



# KENT NERD PARTY SPONSORSHIP PROPOSAL

Presented by  
Kent Downtown Partnership  
& Page Turner Books





The Kent Nerd Party, originally launched in 2021 as the Meeker Street Nerd Party, began as a grassroots effort to unite local businesses and engage the vibrant cool nerd community. Started by Wayne Curran, owner of Page Turner Books, the event aimed to give local creators a platform to shine, boost business visibility, and provide a space for Kent's nerds to embrace their passions.

The Kent Nerd Party is a growing community event that continues to attract and engage a passionate, diverse audience both locally and regionally.





# EVENT OVERVIEW

## Join the Party!

Align your brand with a lively, growing event that draws enthusiasts locally and regionally.

As a sponsor, you'll gain visibility among hundreds of attendees who are passionate about comics, cosplay, anime & manga, and more--while also demonstrating your commitment to supporting local events that enrich the community.

Your support can make a big difference! We appreciate your consideration.



**DATE:** Saturday, June 7th, 2025  
**TIME:** 2 - 7 PM  
**LOCATION:** Historic Downtown Kent

**EXPECTED ATTENDANCE:** 1,200+

### ACTIVITIES:

- Vendors, authors, and artists
- Cosplay contest
- Lego museum
- LARP games
- BMX performance
- Food trucks



# OTHER PERKS

## Sponsorships are Tax Deductible!

KDP is a 501(c)(3) non-profit charitable organization recognized by the IRS. EIN: 91-1573465

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### Brand Visibility:

Sponsors will benefit from brand exposure through event marketing materials, such as posters, social media/newsletters, banners, event programs, live mentions, press coverage and sponsor booth



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### Community Impact:

The Kent Nerd Party brings the community together, drawing families, friends, and visitors from Kent and the surrounding areas, enhance your community presence.



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### Not seeing what you need?

Sponsorships can be tailored to align with your marketing goals and budget!





# SPONSOR LEVELS



## **TITLE SPONSOR- \$3,000 (1 opportunity)**

This is an exclusive opportunity for your brand's premier recognition at the event. Your brand will be prominently showcased to attendees but also to a broader audience through press/media, extensive circulation of promotion materials, photos and videos from the event.

### Package Includes:

- Exclusive Title Sponsorship: Your brand will receive primary visibility throughout the festival as the exclusive title spotlight -- "Kent Nerd Party, brought to you by (insert company name)"
- Category Exclusivity: No competing businesses in the same category will be allowed to sponsor the event, ensuring your brand's unique position.
- Prominent Logo Placement: Your logo will be prominently featured on our website and all festival signage.
- Prime Booth Placement: Enjoy a complimentary 10' x 10' booth space in a premier location to promote your brand, sell items, and engage directly with consumers.
- Premium Marketing Placement: Your company's name and logo will be featured prominently on all event-related marketing materials, including social media and newsletter campaigns, posters, brochures, event guide (if applicable), press releases.



# SPONSOR LEVELS

## PRESENTING SPONSOR- \$1,000 (4 opportunities)

The objective of this event is to foster community pride and celebrate cultural diversity. This level has been designed to offer an accessible opportunity to participate and enjoy the advantages of sponsorship at a cost-effective rate.

Package Includes:

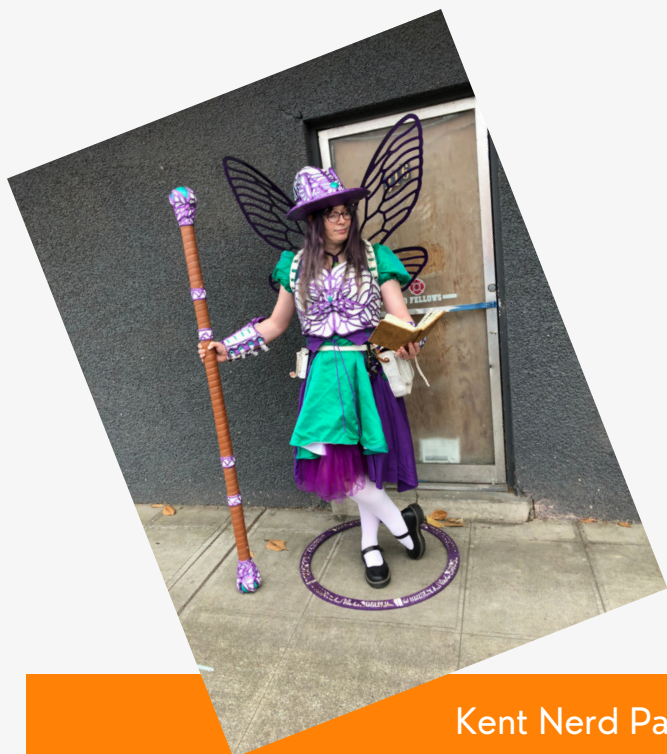
- Logo Placement: Your logo will be featured on website, event poster, and across multiple social media platforms and newsletters
- Banner placement throughout event with your logo
- Booth Space: Enjoy a 10' x 10' booth space to promote your brand, sell products, and engage directly with consumers.

## COMMUNITY SPONSOR- \$500 (4 opportunities)

- Logo Placement: Your logo will be featured on event poster and social media platforms and newsletter
- Booth space (10x10) included

## OTHER OPPORTUNITIES:

- IN KIND: Can you offer volunteer staff, a product or a service that can benefit the event? Work with organizers to find an arrangement that works for you!
- SPONSOR AN ACTIVITY: Would you like to sponsor a specific activity, like face-painting, a cosplay contest or kid's activity? We may be able to make that happen!
- VOLUNTEER PERKS: Want to help thank volunteers? Gift certificates and food, among other things, are appreciated!





# MEET THE TEAM



## Wayne Curran

### OWNER, PAGE TURNER BOOKS

Wayne is the owner of Page Turner Books, which he founded in 2007. His bookstore is the go-to spot for sci-fi, horror, and mystery and has grown into a favorite community space for book lovers and nerds.



## Gaila Haas

### EXECUTIVE DIRECTOR, KENT DOWNTOWN PARTNERSHIP

Gaila leads the Partnership's efforts to revitalize and promote the heart of Kent, WA. With a deep passion for community engagement and economic development, Gaila has been instrumental in bringing signature events, vibrancy and cultural diversity to downtown Kent. Her leadership and vision have helped foster a thriving local economy and destination for residents and visitors alike.



## Kingfisher Abernethy

### EVENTS COORDINATOR, KENT DOWNTOWN PARTNERSHIP

Kingfisher is the Events Coordinator for the KDP, where she plays a pivotal role in bringing our events to life. With a keen eye for detail, she is responsible for planning and executing event logistics.





# MEET THE TEAM



## Kayla Clenney

### MANAGER, PAGE TURNER BOOKS

Kayla Clenney serves as Manager of Page Turner Books, where she channels her love for literature into fostering a dynamic community. As the organizer of the store's popular monthly horror book club, she cultivates a welcoming environment for fans to connect over their shared passion for thrilling and suspenseful stories.



## RJ Coughlin

### LEGO MUSEUM ORGANIZER, KENT NERD PARTY

RJ connects the Kent Nerd Party to our partner, SeaLUG (the Seattle Area Lego Users Group) to put together the Lego Museum at our event.





# CONTACTS

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## Media Opportunities

- Interviews: Available with event organizers and business owners.
- Photography/Video:
  - Access to key areas for media coverage, including backstage and front-of-stage areas during performances.

## Feature Stories:

- Opportunities to spotlight local artists and authors, the creativity and craft of cosplay, and behind-the-scenes stories.

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## Social Media & Online Presence

Website: [downtownkentwa.com](http://downtownkentwa.com)

Facebook.com/KentDowntownPartnership

Instagram.com/kentdowntownpartnership

Hashtags: #KentNerdParty #DowntownKent



# THANK YOU

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## Thank you for considering a sponsorship

Your support is invaluable in helping us bring this vibrant celebration of nerd culture and community to life. We appreciate your interest in partnering with us and look forward to the possibility of working together to create an unforgettable experience for our attendees.

Your sponsorship not only contributes to the success of the event but also strengthens the bond within our community. Thank you again for your consideration!

