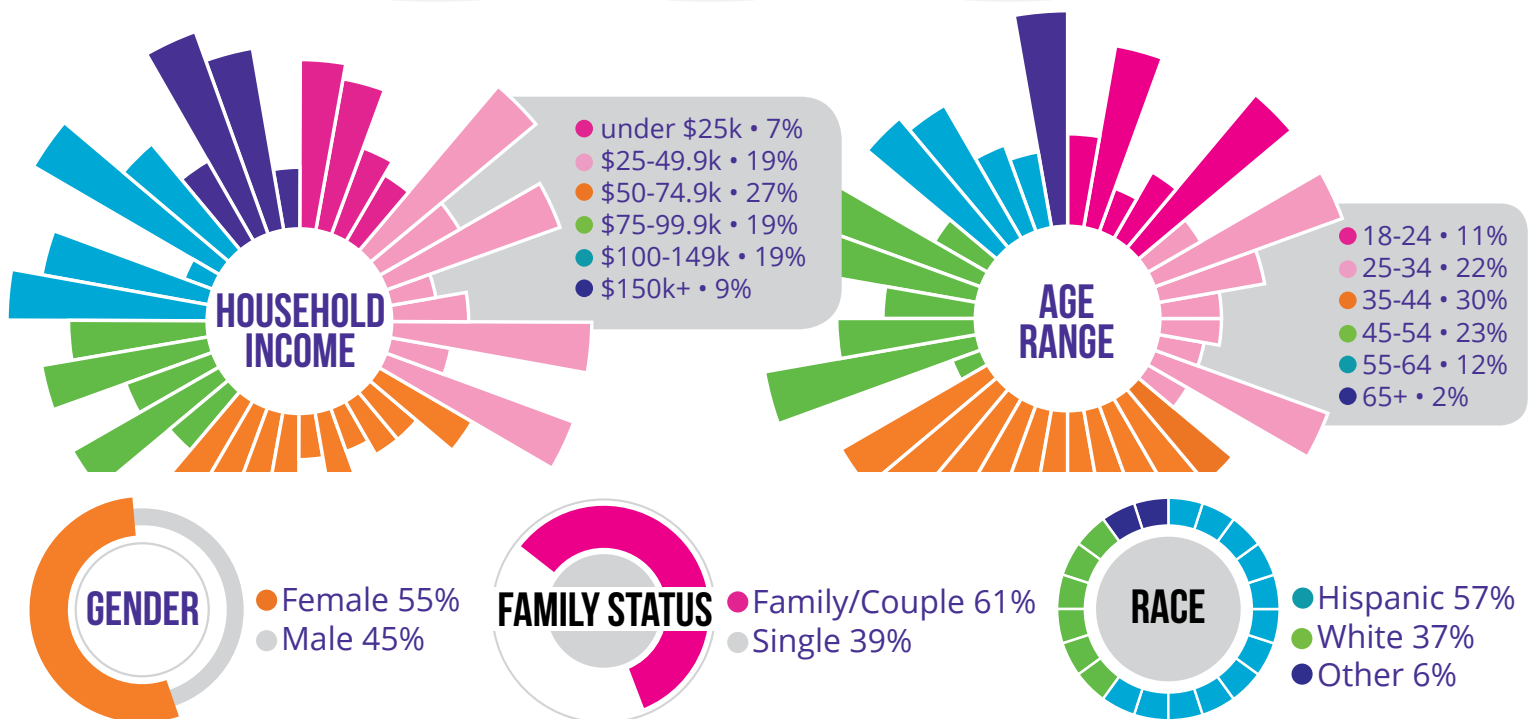
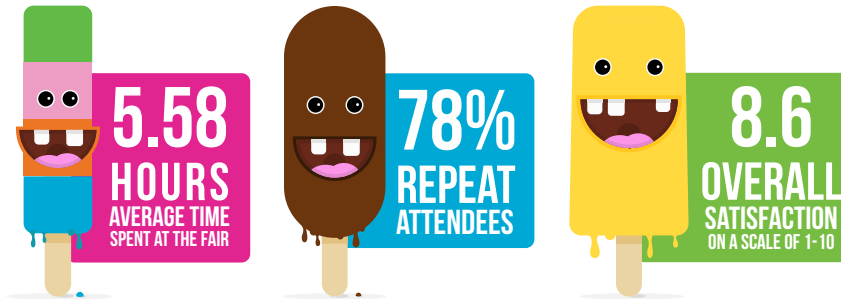


- **ALAMO COLLEGES DISTRICT SCHOLARSHIP FUND** provides 8 endowed annual scholarships for Brackenridge High School graduates totaling over \$250,000 since its inception.
- **KING WILLIAM ASSOCIATION GRANT PROGRAM** awarded over \$560,000 since 2001 to Bonham Academy, Page Middle School, Brackenridge High School, SAY Sí, The Cannoli Fund for Dogs & Cats, Jump-Start Performance Co., San Antonio Art League & Museum, Maxwell House (F&M Projects), Blue Star Contemporary Art Museum, Villa Finale Museum & Gardens, and more.
- **COMMUNITY IMPROVEMENTS** including tree planting, public park and sidewalk enhancements, graffiti abatement, San Antonio River amenities, King William Cultural Arts District, and more.
- **FREE CONCERTS IN THE PARK** bringing together the San Antonio community to enjoy the best in live, local entertainment.

The KING WILLIAM FAIR DEMOGRAPHIC SNAPSHOT

ATTENDEE SURVEY CONDUCTED BY PROFESSOR DAVID BOJANIC & STUDENTS OF THE UTSA COLLEGE OF BUSINESS.

The King William Fair draws a diverse crowd from all walks of life to enjoy a safe family event and Fiesta atmosphere.



2020 SPONSORSHIP BUNDLES

Ask about increasing your benefits and marketing opportunities by bundling your Fair sponsorship investment with one or more of our additional signature events planned for 2020:

Sauerkraut Bend 5K River Run – February 23

Concerts in the Park Series – May to November

Holiday Home Tour – December 5

Your INVESTMENT & BENEFITS

We have a variety of exclusive branding, visibility, and activation opportunities to fit your marketing needs. All sponsor levels include brand recognition on our website, brochure and map, and King William Association newsletter. We also love collaborating with sponsors to create unique and memorable experiences for our Fairgoers.



\$50,000 KING WILLIAM FAIR PRESENTING SPONSOR

- King William Fair presented by *Your Company* • Exclusive brand recognition on 40,000+ admission wristbands
- Exclusive brand recognition at all 8 admission gates • Exclusive brand recognition on 600+ volunteer t-shirts
- Hospitality package includes 100 admission wristbands, 24 VIP parking passes, 20 t-shirts, 20 medals

\$10,000+ PLATINUM SPONSOR

- Exclusive branding opportunities*
- Hospitality package includes 50 admission wristbands, 12 VIP parking passes, 10 t-shirts, 10 medals

\$5,000+ SILVER SPONSOR

- Exclusive branding opportunities*
- Hospitality package includes 25 admission wristbands, 6 VIP parking passes, 5 t-shirts, 5 medals

\$3,000+ SILVER SPONSOR

- Branding opportunities*
- Hospitality package includes 20 admission wristbands, 4 VIP parking passes, 3 t-shirts, 3 medals

\$3,000+ STAGE PRESENTING SPONSOR

- Stage presented by *Your Company* • Exclusive brand recognition at one of our 5 entertainment stages
- Hospitality package includes 20 admission wristbands, 4 VIP parking passes, 3 t-shirts, 3 medals

\$1,000+ CROWN SPONSOR

- Branding opportunity* • Hospitality package includes 10 admission wristbands

\$500+ TIARA SPONSOR

- Branding opportunity*

\$100+ FRIEND OF THE FAIR

- Branding opportunity*

IN-KIND SPONSORSHIP LEVELS

In-Kind donors receive the same recognition as above levels to match your donation value.

**Branding opportunities to be determined, but may include a branded stage banner, branded photo booth experience, your mascot introduced at a stage, branded golf cart signage, and more.*



SPONSORSHIP LEVELS



The 2020 King William Fair Parade will honor the history of its historic neighborhood by encouraging entries to celebrate the Story of Fiesta® San Antonio.

NEW FOR 2020!

Our Parade will be **live-streamed by KSAT-TV** on their streaming service, app, and website, thereby amplifying your Parade sponsorship investment as it reaches new audiences and receives additional pre-event promotional opportunities in partnership with KSAT-TV.

\$15,000 PARADE PRESENTING SPONSOR

- Parade presented by *Your Company* • Exclusive brand recognition on the kick-off and finale Parade banners
- Company logo featured on all Parade storyline banners
- Hospitality package includes 50 admission wristbands, 12 VIP parking passes, 10 t-shirts, 10 medals

\$2,000+ PARADE FLOAT SPONSOR

- Float/entry in the Parade presented by *Your Company* • Hospitality package includes 10 admission wristbands

\$500+ PARADE SPONSOR

- Company logo featured on finale Parade banner • Hospitality package includes 5 admission wristbands

IN-KIND SPONSORSHIP LEVELS

In-Kind donors receive the same recognition as above levels to match your donation value.

**Branding opportunities to be determined, but may include a branded float or character on a float, a branded banner, branded golf cart signage, and more.*



QUESTIONS? CONTACT

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