



KENT NERD PARTY SPONSORSHIP PROPOSAL

Presented by
Kent Downtown Partnership
& Page Turner Books





ABOUT US



The Nerd Party Story

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 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.

What started as a small gathering has now blossomed into a highly anticipated celebration that takes over historic downtown Kent. The event features a Lego sculpture museum, outdoor vendor market, exciting contests, activities, games, live demonstrations/performances, and has been drawing 2,000-3,000 enthusiastic attendees. With the Kent Nerd Party, locals don't have to travel far for a full convention experience – it's right here in their backyard!

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 6th, 2026
TIME: 12 - 7 PM
LOCATION: Historic Downtown Kent

EXPECTED ATTENDANCE: 3,000+

ACTIVITIES:

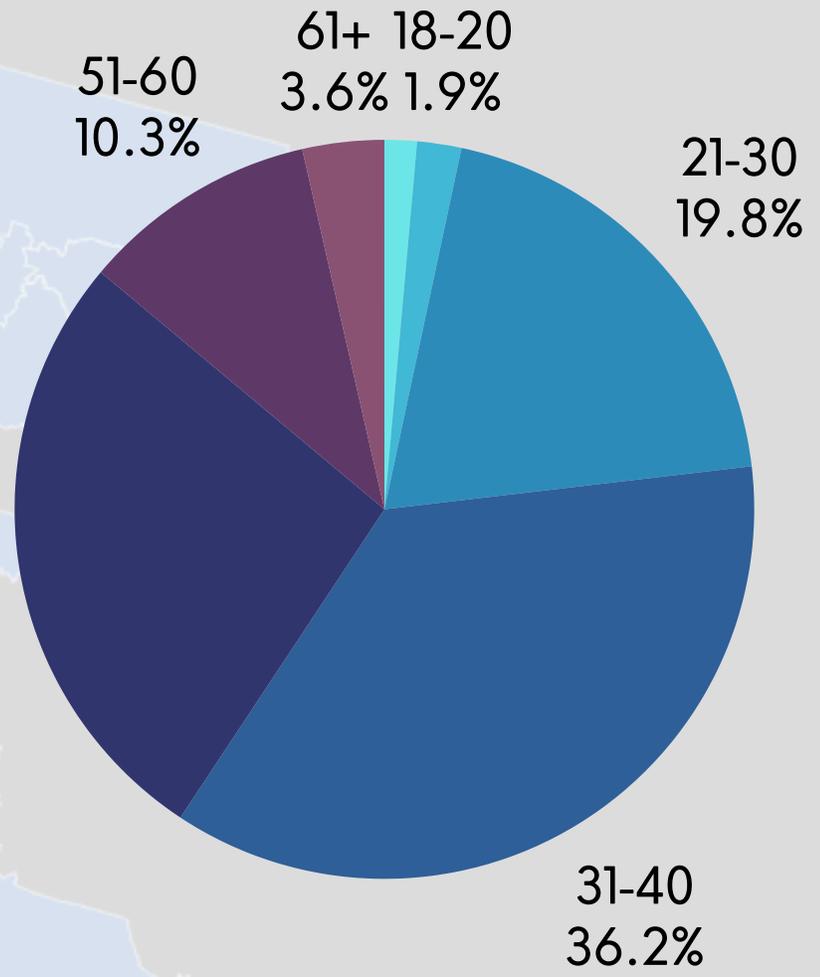
- Vendors, authors, and artists
- Contests
- Lego museum
- LARP demonstrations and games
- Live performances
- Food trucks
- Video game demos



DEMOGRAPHICS

AGES:

The Kent Nerd Party has diverse appeal to the 21+ crowd and is attended by many local families.



LOCATION:

The Kent Nerd Party attracts both local and regional attendees coming from across Washington and as far as Oregon.



SPONSOR LEVELS



TITLE SPONSOR- \$3,500 (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.
- Prime Booth Placement: Enjoy a complimentary 10' x 20' 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 event-related marketing materials, including social media and newsletter campaigns, posters, brochures, event guide (if applicable), press releases, and sponsor banner.
- Kent Nerd Party Swag: Four Kent Nerd Party t-shirts for your team.



SPONSOR LEVELS

PRESENTING SPONSOR- \$1,250 (6 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.
- Kent Nerd Party Swag: Two Nerd Party t-shirts.

COMMUNITY SPONSOR- \$600 (8 opportunities)

- Booth space (10x10) included
- Kent Nerd Party Swag: One Nerd Party t-shirt.
- Logo featured on our website.



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!





OTHER PERKS

Sponsorships are Tax Deductible!

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

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



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.



Not seeing what you need?

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



MEET THE TEAM



Abby Pierson

EVENTS COORDINATOR, KENT DOWNTOWN PARTNERSHIP

Abby is the Events Coordinator for the KDP who holds a pivotal role in bringing our events to life. Abby loves to connect community and is responsible for all aspects of planning and executing event logistics.



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.



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.



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.

Social Media & Online Presence

Website: downtownkentwa.com

Facebook.com/KentNerdParty

Instagram.com/KentNerdParty

Hashtags: #KentNerdParty #KNP2026

Photographs by Dennis Pearce



THANK YOU

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!

Nerd Party is produced through support from:

