

# Paxton Park District Sponsorship Opportunities 2020



If after reviewing our 2020 sponsorship info, you have any questions, I would be happy to speak with you to further discuss our sponsorship opportunities and what we can do together for the Paxton community.

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## July 4<sup>th</sup> - \$200

Can't beat this view! Come see Paxton's amazing fireworks show from the pool! Thanks to your generous sponsorships, we will be open FREE to the public on the 4<sup>th</sup> from 6:00

to 10:00 while offering up free select concession items. We will accept multiple sponsors for this event. Sponsors will be listed in promotional material leading up for the big night. Each sponsoring agency will also receive two free individual pool passes to be used through the end of the pool season.

## Movie & Trivia Nights at the Pool - \$250

A couple select evenings will be set aside to host a movie event or a trivia night at the pool throughout the summer. Sponsor will receive recognition on promotional materials leading up to the event. Sponsor fee of \$250 per event will go towards providing more fun and prizes!

## A Partnership with the Paxton Park District...

...provides an affordable and effective way to attain greater visibility, generate brand awareness, and impact the community. Whether you're looking for advertising or monetary sponsorships, or you're looking to collaborate on a special event, we will help you find the best fit for your organization. We serve everyone from children to seniors so you can find the right sponsorship opportunity.

## Our Mission

The mission of the Paxton Park District is that the Park Commissioners, Director, support staff, and volunteers work together to provide professionally organized and managed parks and programs for the Paxton community. We are dedicated to the responsibility of providing fun, enjoyable, and educational recreation and leisure opportunities.

## Summer FUN at the Paxton Pool

### Splish & Splash Sponsorships

*Sponsoring a day at the pool is the perfect way to meet, interact, and give back to the community. Be prepared to have lots of fun in the process!*

**Splish Sponsorship (\$250)** will include sole sponsorship of a Wednesday Night Swim between 6:00-9:00. **Splash Sponsorship (\$400)** will include sole sponsorship of a full weekend, Saturday AND Sunday, between 1:00-5:00. The Splish or Splash sponsorships will each provide swimmers the chance to enjoy the pool for an admission price of just \$1 per person. Social media, website, and radio advertisements will indicate that this is *your* event. If you choose, you will have the ability to increase the fun in a variety of ways. It's all up to you! Possibilities could include raffle prizes, promotional giveaways, concession vouchers...the choice is yours! Whatever you'd like to do, we'll assist you in any way we can. If you prefer, you don't have to do anything at all...simply sit back and watch as the community enjoys your generosity.

*\*Note: If a Wednesday Night Swim is not sponsored, the pool will remain open, though the regular admission fee of \$3 per person will apply. If a weekend is not sponsored, the pool will be closed to the public those days. Splash sponsorships may be split between two separate organizations at a cost of \$250 per day. Specific Wednesday and weekend dates will be booked on a first come-first serve basis.*

*Last pool season, we were lucky enough to have 19 sponsored events at the Paxton pool. On average, those events garnered over 1,900 views each on social media. And while we cannot guarantee how many kids and families will be in attendance on your sponsored day(s) because the weather likes to have a say occasionally, we can say your sponsored event will bring in more swimmers and enable a more festive atmosphere than a normal day at the pool.*

### Paxton Aquatic Wildcats Swim Team Sponsorship - \$400

Package will include your logo printed on a beach towel to be given away to each swimmer who registers. Typically the Paxton swim team has 90-110 participants. Sponsor will also receive name placement in email blasts, social media announcements, along with logo placement on website and registration forms. Sponsor will also be given placement in the Central Illinois Swim Conference program at the end of the season meet. *\*Note: This sponsorship is not exclusive as we will accept up to five Swim Team sponsors.*

# ATHLETIC and ACTIVITY SPONSORSHIPS



## Youth League - Baseball & Softball

Last season, close to 300 area youth spent many weeknights playing ball at Nelson Field and in other area towns. Sponsoring a team in the Paxton Youth League will not only provide a great opportunity to enhance the visibility of your business, but you will also be playing a significant role in helping to support the young ballplayers of Paxton. The **HOME RUN package is \$350** and includes exclusive sponsorship of a team with name and logo printed on jersey, name and logo on promotional material and website, 2x3 advertising sign on both diamonds at Nelson Field, and announcements on the PA system during games. Looking to support the Youth League, but don't need all of that? For \$200, you can get a 2x3 advertising sign placed at both diamonds at Nelson Field.



## Women's Sand Volleyball - \$400

Playing on Tuesday evenings throughout the summer, our Sand Volleyball League usually features 8-10 teams playing around 12 matches a piece. Sponsor will have exclusive 2020 league sponsorship which includes promotional, website, and social media name and/or logo presence. Logo will also be featured on t-shirts given to the tournament champions.

## Adult Co-ed Kickball - \$400

We'll be in year 3 of our Co-Ed Kickball League and definitely expect the fun to keep mounting. Last season we had 9 teams reliving their PE glory days over the course of the 8-game regular season. League will be played on Thursday nights at Nelson Field throughout the fall. Sponsor will have exclusive 2020 league sponsorship which includes promotional, website, and social media name and/or logo presence. Logo will also be featured on t-shirts given to the tournament champions.

## Sunday Men's Basketball League - \$600

This winter-long hoops program features two leagues averaging a combined 22 teams the past couple of seasons. Sponsor will have exclusive 2020 league sponsorship which includes promotional, website, and social media name and/or logo presence. Logo will also be featured on t-shirts given to the tournament champions of the two leagues.



## Youth Flag Football - \$400

Played on Sunday afternoons late September through early November, our Youth Flag Football program features various leagues of Kindergarten through 5<sup>th</sup> graders competing at Coady Park. Package will include exclusive sponsorship of the 2020 league with logo placement on each participant jersey. Sponsor will also receive social media recognition and name and logo placement on promotional materials and on website.

## Youth Volleyball - \$400

Played on Tuesday and Thursday evenings from mid-October through early December, our Youth Volleyball program features 4<sup>th</sup>-8<sup>th</sup> graders learning and strengthening volleyball skills while enhancing their love for the game. Package includes exclusive sponsorship of the 2020 program with logo placement on each participant jersey. Sponsor will receive social media recognition and name and logo placement on promotional materials and on website.

## Youth Basketball - \$400

With over 315 players signed up for the 2019-2020 season, we are expecting even more "stars of tomorrow" next season! Five separate age/gender based leagues compete throughout each Saturday in January and February. Sponsors will receive exclusive sponsorship of all teams in one of the five leagues. Each player will receive a jersey that features your name/logo. You will also receive season long advertisements on promotional materials, social media, and website.

## Holiday Special Events - \$150 each

Every year, the Park District sponsors the annual Halloween Parade up Market Street, as well as our annual Breakfast with Santa on the second Saturday of December. By sponsoring one of these events, you will be featured on promotional material leading up to the event. Sponsor also receives exclusive sponsorship of one specific feature related to the event, such as candy, prizes, activity, etc.

## Senior Club BINGO - \$300 for the year

On the third Friday of each month, the Park District sponsors an hour long game of Bingo beginning at noon. Prizes include various household and grocery items. Usually attended by between 12-18 senior citizens, this sponsorship provides a nice opportunity to enhance your visibility with the 65+ crowd. Sponsor will receive recognition before each event. We can also facilitate the distribution of any promotional materials you may have.