



## RECREATION SPONSORSHIP OPPORTUNITIES

Dear Business Owner or Manager:

Citizen engagement starts with Park and Recreation.

About us:

### RECREATION DEPARTMENT

Since 2014, the City of Fountain Recreation Department has been dedicated to its mission of wellness and pride of our community. In the past four years we have provided approximately 7,000 kids, teenagers, adults, and volunteer coaches access to sports such as; Soccer, Flag Football, Basketball, Volleyball, Baseball, and Softball each year. In fact the mission is core to the City of Fountain, that in 2016 the City Council approved a Scholarship Program for Youth Recreation sports. The city funded scholarship program is designed to assist children whose family might not otherwise have the financial resources for their children to participate in the city's youth sports programs. In our largest season (soccer) we awarded 150+ scholarships, a \$3,000 City of Fountain community investment for those two seasons.

***In order for our Recreation program to grow with our community needs, we need the help of sponsor participants.***

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*Over 1,500 sports participants and approximately 3,000 family members attend our youth sporting events every year!*

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*Over 8,000 visitors to our City Parks annually!*

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*Marketing start-up for as little as \$100*

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*Several packages available to increase your public image*

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### Benefits of being a sponsor:

- Advertising dollars in the community
- Products and services branding awareness
- Consistent target markets outreach with an enhanced public image
- Reciprocal sales future customers and families connections
- Alignment with a reputable organization
- Demonstrate "get-active" support for youth, parks and a healthy lifestyle
- Broad recognition at community events and on city Parks & Recreation webpage/ Facebook



## SPONSORSHIP OPPORTUNITIES

Thousands of citizens enjoy the amenities of City parks and nearly 7,000 individuals enjoy a wide variety of youth/ adult sports leagues throughout the calendar year. Our goal is two-fold; 1) align business/ organization within our community of loyal customers through City engagement and 2) grow business exposure and sales by increasing visibility and promotion of business services.

*Participant numbers are based on 2017 registrations.*

### SPRING/ FALL SOCCER

700 TOTAL participants . . . . . \$600/team

### SUMMER BASEBALL/SOFTBALL

450 participants . . . . . \$600/team

### FALL FOOTBALL

110 participants . . . . . \$480/team

### WINTER SEASON

Basketball = 280 participants . . . . . \$400/team

Volleyball = 150 participants . . . . . \$480/team

## Youth/ Adult League Sponsorships Options/ Donations

***Donations of any amount will go towards Sponsoring a child or Helping a family with their registration(s) fees. Your generosity is very appreciative by the Recreation Department. You will receive a letter of Gratitude from the City of Fountain that can be used as charitable donation when filing your taxes.***



**Name of Sponsor on Shirt**

One Season . . . . . \$400  
Two Seasons . . . . . \$650  
Five Seasons . . . . . \$850

**Name of Sponsor and Phone # on Schedule**

One Season . . . . . \$100  
Two Seasons . . . . . \$150  
Five Seasons . . . . . \$300

**Logo and Website Link on City Recreation Website**

One Season . . . . . \$50  
Two Seasons . . . . . \$75  
Five Seasons . . . . . \$200

**3' X 6' Banner with Sponsor Logo in Color**

Summer Baseball/Softball/ Soccer/ Flag Football  
One Field . . . . . \$200/ \$600\*  
Two Fields . . . . . \$300/ \$900\*  
Three Fields . . . . . \$400/ \$1200\*  
Four Fields . . . . . \$500/ \$1300\*

**5' X 5' Booth during Sponsor Day**

One Season . . . . . \$100  
All Outdoor Seasons . . . . . \$650

(Any of the above items can be packaged with 10% discount off the total)

\*Full year cost per sport of sponsorship

**Movie Night in the Park (\$1,000)**

- The opportunity to set up a booth at each show during the season.
- Sponsor's logo and link to their website will be highlighted on the Park and Recreation Home Pages during the season.
- Logo will be added to the city's event calendar; flyer; electronic signs; newspaper ad and you can hang a 3' X 6' banner during the three hour event



***It's important to us that a sponsorship works for a business / organization by gaining the most value as a sponsor participant!***

***Therefore, we are flexible to offer customized/Combination Sponsorship packages. Please contact us today at 719-322-2030 to discuss options.***

## **General FAQ's about Sponsorship Opportunities**

- Funds generated will be used to best meet current needs of the recreation department.
- Sponsors will receive a thank you announcement on the City's Facebook page during the season
- Mayor and City Manager recognition of Community Support (annually in April)

Thank you for considering this invitation as a sponsor participant and the “give-back” impact on our community. Sponsorships are available on a first-come / first-served basis; contact us today to discuss the best fit for a business/organization.

Earl G. McCormick  
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