

**EVENT SPONSORSHIP
PROGRAMS**





OUR MISSION | It is the purpose of the Gardner Parks and Recreation Department to establish, preserve, and manage public parks, greenways, and recreation facilities and to offer a variety of leisure opportunities to benefit and enrich the quality of life for the people of the community. It is further our mission to promote, organize and operate a variety of high level recreation programs and special events that our community has come to not only expect, but deserve. We are looking to partner with area companies and businesses to provide opportunities for them to give back to the community and reap the benefits of sponsorship.





The Sponsorship Program is designed to effectively market local businesses while making a positive impact on our community. Unlike other traditional forms of advertising, sponsorships allow businesses to be associated with the positive benefits of a community event or recreation program. Many sponsorships provide opportunities to help brand your organization with logo distribution or giving away of items or to give people incentives to visit your place of business, for example. Whatever your needs, we have sponsorship opportunities that can compliment your plan. Opportunities range from sponsorship of a single event to sponsorship of a large community event, with a lot in between. Different benefits are structured for each program/event. Customized and in-kind partnerships can be also designed to meet all of your individual and corporate needs.

Businesses that partner with Gardner Parks and Recreation benefit from the exposure and development of name recognition during programs and events and through publicity materials.

Gardner Parks and Recreation helps you get face to face with thousands of new customers!

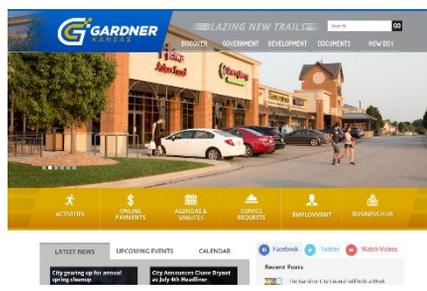


Available Sponsorships

<u>Event</u>	<u>Sponsorship Opportunity</u>
Easter Eggstravagnaza - March	From \$50 - \$200
Earth Day / Arbor Day - April	From \$50 - \$200
Bike Rodeo - June	From \$50 - \$200
Music & Movies in the Park – Summer	From \$50 - \$200
4th of July Celebration - July	From \$250 - \$5000
Gardner Grind - August	From \$50 - \$200
Fishing Derby - September	From \$50 - \$250
Boo Bash - October	From \$50 - \$500
Breakfast at the North Pole - December	From \$50 - \$200
Candy Cane Hunt - December	From \$50 - \$200

All special events, programs and activities can be marketed in the following ways:

- Quarterly Activity Guides
- City website
- Social Media platforms
- Opt-in eblasts
- Opt-in text casts
- City newsletter
- And other promotional materials TBD





Questions? Contact:
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http://www.gardnerkansas.gov/programs_activities/