

2012 Advertising & Sponsorship Opportunities

**Village of Sussex
Recreation Department**



**Sussex Recreation Department
W240 N5765 Maple Ave.
Sussex, WI 53089
(262) 246-6447
recinfo@villagesussex.org**

Sussex Recreation Department

The Village of Sussex Recreation Department offers quality and affordable parks and recreation programs to the community. Maintaining the natural beauty of parks and excellent quality of programs is difficult without the help of community supporters. To help offset the dependence of public tax dollars and to continue to provide quality parks and recreation programs for generations to come, the Recreation Department is seeking donors and sponsors.

Why should your business/organization become a supporter of the Sussex Recreation Department?

- You will maintain and enhance the great tradition of parks, trails and programs that keep Sussex active and a great place to live, work and play.
- You will join a growing number of sponsors building a strong network of support.
- Recognition will be provided through various means, including printed material, media outlets, signage and other customized forms.
- Your business will be seen as part of the “Park and Recreation” excitement and as being involved and supportive of the programs, special events, and the parks within the community.

I invite you to review the following pages which categorize the needs of the Sussex Recreation Department. If you find a program or project that you are interested in, please contact me at 262-246-6447 or aflaherty@villagesussex.org.

Sincerely,

Amy Flaherty

Amy Flaherty, CPRP
Director of Recreational Services



Park Amenity Sponsorships

Disc Golf Hole Sponsor (\$250)

The disc golf course tee areas are being upgraded. Each tee will now have an engraved post with the hole number, direction to the basket, and an inlayed sponsor logo. The tee areas will also each have a small trash and recycling receptacle. This sponsorship is valid for 1-year. After the 1st year, the sponsorship is \$100/year to renew.

\$250 Disc Golf Tee 1-year sponsor benefits:

- 5" x 8" business logo inlayed into a 6" x 6" recycled plastic post
- Inclusion of business name on disc golf advertising
- Recognition on the Village website



Picnic Table Sponsor (\$750)

There are picnic tables in every park and some of them are starting to wear. This sponsorship will fund the purchase of one six-foot long picnic table with punched steel that is PVC coated. Funding to replace picnic tables each year is limited, so this sponsorship would improve the appearance and usage of the park facilities.

\$750 Picnic Table sponsor benefits:

- Business name listed in a park sponsorship thank you in the Fall Recreation Brochure directly mailed to over 8500 households
- Inclusion on a sponsorship plaque at the Community Center



Advertising

Softball Banner Season Sponsor (\$300)

Through this program (May 1- Oct. 31) local businesses can post banners on the outfield fence at the Lighted Diamond at Village Park. Adult leagues are scheduled every weeknight May – August, with tournaments and special events scheduled on weekends. Flag Football is also played in the outfield during the fall season. The field is directly adjacent to and viewable from the parks concession stand, restroom facilities and playground. Sponsors furnish, at its expense, the banner which shall be a 5' x 8' foot vinyl banner made from a minimum of 14 oz. vinyl with brass grommets every one foot around the entire perimeter of the banner. Banner borders must also be sewn to reinforce its integrity.

Softball Banner sponsor benefits:

- Visibility in one of the most frequently used public spaces in the park
- 5' x 8' advertisement that can be utilized by the company even after the softball season is complete



Advertising Package (\$500)

With this package, you will receive a discounted rate to receive a business card size ad in all 3 of the Recreation Brochures and the placement of the softball banner.

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Special Event Sponsorships

5K Run/Walk - "I Run the Village"

(\$50 - 1000)

The 5K Run/Walk is an annual event held in the Village of Sussex to raise money for the department.

\$50 Goodie Bag sponsor benefits:

- Promotional items/product samples for runner's goodie bags (enough for 250 bags)

\$150 Mile Marker sponsor benefits:

- Business name displayed along the race course (sponsor must provide own mile marker sign)
- Marketing materials and/or product samples in runner's goodie bags
- Recognition at the award ceremony

\$250 Bronze sponsor benefits:

- Business name and logo on all race materials, media releases and Village website
- Marketing materials and/or product samples in runner's goodie bags
- Recognition at award ceremony

\$500 Silver sponsor benefits:

- All Bronze benefits
- Business card size ad in the Fall Recreation Brochure directly mailed to over 8500 households

\$1000 Gold sponsor benefits:

- All Bronze and Silver benefits
- Logo displayed on race participant gift



Special Event Sponsorships

Bunny Lunch (\$25– 250)

The annual Bunny Lunch for families is held the weekend before Easter with about 125 participants. A main event sponsor is needed along with financial donations or carnival game prize items such as candy, balloons, pencils and small toys.

Bunny Lunch sponsor benefits:

- The main event sponsor can post a banner at the event and hand out marketing materials
- Acknowledgement all advertisement flyers and on the Village website
- Listing as a sponsor in an e-mail blast to all recreation participants advertising the event
- Recognition at the event

Rock-a-Thon (\$100-500)

This event is in honor of Older Americans Month and is held outside of the Sussex Village Hall. There is musical entertainment, a bake sale, knitted and crocheted items (made by our seniors) for sale, a senior information table, a picnic lunch and of course rocking.

Rock-a-Thon sponsor benefits:

- The main event sponsor can post a banner at the event and hand out marketing materials
- Acknowledgement on all advertisement flyers and on the Village website
- Listing as a sponsor in an e-mail blast to all recreation participants advertising the event
- Recognition at the event



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Special Event Sponsorships

Sounds of Sussex Concerts (\$250- 1000)

Three concerts are held at Weyer Park each summer. The Recreation Department is looking for community sponsors to help defray the costs of the musical entertainment for the outdoor concert series.

\$250 Quarter Note sponsor benefits:

- Business name on event flyers and the Village website
- Listing as a sponsor in an e-mail blast to all recreation participants advertising the concerts
- Acknowledgment of the sponsorship at the concert

\$500 Half Note sponsor benefits:

- All Quarter Note sponsor benefits
- Business logo in the Summer Recreation Brochure directly mailed to over 8500 households
- Business logo on a sign advertising the concerts at Weyer Park.

\$1000 Whole Note sponsor benefits:

- All Quarter Note and Half Note benefits
- Business logo on an advertisement banner for the concerts used during the Lion's Daze parade and then displayed at two locations in the Village of Sussex

Tree Lighting (\$50-500)

The Village's annual tree lighting is held on the first Saturday of December to celebrate the holiday season. The tree is decorated, a local school choir performs, Santa visits and hot chocolate/cookies are served.

\$50-500 Tree Lighting sponsor benefits:

- Main Sponsor - placement of the business logo in the Recreation Brochure mailed to over 8500 households
- Business name on event flyers and the Village website
- Acknowledgment of the sponsorship at the event



Special Event Sponsorships

Fourth of July Entertainment (\$500-1000)

The Fourth of July celebration takes place every year at the Village Park. About 500 people attend a children's parade in the morning and over 5000 people attend the fireworks display in the evening. There is a goal to expand the festivities by adding more entertainment such as a band or inflatables.

\$500-1000 Fourth of July entertainment sponsor benefits:

- Promotion on event flyers, media releases and the Village website
- Listing as a sponsor in an e-mail blast to all recreation participants advertising the event
- Business logo in the Summer Recreation Brochure mailed to over 8500 households

Outdoor Movie in the Park (\$1800)

The outdoor movie nights at Weyer Park are popular events that average 400 - 600 people in attendance.

\$1800 Outdoor Movie in the Park sponsor benefits:

- Recognition in event flyers and handouts
- Company/organization name listed as a sponsor in an e-mail blast to all recreation participants advertising the movie
- Acknowledgment of the sponsorship at the movie
- Acknowledgment in the Summer Recreation Brochure mailed to over 8500 households
- Company/organization logo on an advertisement banner for the movie displayed at three locations in the Village of Sussex
- Company/organization logo on the Village website advertising the event



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Event/Program Sponsorships

Spooky Sussex

(\$100-500)

The first Spooky Sussex was held at Village Park in 2011 and it was a successful event that will be continued annually. Events included a haunted trail, wagon rides, pumpkin decorating, cookie decorating, craft and concessions. About 500 people attended the first year and the attendance is expected to increase in 2012.

\$100-500 Spooky Sussex sponsor benefits:

- Business logo in the Summer Recreation Brochure mailed to over 8500 households
- Promotion on event flyers, media releases and the Village website
- Listing as a sponsor in an e-mail blast to all recreation participants advertising the event
- Recognition at the event



Day Camp Partnership

(\$150)

The summer camp program is a tradition in community recreation and will be host to area children for such things as sports, crafts, swimming, board games and nature activities. This is a one-week sponsorship to purchase themed decorations and supplies for the camp.

\$150 Day Camp sponsor benefits:

- Company's name and logo on day camp flyers and handouts for the theme week.
- The right to choose the theme for the week contingent upon availability and approval
- A picture of the camp participants from your theme week



Program Sponsorships

Fitness Equipment

(\$50—250)

The fitness classes run through the Sussex Recreation Department are popular programs. New equipment is needed at times to meet the class demands or to replace worn equipment.

\$50-250 Fitness Equipment sponsor benefits:

- Company's name and logo posted on a bulletin board at the location of the fitness classes.
- Sponsorship listed in an e-mail blast reminding participants to sign up for an upcoming fitness session.

Youth Sports T-shirt Sponsor

(\$250)

T-shirts are ordered each year for the youth sports programs including soccer, t-ball, coach pitch and basketball.

\$250 Youth Sports T-shirt sponsor benefits:

- Company's name and logo on the sleeve of the t-shirt upon approval of the Recreation Department

Scholarship Program

The scholarship program provides an opportunity for citizens experiencing financial difficulties to participate in Village sponsored recreational events or programming. The scholarship program was developed in 2007 through a matching grant. This grant was only available to get the program started. The program has been very successful, filling a need within the community.

Senior Shuttle

The senior shuttle is designed to provide an affordable transportation option within Sussex and Lisbon that will enable the senior adults to maintain a healthy, active and independent lifestyle.

Donations of Items or Gift Certificates

Often the Recreation Department is in need of prizes for children's games, special events, senior party door prizes and senior bingo.

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Sponsorship Contract

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

E-mail: _____

Website: _____

THIS AGREEMENT ENTERED INTO BETWEEN THE VILLAGE OF SUSSEX AND THE UNDERSIGNED ENTITY.

WHEREAS, the Village and the Undersigned wish to enter into an agreement for the sponsorship and/or advertisement.

NOW THEREFORE, VILLAGE AND THE UNDERSIGNED AGREE AS FOLLOWS:

1. Type of sponsorship: _____
2. Term of sponsorship (i.e. 6 months, 1 year, etc): _____
3. Undersigned will furnish the advertisement/graphics.
4. The Village may remove any sponsorship items that are in poor condition as it determines. Repairs or replacement of the item due to damage caused by wear and tear, weather, vandalism, theft or damage caused by any other reason will be at the Undersigned's sole expense.
5. The Village shall have the sole right to determine where the advertisement or business logo shall be placed. The graphics and message must be approved by the Village before it is displayed.
 - A. No sexually oriented material
 - B. No profane material
 - C. No material that is deemed offensive

Village of Sussex

Donor

Date: _____

Date: _____