“While it is an island, Mercer Island is anything but insular. Its central location in the Puget Sound region and proximity to Seattle are parts of its attractive attributes. Mercer Island’s six square miles are home to over 22,000 people. The proximity to Seattle, low crime rate, the tranquil and woodsy ambiance, and excellent schools have made Mercer Island one of the most desirable places to live in the region. The Island is home to executives and professionals. Perhaps its most famous resident is Paul Allen, co-founder of Microsoft and the fifth-richest person in the world according to Forbes magazine. Mercer Island’s zip code, 98040, is the wealthiest in the state.”

-Mercer Island Chamber of Commerce

The Mercer Island Parks and Recreation department consists of over 35 parks and open space areas boasting over 400 acres, and trails in excess of 50 miles. The department maintains high demand and multi-use athletic fields, play structures, sport and athletic courts, swim beaches, street-end waterfront access areas, hiking, biking and equestrian trails, open space areas, picnic facilities, a boat launch and our beautiful and modern Mercer Island Community and Event Center.

Our Mission: The Mercer Island Parks and Recreation Department takes pride in providing the highest quality facilities and services in partnership with the community to enhance livability on Mercer Island.

By taking advantage of sponsorship opportunities with the Mercer Island Parks and Recreation department, your business will be able to maximize exposure to the residents of Mercer Island and show community support. With a variety of sponsorship levels available, there is a sponsorship option available for businesses of any size.

<table>
<thead>
<tr>
<th>City of Mercer Island Population</th>
<th>City of Mercer Island Household Income (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Population</td>
</tr>
<tr>
<td>2013</td>
<td>22,720</td>
</tr>
<tr>
<td>2010</td>
<td>22,699</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Mercer Island Household Income (2010)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>$180,912</td>
</tr>
<tr>
<td>Median</td>
<td>$121,948</td>
</tr>
<tr>
<td>Per Capita</td>
<td>$74,273</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Mercer Island Household Income (2010)</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>3.8%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>2.8%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>4.8%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>7.0%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>12.4%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>10.8%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>19.3%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>10.2%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Mercer Island Educational (2010)</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Level</td>
<td>Population %</td>
</tr>
<tr>
<td>Graduate or Prof Degree</td>
<td>35.5%</td>
</tr>
<tr>
<td>Assoc or Bach Degree</td>
<td>43%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>13.2%</td>
</tr>
<tr>
<td>High School Grad/GED</td>
<td>5.7%</td>
</tr>
<tr>
<td>Some High School, No Dipl</td>
<td>1%</td>
</tr>
<tr>
<td>Less than 9th Grade</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Mercer Island Age Distribution (2010)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td></td>
</tr>
<tr>
<td>Age 0-4</td>
<td>4.4%</td>
</tr>
<tr>
<td>Age 5-9</td>
<td>6.9%</td>
</tr>
<tr>
<td>Age 10-14</td>
<td>7.9%</td>
</tr>
<tr>
<td>Age 15-19</td>
<td>7.2%</td>
</tr>
<tr>
<td>Age 20-24</td>
<td>3%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>7%</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>12%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>17.5%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>14.5%</td>
</tr>
<tr>
<td>Age 65-74</td>
<td>8.8%</td>
</tr>
<tr>
<td>Age 75-79</td>
<td>3.6%</td>
</tr>
<tr>
<td>Age 80+</td>
<td>7%</td>
</tr>
<tr>
<td>Median Age (Years):</td>
<td>46</td>
</tr>
</tbody>
</table>
The Mercer Island Parks & Recreation Department presents a number of special & community events each year. The Mercer Island business community has always been a generous supporter for our events. We are now offering business sponsorship opportunities that will broaden your exposure as a supporter. Events bring community together!

**Track Meet**

Fourth and fifth graders from Lakeridge, Island Park, St. Monica’s and West Mercer Elementary Schools participate in this competitive track meet for coveted 1st place bragging rights! Be a part of this 45 year tradition!

**Date/Time:** Friday, June 12, 1pm  
**Location:** Mercer Island High School Track  
**Participant Estimate:** 400

**Spring Egg Hunts**

One of our most popular youth events that attracts more than 1,000 kids and families rain or shine! The morning hunt is for the little ones ages 1-6, and the evening flashlight hunt is for 7-10 year olds.

**Date/Time:** Saturday, April 4, 5pm & 8:30pm  
**Location:** Mercerdale Park  
**Participant Estimate:** 1,100

**Spring 5k Run**

Run into color! This 5k color run through Luther Burbank Park marks our first 5k. Color runs are all the rage, and yours is right here in Luther Burbank Park.

**Date/Time:** Saturday, May 16, 10am  
**Location:** Luther Burbank Park  
**Inaugural Participant Estimate:** 100

**National Trails Day & Letterboxing**

Celebrate the trails of Pioneer Park while hunting for hints and clues using a clue book to find all the hidden letterboxes in Pioneer Park. Letterboxing kicks off on National Trails Day. This sponsor’s business name will be included on the clue book.

**Date/Time:** Saturday, June 6, 10am  
**Location:** Pioneer Park  
**Participant Estimate:** 100 at Trails Day, 400+  
Letterboxing throughout summer.

www.supportmercer.com
COMMUNITY EVENTS

**Community Campout**
Pitch a tent and camp in Luther Burbank Park! Families enjoy fishing, swimming, boating, lawn games, art/crafts, snacks, dinner and breakfast all in beautiful Luther Burbank Park on Lake Washington!

**Date:** Saturday & Sunday, August 8-9  
**Location:** Luther Burbank Park  
**Participant Estimate:** 100

**Monster Mash Dash Fun Run**
This fun run through Luther Burbank Park is done in costume! Start with a run or walk through the beautiful waterfront Luther Burbank Park ending with treats and a costume contest for participants and their four legged friends.

**Date/Time:** Saturday, October 31, 10am  
**Location:** Luther Burbank Park  
**Participant Estimate:** 100

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**Special Senior Adult Lunches**
These special themed lunches serve up to 100 Mercer Island residents at each lunch.
- St. Patrick’s Day, March
- May
- Summer BBQ, August
- Oktoberfest, October
- Thanksgiving, November

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Events bring our community together and give you a chance to highlight your business, company or organization. Join in the fun!
**Movies In The Park**

Two movies during the summer at Mercerdale Park on a huge inflatable screen. Families come out for an evening under the stars. This is an event we have not held since 2011 because of budget challenges. We’d love to bring it back!

*Date/Time:* August 2015, TBD  
*Location:* Mercerdale Park  
*Participant Estimate:* 250

**Mostly Music In The Park**

This annual summer concert series is coordinated by the Mercer Island Arts Council, a subsidiary of the Parks & Recreation Department compromised of community volunteers advocating for the arts on Mercer Island. Five concerts are held at Mercerdale Park and are free to attend.

*Location:* Mercerdale Park  
*Participant Estimate:* 500 at each concert

**Summer Celebration! 🌟Pirates are back!**

Mercer Island’s only community-wide festival, drawing crowds between 20,000 and 30,000 over festival weekend. It is held annually on the second full weekend in July and boasts a new theme each year which brings new elements into the festival to keep it fresh and relevant. The festival consists of many events; parade, car show, fireworks, 3-on-3 basketball, children’s rides, art/craft vendors, food vendors, musical entertainment, and boat rides around the Island.

*Date:* July 11 & 12  
*Location:* Mercer Island’s Town Center & Luther Burbank Park  
*Participant Estimate:* 20,000 - 30,000
**Gold Annual Sponsor**

Choose five events (2 special events max)

Ad in the fall/winter and spring/summer recreation guides (2) (1,500 of each printed, online exposure through the digital guide all year, name on event publications, name on online event marketing, city website, monthly newsletters (2,300 mailing list), booth (tent provided) at events.

Special Events: If you choose to sponsor Summer Celebration you will have your choice of a specific event within the festival. Music in the Park you will have a booth at all five concerts. Outdoor Movies you will have a booth at both movies.

Your sponsorship commitment deadline to be included in the 2015 spring/summer recreation guide is December 28, 2014.

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**Silver Annual Sponsor**

Choose three events (1 special event max)

Name in printed (1,500) and digital Recreation Guide with sponsored events, name on event publications, name on online event marketing, city website, monthly newsletter (2,300 on mailing list), booth (tent provided) at events.

Special Events: If you choose to sponsor Summer Celebration you will have your choice of a specific event within the festival. Music in the Park you will have booth space at three concerts. Outdoor Movies you will have booth space at one movie.

Your sponsorship commitment deadline to be included in the 2015 spring/summer recreation guide is December 28, 2014.

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**Bronze Annual Sponsor**

Choose two events (1 special event max)

Name on event publications, name on online event marketing, city website, monthly newsletter, booth space (tent not provided) at events. If you choose to sponsor Summer Celebration you will have your choice of a specific event within the festival. Music in the Park you will have booth space at one concert. Outdoor Movies you will have booth space at one movie.

Your sponsorship commitment deadline is March 2, 2015.

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**Vendor Booth (Summer Celebration! Only) 🌞 Pirates are back!**

$600

Booth presence only at our weekend long summer festival. A table and 2 chairs will be provided, tent not included.

Your sponsorship commitment deadline is March 2, 2015.

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**Vendor Booth (All Other Events)**

$250

Booth presence only at any Community Event, Movies in the Park, and Mostly Music in the Park. A table and 2 chairs will be provided, tent not included.

Your sponsorship commitment deadline is March 2, 2015.
PARTNER SPONSORSHIP FORM

Business Name____________________________________________________________________________

Contact__________________________________________________________________________________

Address__________________________________________________________________________________

Email______________________________________ Telephone_________________________________

☐ Yes! Gold Annual Sponsor, $5,000*
☐ Yes! Silver Annual Sponsor, $2,500*
☐ Yes! Bronze Annual Sponsor, $1,500

☐ Yes! $600 Summer Celebration Vendor Booth
☐ Yes! $250 Vendor Booth (choose events below)
* Commitment deadline December 28, 2014

Community Events
☐ Spring Run, May 16
☐ Spring Egg Hunts, Apr 4
☐ Track Meet, Jun 12
☐ Community Campout, Aug 8-9

☐ National Trails Day & Letterboxing, Jun - Oct
☐ Monster Mash Dash Fun Run, Oct 31
☐ Special Senior Adult Lunches, Mar, May, Aug, Oct, Nov

Special Events

Summer Celebration Festival July 11 & 12, 2015
Please choose one specific event where your business will be highlighted as supporting.

☐ Parade ☐ Fireworks Celebration
☐ Entertainment Stage ☐ Boat Rides around the Island
☐ Children’s Fun Zone ☐ Mercer Mile Fun Run
☐ Classic Car Show ☐ Youth/Adult Sport Tournament

Music in the Park
My business will be present at the following concerts

☐ July 23 ☐ July 30 ☐ August 6 ☐ August 13 ☐ August 20

Movies in the Park
☐ Aug date tbd ☐ Aug date tbd

Payment Information
☐ Enclosed is my sponsorship payment ☐ Please send me an invoice
☐ Please call me to for VISA/MC payment by phone

A sponsorship agreement and details will be sent after this form is received. Please email form to miparks@mercergov.org or mail to Mercer Island Parks & Recreation, Attn: Diane Mortenson, 2040 84th Ave SE, Mercer Island, WA 98040. If you have sponsorship questions please contact Diane Mortenson at 206-275-7861 or diane.mortenson@mercergov.org.