

Overview

We believe that every person has the right to have fun.

The Parks and Recreation Department of Farmville strives to create diverse opportunities and experiences in order to provide social, cultural and physical growth within the entire community. With the goal of developing, promoting and enhancing citizen participation and stewardship through the use of exceptional facilities, parks, people, programs and special events in recreational activities.

Request

Get involved!

Take the lead. We'd like to invite you to join the Farmville Parks & Recreation (FPR) mailing list. By doing so, you will be supporting a department committed to recreational excellence. Each year, Farmville Parks & Recreation strives to increase participation levels in a wide variety of sports. Our programs continue to grow—and many have doubled within the past (3) three years. As a sponsor, we are excited to work with you to help our department accomplish your engagement goals during each recreational season. Our mailing list—as well as our holistic marketing campaign— will ensure that this year is also the best yet for your business/organization.

Thank you for your consideration. Please see the sponsor levels and details listed in the following pages. We look forward to hearing from you about being a sponsor this year.

Team Sponsor

Being a *Team Sponsor* is a unique opportunity for maximum exposure with hundreds of participants participating in their community recreational programs and events.

\$150 (Sponsorship)

Benefits

Exposure*

- Logo is displayed prominently as part of the template of the Farmville Parks & Recreation website
- Sponsor name and logo included in all press releases and on promotional flyers
- Business name acknowledgments in FPR newsletters and on FPR's website
- Acknowledgments through FPR's social network up to and throughout the event
- Team reports & engagement statistics after the event has concluded
- FPR will produce a framed team photo in appreciation of the team sponsor
- Name displayed on team jersey

**Farmville Parks & Recreation's Facebook page has over 1.2 thousand unique contacts. FPR's newsletter has approximately 895 unique contacts with a 52.3 percent open rate.*

The sports/programs we offer, that can be sponsored, include:

- Babe Ruth Baseball (Spring)
- Baseball (Spring/Fall)
- Basketball (Winter)
- Flag/Tackle Football (Fall)
- Soccer (Spring/Fall)
- Softball (Spring/Fall)
- T-ball (Spring/Fall)
- Cheerleading (Winter)

Recreational Fence Signs

Being a *Recreational Fence Sponsor* is the perfect way to connect your organization/business's values and work with the passions and interest of participants. These 36" x 48" signs will be located on the Babe Ruth Field, Bud Avery Field, and the Athletic Complex Soccer/Football Field.

\$300 (One Year)

\$150 (Renewal)

Benefits

Exposure*

- Logo displayed on the FPR website and Facebook Page; both sites average over 800 views a month.
- Logo and name mentioned in at least one email to sport participants
- Logo displayed on FPR sponsorship page
- Business name and acknowledgment on the FPR website & newsletter

**Farmville Parks & Recreation's Facebook page has over 1.2 thousand unique contacts. FPR's newsletter has approximately 895 unique contacts with a 52.3 percent open rate.*

Cost for new signs includes:

- Sign preparation and sign space rental.

Cost for sign renewal includes:

- Sign space rental and placement

Advertiser/sponsor agrees to furnish all art and wording designs. Farmville Parks & Recreation will furnish sign material, professional sign preparation and sign installation. Games are played regularly throughout the year on these fields. On average, our fields will hold between 50 and 75 games/events per year.

Disc Golf Hole Sponsor

Being a *Disc Golf Hole Sponsor* shows that your organization/business believes in the power of collective action to create a vibrant, inclusive, and active community.

\$500 (five-year sponsorship) 2" x 5" decal

Payment plans are available

Benefits

Exposure*

- Logo displayed on FPR sponsorship page
- Business acknowledgement on the FPR website & newsletter
- Direct link on our website page—supporting sponsorship contribution
- Banner or print inclusion in promotions or events
- Sponsorship plaque/signage on a disc golf hole
- A letter of appreciation and receipt for tax purposes

**Farmville Parks & Recreation's Facebook page has over 1.2 thousand unique contacts. FPR's newsletter has approximately 895 unique contacts with a 52.3 percent open rate.*

Signature Hole Sponsor: Retaining Wall (Hole #7)

Being a Signature Hole Sponsor shows that your organization/business believes in the power of collective action to create a vibrant, inclusive, and active community. A signature hole sponsor is at the forefront of the Disc Golf Course at Hole #7. It is the first thing players see as they exit the serene trail leading to Hole #7. This 16 ft. sponsorship opportunity is a fantastic opportunity for all!

\$1,000 (two-year sponsorship) 16-foot sponsorship section

Benefits

*Same as above

Financial Assistance Program Sponsor

Being a *Financial Assistance Sponsor* shows that your organization/business believes in the power of collective action to support those who do not have the means to participate in our recreational programs or events.

\$100 (Gold Sponsor)

\$50 (Silver Sponsor)

Benefits

Exposure*

- Logo displayed on the FPR website (**Gold Sponsor**)
- Logo & terse description of Sponsor in newsletter
- A letter of appreciation and receipt for tax purposes

**Farmville Parks & Recreation's Facebook page has over 1.2 thousand unique contacts. FPR's newsletter has approximately 895 unique contacts with a 52.3 percent open rate.*

This fund will assist in giving children the opportunity to participate in our leagues and programs.

On average, registration fees range from \$30 to \$60. Contributions directly assist with the registration fees. Contributions also afford participants, without the means to pay, a safe environment in which to positively impact their life.

Town of Farmville 5k & Fun Run Sponsor

Presented by the Farmville Public Library, Farmville Parks & Recreation, and the Town of Farmville's Police Department.

Being a *5k & Fun Run Sponsor* shows that your organization/business believes in the power of community engagement and involvement.

\$100 (Gold Sponsor)

\$75 (Silver Sponsor)

\$50 (Bronze Sponsor)

Benefits

Exposure*

- Name displayed on the event t-shirt
- Recognition and terse description of Sponsor in newsletter
- A letter of appreciation and receipt for tax purposes

**Farmville Public Library's Facebook page has over nine-hundred unique contacts. Over 150 participants engaged in the 5k & Fun Run in 2019. Sponsors will be highlighted in FPR's newsletter. FPR's newsletter has approximately 895 unique contacts with a 52.3 percent open rate.*

- Farmville's only 5k & Fun Run
- Attracts runners and families from the Eastern North Carolina region

Summer Adventure Camp Sponsor

Being a *Summer Adventure Camp Sponsor* shows that your organization/business is committed to out-of-school time excellence for those youth participating in summer programs and events.

\$50 (Week-Long Sponsor)

\$200 (Summer-Long Sponsor)

Benefits

Exposure*

- Logo displayed on the FPR website and Facebook Page; both sites average over 800 views a month.
- Logo and name mentioned in at least (10) ten emails to Summer Camp participants
- Name displayed on Summer Camp T-shirts (for *Summer Long Sponsors*)

**Farmville Parks & Recreation's Summer Adventure Camp went on 20+ field trips during the Summer of 2019. Far and wide, Sponsor logos will be highlighted.*



Thank you for your consideration. We look forward to hearing from you about being a sponsor this year! If any questions arise, please email Chris Stokes or Isaiah Lubben.

cstokes@farmvillenc.gov — 252.753.6722

ilubben@farmvillenc.gov — 252.753.6722

Summer Athletic Camp Sponsors

Being an *Athletic Camp Sponsor* shows that your organization/business is committed to out-of-school time excellence for those youth participating in summer programs and events.

\$100 (Week-Long Sponsor)

Benefits

Exposure*

- Logo displayed on the FPR website and Facebook Page; both sites average over 800 views a month.
- Name displayed on Camp T-shirts (for *Athletic Camp Sponsors*)

2nd Annual Pumpkin Chunkin' Sponsors

Being a *Pumpkin Chunkin' Sponsor* shows that your organization/business is committed to out-of-this-world recreation opportunities! It also shows that your organization/business believes in the power of community engagement and involvement.

\$350

Benefits

Exposure*

- Logo displayed on the FPR website and Facebook Page; both sites average over 800 views a month.
- Logo displayed on the FPR website
- Sponsorship banner at event site
- A letter of appreciation and receipt for tax purposes
- Sponsor name and logo displayed to thousands on Facebook via sponsored ads.

