



## ***It Starts in Parks***

### ***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 opportunities. 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 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 as allowed by law.
- Opportunity to give back to your local community.

CITY OF 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

***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 un-cluttered 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.
- **We are an economic engine.** Last year, we generated over \$15 million for the community and were in a position to reach out to thousands throughout the year with different events and programs every weekend.



+

**You**

=

***Winning Possibilities***

# ***What can I Sponsor?***

## **Portable Billboard Sponsor**

Description: 32" x 96" outdoor portable billboard used to promote sponsor's logo during football games

Placement: Tackle Football Games at Messer Park

Cost: \$400.00-initial order. \$275.00-every other order

Target Market: Over 1,000 participants every week



## **Tackle Football Program Ad**

Description: Jamboree attracts more than 1,000 fans that are given a program with your company's ad in it.

Placement: Preseason Jamboree Program

Cost: Full Page \$200 Half Page \$150 Quarter Page \$100 Business Card \$50

Target Market: 1,000 parents/fans that attend Preseason Jamboree

## **Sportsmanship Card**

Description: 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.

Placement: Sponsor's logo placed on back of over 1,000 sportsmanship cards

Cost: \$250 each youth league season (based on 1,000 cards)

Target Market: Spectators including parents, family members of our youth sports

## **Volunteer Thank-You Gifts**

Description: 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

Placement: A win-win for the sponsor. Attract the coaches to the sponsor's location knowing that they will spend more

Cost: \$0.00 Whatever sponsor wants to donate

Target Market: On average 130 coaches for each season

All partnerships in each quarter will be mentioned in our e-newsletter, "Parks, Pets, Sports & More" and in our bi-weekly full-page in the Tallahassee Democrat.

# ***"Where the Fun Begins"***

***Be a part of your community***

	<b>COST</b>	<b># OF SPONSHIPS</b>	<b>TOTAL</b>
<input type="checkbox"/> <b><i>Portable Billboard Sponsor</i></b>	<b>\$400</b>		
	<b>\$275</b>		
<input type="checkbox"/> <b><i>Tackle Football Program Ad</i></b>	<b>\$ 50</b>		
	<b>\$100</b>		
	<b>\$150</b>		
	<b>\$200</b>		
<input type="checkbox"/> <b><i>Sportsmanship Card</i></b>	<b>\$250</b>		
<input type="checkbox"/> <b><i>Volunteer Appreciation Gifts</i></b>	<b>\$0</b>		
<b><i>In-Kind</i></b>	<b>\$_____</b>		
		<b>Overall Sponsorship</b>	<b>\$_____</b>

**Company Name:** \_\_\_\_\_ **Contact Person:** \_\_\_\_\_

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

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

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

PLEASE MAKE YOUR TAX-DEDUCTABLE CHECK PAYABLE TO:

FOR MORE INFORMATION:

**Friends Of Our Parks**  
912 Myers Park Dr  
Tallahassee FL 32301

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