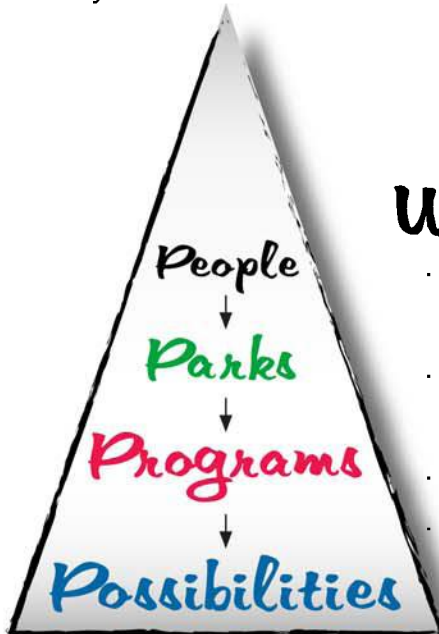


*Bringing People Together...*



## Sponsorship Packages


Packages can be tailored to suit your marketing and communication objectives and budgets. On the next page is a breakdown of current sponsorship ideas. If you have another idea that you would like us to consider please let us know.



## What Benefits Will I Receive?

- Opportunity to partner with a nationally recognized agency (National Recreation Park Association 2004 Gold Medal Award Winner).
- Opportunity to reach thousands through different athletic events including but not limited to: youth and adult sports, aquatics, and gymnastics.
- All sponsorships are tax-deductible.
- Opportunity to give back to your local community.

## WHAT CAN I SPONSOR?

Type of Sponsor	Description	Sponsorship Placement	Cost	Target Market
Portable billboard Sponsor  Due Dates: July 23	32" x 96" outdoor portable billboard used to promote sponsor's logo during football games    <b>Sample</b>	Tackle Football Games at Messer Park	\$400.00-initial order  \$250.00-every other order	Over 1,000 participants every week
<b>Tackle Football League Sponsor</b>  Due Date: August 15	Overall League Sponsor for youth tackle football program which attracts over 1,000 fans each night	Company logo placed on schedules, goal post pads, P.A announcements during game	Pee Wee-\$6,000	Youth Tackle football community including family members and friends
Tackle Football Program Ad  Due Date: September 5	Jamboree attracts more than 1,000 fans that are given a program with your company's ad in it.	Preseason Jamboree Program	Full Page-\$200.00 Half Page-\$150.00 Quarter Page-\$100.00 Business Card-\$50.00	1,000 parents/fans that attend Preseason Jamboree
Sportsmanship Card  Due Date: Sept.12, Dec. 5, March 20	These cards will be two-sided. On one side will be a reminder to display proper sportsmanship and the other side will have the company's advertisement.	Sponsor's logo placed on back of over 1,000 sportsmanship cards	\$500.00-each youth league season (based on 1,000 cards- anyone not used during that season will be carried over	Spectators including parents, family members of our youth sports
Volunteer Thank-You Gifts  Due Date: Before the conclusion of each season	A small thank-you gift to all of our head coaches that coach youth sports  Ex: Past companies have given a \$5.00 gift certificate or a free appetizer	A win-win for the sponsor. Attract the coaches to the sponsor's location knowing that they will spend more	\$0.00-whatever sponsor wants to donate	On average 130 coaches for each season

## TALLAHASSEE PARKS, RECREATION, NEIGHBORHOOD AFFAIRS DEPARTMENT HIGHLIGHTS

- Maintains over 4,000 acres of park land, well balanced with passive areas for picnics, as well as active sites for ball fields and tennis courts.
- Seven recreation community centers that provide a variety of activities for different age groups.
- Provide special events including Fourth of July Celebration, Winter Festival/Celebration of Lights, Easter Egg Hunt, Caribbean Carnival, Kleman Sizzles Concert Series.
- Provide two public golf courses, 55 tennis courts, two disc golf courses, seven swimming pools, and a nationally recognized gymnastics center.
- Provide walking, biking, and horseback riding trails including through neighborhood passive parks.
- Offer a variety of both team and individual sports for adults and youth that reach thousands of participants every year.



### Why a Partnership with Tallahassee Park, Recreation, and Neighborhood Affairs?

- We are authentic and meaningful. Parks and Recreation is at the root of our community. What we offer is real and unwavering.
- We are cooperative. Tallahassee Parks, Recreation, and Neighborhood Affairs researches the needs of their sponsors and responds accordingly.
- We are imaginative. Each partnership is exceptional and our priorities are to identify and create forward thinking win-win initiatives.
- We offer integrated links with consumers. Prospective sponsors will find unique and uncluttered partnership opportunities to extend their message and brand to conscious consumers.
- We are bottom line oriented. Return on investment is key to any favorable partnership and Tallahassee Parks, Recreation, and Neighborhood Affairs realized the necessity of well thought out and managed initiatives.
- We have a huge presence. We are known for providing a high level of quality services to our citizens.



**Be a part of your community!**

**PLEASE SELECT WHICH SPONSORSHIP YOU WOULD LIKE TO SPONSOR**

	<b>Sponsorship Breakdown</b>	<b>Cost</b>	<b># of Sponsorships</b>	<b>Total Cost</b>
<input type="checkbox"/>	Portable Billboard Sponsor	\$400.00		
<input type="checkbox"/>	Tackle Football League Sponsor	\$6,000		
<input type="checkbox"/>	Tackle football Program Ad	\$50.00 \$100.00 \$150.00 \$200.00		
<input type="checkbox"/>	Sportsmanship Card	\$500.00		
<input type="checkbox"/>	Volunteer appreciation gifts	\$0.00		

In-Kind \$ \_\_\_\_\_

Overall Sponsorship \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make your tax-deductible check payable to:

Friends Of Our Park

912 Myers Park Dr.

Tallahassee, FL 32301

Inquiries: Brian Smatt 850.891.3837, brian.smatt@talgov.com

*Please provide artwork in highest resolution*