



Creating opportunities, Changing lives



**Warsaw
PARKS &
RECREATION**

2017 Sponsorship Guide

Event Sponsor Recognition

Gold Package

\$1,000 and up

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Gold Sponsor in all media advertisements and press releases
- Logo placed as Gold Sponsor on flyers, in newspaper ads, and on website (will link to your website, if applicable)
- May distribute promotional items at the event or in goody bags
- May provide banner/sign to display prominently at event

Silver Package

\$500 - \$999

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Silver Sponsor in all media advertisements and press releases
- Logo placed as Silver Sponsor on flyers and in newspaper ads
- May distribute promotional items at the event or in goody bags

Bronze Package

\$100 - \$499

- Name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Bronze Sponsor in all press releases
- Logo placed as Bronze Sponsor on flyers
- May distribute promotional items at the event or in goody bags

In-kind Services and Donations

If your in-kind service or donation is an essential part of executing the event, you will be recognized at the corresponding level of sponsorship value. All other donated services and items will be recognized at the event.

***Events may have multiple sponsors at any level. Sponsorship commitments must be received no later than March 3, 2017 for guaranteed inclusion in the Recreation Guide due to printing deadlines.**

2017 Events

Mommy Son Adventure! - May 5



Our annual Mommy Son Adventure will be full of games, activities, snacks, and more all related to this year's theme. This event is all about quality time for moms and sons and having fun making memories together. Sponsorships support keeping the event low-cost for participants and providing unique elements and activities.

Kids Fishing Derby - June 3



The annual Kids Fishing Derby is a free, friendly fishing competition for kids ages 3-16 that encourages fishing skill development, sportsmanship, and interaction with family. It's a hit every summer! Sponsorships support materials, expenses, goody bags, and prizes for winners.

Family Movie Nights - 3 dates TBD



Family Movie Night is perfect to gather all the kids and watch a family friendly movie in Central Park. Sponsorship supports the cost of the Monster Message Board to show the movie and licensing fees.

Family Carnival - August 4



Games, activities, free entertainment, and fun for over 500 families - this event gets bigger every year! Sponsorship of this community favorite supports activities and free children's entertainment. We welcome donated prize items for this event (include your logo or business card for additional business recognition).

2017 Events

Fall Family Fun - October 13



Families flood into beautiful Lucerne Park to enjoy free Fall fun. Activities include hayrides, animals, professional storytellers, a live bat exhibit, crafts, and more. More and more families participate in this event each year! Sponsorship supports supplies, activities, and craft goody bags to continue offering this event free of cost.

Light Up The Night - December 1



Quickly becoming a favorite annual community tradition, Light Up The Night kicks off the first night of the Central Park Holiday Light Display. Families enjoy holiday performances, mingling with Santa and Mrs. Claus, holiday glow necklaces, and games amidst the festive display. Sponsorship supports activities and supplies to continue offering this event free of cost.

Christmas Countdown - December 8



It's one big community Christmas party! This free event provides children and families with holiday crafts, music, snacks, activities, and an opportunity to visit with Santa. Sponsorship supports activities and supplies to continue offering this event free of cost.

2018 Daddy's Little Sweetheart Dance



Fathers and daughters create lasting memories during this special dance event. The dance includes DJ, photos, desserts, and more. Sponsorship supports supplies and activities for the participants.

(This event will be included in the 2017 Recreation Guide due to a February 2018 event date.)

Mantis Skate Park



More than 2,000 youth and adults enjoy Mantis Skate Park between the months of April and October. Admission to the park is FREE. Mantis is proud to be a family-friendly, clean, and safe park that is supervised by trained staff members at all times. Families from all over Indiana visit Mantis annually. **Free skate clinics, competitions, and special Late Skates/Pizza parties are held throughout the summer.**

Annual Sign Sponsorship

\$400 set-up, \$150 renewal

- 4' by 8' metal sign placed in the park for one year. The set-up fee includes sign placement in the park for one year. After the initial set-up, annual renewal of sponsorship is \$150 per year.
- Sponsor may distribute coupons or promotional items to skaters

Competition Sponsorship

\$100 - \$300

- Supports skate competitions for area skaters
- Sponsor logo placed on flyers and signs at event
- Sponsor mentioned as sponsor in event press releases
- Sponsor may distribute coupons or promotional items to skaters at competitions



Concert Sponsor Recognition

Gold Package \$5,000 and up

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Gold Sponsor in all media advertisements, live mentions, and press releases
- Logo placed as Gold Sponsor on flyers, in newspaper ads, and on website (will link to your website, if applicable)
- Logo placed on Glover Pavilion event banner
- May distribute promotional items at the concert
- May provide banner or sign to display prominently at concert
- Will receive VIP passes (parking/seating) and Meet & Greet passes (if available). Number of tickets correspond with sponsorship amount and number provided/approved by artist.
- Package may be altered to suit sponsor's creative requests

Silver Package \$2,500 - \$4,999

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Silver Sponsor in all advertisements, live mentions, and press releases
- Logo placed as Silver Sponsor on flyers
- May distribute promotional items at the concert

Bronze Package \$1,000 - \$2,499

- Name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Bronze Sponsor in all press releases
- Logo placed as Bronze Sponsor on flyers
- May distribute promotional items at the concert

In-kind Services and Donations

If your in-kind service or donation is an essential part of executing the concert, you will be recognized at the corresponding level of sponsorship value. All other donated services and items will be recognized at the concert.

***Concerts may have multiple sponsors at any level. Sponsorship commitments must be received no later than March 3, 2017 for guaranteed inclusion in the Recreation Guide due to printing deadlines.**

2017 Concerts

Classic Rock Concert- June 16



More than 7,000 people pour into Central Park for this free rockin' summertime event! Past headliners include Grand Funk Railroad, Kansas, The Little River Band, and Blue Oyster Cult. Overall concert expenses range from \$25,000 - \$45,000, depending on the artist and requirements.

Blues & BBQ Concert-July 7



A free Blues festival full of legendary Blues music and satisfying BBQ food in Central Park. Visitors come from all over the region to hear these famous Blues artists. Past headliners include Duke Tumatote, The Tommy Castro, Janiva Magness, and Popa Chubby. Overall expenses range from \$10,000 - \$20,000, depending on the artist and requirements.

Country Music Concert - July 21



More than 7,000 people join family and friends for a hit country music concert in the park! Past headliners include Keith Anderson, Joe Nichols, Tracy Lawrence, Neal McCoy and Jo Dee Messina. Overall expenses range from \$25,000 - \$45,000, depending on the artist and requirements.

Central Park Concert Series



This 9 week, free series features a different performing group and genre each week, and is a favorite for families, seniors, and young adults. Between 4,000 and 6,000 individuals enjoy this entertainment opportunity during the summer months. Entertainment expenses range from \$500 - \$1,500 each week. Gold Level Sponsorship does not include a banner on Glover Pavilion, but sponsor may hang a provided banner at the performance site weekly, if desired. All other sponsor recognition applies.

Central Park Holiday Light Display

Gold Package \$1,000 and up

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Gold Sponsor in all press releases
- Logo placed as Gold Sponsor on flyers, in newspaper ads, and on website (will link to your website, if applicable)
- Name on sponsorship sign as Gold Sponsor in Central Park during display

Silver Package \$500 - \$999

- Logo and name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Silver Sponsor in all press releases
- Named as Silver Sponsor on flyers, in newspaper ads, and on website (if applicable, includes link to website)
- Name on sponsorship sign as Silver Sponsor in Central Park during display

Bronze Package \$200 - \$499

- Name placed in 2017 Recreation Guide (distribution 13,000)
- Mentioned as Bronze Sponsor in all press releases
- Mentioned as Bronze Sponsor on flyers
- Name on sponsorship sign as Bronze Sponsor in Central Park during display

Display is lit nightly from December 1 thru December 31st.



*Light Display may have multiple sponsors at any level. Sponsorship commitments must be received no later than March 3, 2017 for guaranteed inclusion in the Recreation Guide due to printing deadlines.