

# Sponsorship of the J&S Dreamland Express



## Background

The J&S Dreamland Express is a recreational train bringing joy to children and their families. The J&S operates from late spring to early fall in Kennewick, Washington on Saturday and Sunday afternoons near the Playground of Dreams in Columbia Park. The train may operate at other times by special arrangement.

The name “J&S” is in honor of Washington State Trooper James E. Saunders, who was killed in the line of duty in Pasco on October 7, 1999. The train is staffed primarily by volunteers from the Kiwanis Club of the Horse Heaven Hills, which owns the train. However, all those wishing to help are encouraged to contact the club and discuss opportunities.

## Sponsorship

Organizations with a desire to support this wonderful community asset are invited to become **J&S Sponsors**, either financially or *in-kind*. Financial sponsorship costs \$500 per season. *In-kind* sponsorship is based on discussions with the club and the needs of the train, i.e., maintenance, tires, publicity, etc.

Sponsors will be recognized in several ways, including:

- A sign on the train with their name, logo and contact information
- A sign at the ticket sales window
- Acknowledgement by our conductors during their “all aboard” speeches. (We rotate day-to-day the “featured sponsors” to include all sponsors during the season.)
- Recognition in our weekly *Hoof Beats* club newsletter
- Acknowledgement on our club website.

Each sponsor will receive, if they desire, one free current-year membership in the Kiwanis Club of the Horse Heaven Hills.

Each sponsor will receive 50 tickets for rides on the J&S to give away as they see fit.

Sponsors will be welcome (but not obligated) to have volunteers trained and cleared to work on the train as conductors or ticket takers.

## Contact

If you are interested in sponsorship of the J&S Dreamland Express, please contact

Dick Nordness 948-2433 [rnordness@hotmail.com](mailto:rnordness@hotmail.com)  
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