



DAWSON COUNTY PARKS & RECREATION YEARLY SPONSORSHIPS

For all \$500 and up sponsorship packages:

- ◆ Sponsor receives first right of refusal for 2 additional years after the first year of sponsorship.
- ◆ Refusal must be made in writing prior to January 1st.
- ◆ After 3 consecutive years, package becomes available for a new sponsor to select.
- ◆ Sponsor agreement (page 4) and payment must be made prior to being listed as a sponsor.

\$25-\$500 PACKAGES

Special Event Vendor Space

\$25-\$50
per event

- ◆ Spring Sports Opening Day: \$50
- ◆ Outdoor Movie Night (summer events only): \$25 per movie (2 per year)
- ◆ Breakfast with Santa: \$25

Bi-annual Activity Guide Advertisement Space

\$100-\$400
per guide

- ◆ Magazine size: 6" wide x 8.5" tall
- ◆ 1/3 page ad: \$100
- ◆ 1/2 page ad: \$200
- ◆ Full interior page ad: \$300
- ◆ Full inside cover ad (2 max): \$375
- ◆ Back cover ad (1 max): \$400

Ball Field Sign

\$600
per sign

- ◆ Field options at Rock Creek Park and Veterans Memorial Park
- ◆ 8 ft. x 4 ft metal signs
- ◆ DCPR will order sign once sponsor provides artwork
- ◆ Ball field signs on display daily and year-round; peak seasons are August-October and February-June
- ◆ Renewal fee is \$300 per year unless new sign is needed (then \$500 fee applies)

Basketball Score Table Package

\$500
per panel

- ◆ 6 total panels (4 at Rock Creek Park; 2 at Veterans Memorial Park)
- ◆ Each space allows for 36" wide x 24" tall banner
- ◆ Sponsor supplies banner based on specs provided by DCPR
- ◆ Score tables on display daily and year-round; peak season is October-February

Dawson County Government Employee Appreciation Package

\$500
per event

- ◆ 2 events per year
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)

Party at the Pool Presenting Sponsor Package

\$500
per event

- ◆ 2 events per summer
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)



DAWSON COUNTY PARKS & RECREATION YEARLY SPONSORSHIPS

Continued from Page 1

\$800-\$2,500 PACKAGES

Outdoor Concession Stand Sponsor Package

\$800
per location

- ◆ 2 locations at Rock Creek Park
- ◆ 4 ft. x 3 ft metal sign
- ◆ DCPR will order sign once sponsor provides artwork
- ◆ Signs on display daily and year-round; peak seasons are August-October and February-June

Football Helmet Decal Package

\$1,500

- ◆ 1 sponsorship space available
- ◆ Sponsor supplies logo to DCPR to be used as a 3" decal on football helmets
- ◆ Average number of helmets in use per football season is 200

Email Template Package

\$2,000

- ◆ 1 sponsorship space available
- ◆ Sponsor supplies logo to DCPR to be used in footnote section of email templates
- ◆ Emails are sent out regularly year-round to entire database (over 12,000 recipients) and to select activity group with updates

Summer Pool Presenting Sponsor Package

\$2,000

- ◆ 1 sponsorship space available
- ◆ Space for up to 3 matching signs (3' wide x 5' tall) within the pool area
- ◆ Sponsor supplies sign based on specs provided by DCPR
- ◆ Sponsor will receive:
 - ◆ 10 individual season passes to use/distribute as desired
 - ◆ 1 pool party within the regular pool season (date must be approved by DCPR before May 1st)

Outdoor Movie Night Presenting Sponsor Package

\$2,500
per event

- ◆ 3 events per year
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)
 - ◆ Logo/advertisement on pre-movie preview slides



DAWSON COUNTY PARKS & RECREATION YEARLY SPONSORSHIPS

Continued from Page 2

\$3,000 PACKAGES

Spring Sports Opening Day Presenting Sponsor Package **\$3,000**

- ◆ 1 sponsorship space available
- ◆ Single-date event
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)

Trunk or Treat Presenting Sponsor Package **\$3,000**

- ◆ 1 sponsorship space available
- ◆ Single-date event
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)

Breakfast with Santa Presenting Sponsor Package **\$3,000**

- ◆ 1 sponsorship space available
- ◆ Single-date event
- ◆ Sponsor logo will be listed as presenting sponsor on all printed and digital advertisement
- ◆ Sponsor will receive:
 - ◆ Booth space/display at event (space to be selected by sponsor)



SPONSOR INFORMATION

Company/Organization: _____

Contact Person: _____

Address: _____

Primary Phone: _____ E-mail: _____

SPONSOR PACKAGE OPTIONS

Please select from the following sponsorship package options (select all that apply):

- Special Event Vendor Space (\$25-\$50 per event)** | *Additional paperwork required*
- Bi-Annual Activity Guide Advertisement Space (\$100-\$400 per guide)** | *Additional paperwork required*
- Ball Field Sign (\$600 per sign)** Number of Signs: _____
- Basketball Score Table Package (\$500 per panel)**
 Panel 1 Panel 2 Panel 3 Panel 4 Panel 5 Panel 6
- Dawson County Government Employee Appreciation Package (\$500 per event)**
 Event 1 Event 2
- Party at the Pool Presenting Sponsor Package (\$500 per event)**
 Event 1 Event 2
- Outdoor Concession Stand Sponsor Package (\$800 per location)**
- Football Helmet Decal Package (\$1,500)**
- Email Template Package (\$2,000)**
- Summer Pool Presenting Sponsor Package (\$2,000)**
- Outdoor Movie Night Presenting Sponsor Package (\$2,000 per event)**
 Event 1 Event 2 Event 3
- Spring Sports Opening Day Presenting Sponsor Package (\$3,000)**
- Trunk or Treat Presenting Sponsor Package (\$3,000)**
- Breakfast with Santa Presenting Sponsor Package (\$3,000)**

AUTHORIZATION

I agree that all of the information listed above is accurate. By signing below, I agree that I understand the terms of this agreement.

Sponsor Authorization: _____ Date: _____

PARK STAFF USE ONLY

Amount Due: _____ Amount Paid: _____

Cash: _____ Check: _____ Credit/Debit: _____

Staff Authorization: _____ Date: _____