

WHITESTOWN



PARKS & RECREATION

2016 SPONSOR PARTNERSHIPS





2016 Sponsorship Opportunities

WELCOME!

Thank you for your interest in sponsoring the Town of Whitestown's 2016 Special Events! Community and business support allows the Town to produce many family fun events for the entire community to enjoy. Every year the Town coordinates many wonderful family oriented events. We continue to look at ways to improve our current events and add additional events. The events offer something for everyone; crowds continue to grow at our fireworks show, movie nights, and farmer's market. New events like the Whitestown Brew Fest and Halloween 5k brought great crowds and we feel will continue to grow.

Within this Sponsorship Packet, you'll find that the Town has many exciting events planned for our entire community to enjoy. Please keep in mind that there are a wide variety of ways to be involved with the Town's Events and all forms of participation and contributions are welcome. The sponsorship levels listed within this packet serve as a guideline showing the benefits received for specific sponsorship levels. We are more than happy to tailor the sponsorship to best fit your organizational needs and budget.

Thank you again for your interest in bettering our community through Special Events and for consideration of sponsorship! We look forward to working with you during the 2016 Special Events. Please feel free to contact me if you have any questions or concerns.

Best Regards,

Nathan Messer
Town of Whitestown
Director of Parks & Recreation
nmesser@whitestown.in.gov or (317) 732-4537

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MOVIE NIGHTS

Movie Nights are always a fun family treat. This year they will all be indoor at the Whitestown Municipal Complex on the 2nd Saturday of each month running from April thru November at 8pm. This is a FREE event, with free popcorn and water. Sponsors may set up a table and give out items before and during the movie. We show a variety of movies from new releases to timeless classics.

5K SERIES

The 5k Series will be something new for 2016 consisting of one 5k each month from May-September. Each month's 5k will be held in different locations around Whitestown, showing participants various options for places to run around our great town. This will be a FREE event to participants thanks to great sponsorship from our Community Partners.

EASTER EGG HUNT

The Easter Egg Hunt continues to grow and this year we plan on adding Breakfast with the Easter Bunny. This is another one of our FREE community events that only happen due to great sponsors. Our Easter Egg Hunt will be the Saturday before Easter and held at the Whitestown Municipal Complex.

COMMUNITY GARDENS

The Community Gardens give residents a place to grow healthy produce. Thru your sponsorship we will be able to keep the costs of these plots to a minimal cost allowing families to grow affordable gardens. Donations will be used to pay for water utility and to purchase community tools.

Last season there were 24 plot and this year we plan to double that number. The community gardens will be open from early spring until late fall.

FARMERS MARKET

2015 was the beginning of the Whitestown Farmer's Market.

The 2015 season grew to 15 vendors over the 10 week season. The Farmer's Market is held every Saturday from 10am - 2pm at the Whitestown Municipal Complex.

The 2016 season is planned to run from June until October and we plan on having even more vendors along with weekly events to bring out more visitors. Your sponsorship will go towards the weekly activities like live music, kid's fun zones and more ideas to come.



FIREWORKS DISPLAY

This will be the 3rd year for the Whitestown Fireworks. We hold our Independence Day Celebration on July 3rd on the grounds of Eagle Church. Not only do we have one of the best fireworks displays around, but we offer added entertainment for the entire family. There will be live music, kid's zone with inflatable obstacles and more. The event draws a few thousand people out as well it can be seen from the majority of Whitestown.

FIREWORKS SHOW

WHITESTOWN BREW FEST

2015 was the Inaugural Whitestown Brew Fest and deemed a HUGE success. We had over 40 brewers from across Indiana and over 1200 people in attendance. The 2016 brew fest is expected to be even bigger. We will have even more craft brewers, a larger home brew competition, live music and expect 3 times the crowd. The 2016 Whitestown Brew Fest is endorsed by the Indiana Bicentennial Commission as a "Bicentennial Legacy Project". Be a part of helping us celebrate Indiana's 200th Birthday at the Whitestown Brew Fest!

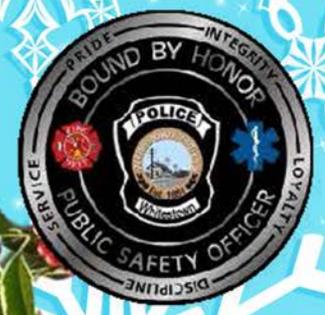
HALLOWEEN 5K

This was the first year for the Halloween 5K and it was a great turnout and fun for all. We had over 100 participants show up with most of them in costume. Not only is this event a 5k, but we have a costume contest and turn the gym into a safe haven Trick-or-Treat zone. All local businesses are invited (at no cost) to set up a table and hand out treats. This event will take place the morning of October 29th, 2016.



SANTA EVENT

This event starts off with Whitestown Fire and Police escorting Santa around Whitestown on a firetruck. Once they are done with the Santa parade, Santa returns to the Municipal Complex for an evening of fun. Inside the Complex we have pictures with Santa, hot cocoa, lots of snacks and a candy buffet. All of this is followed up with a showing of the movie Polar Express. This is a fun time for the children and something we hope will continue to grow. The date for 2016 has yet to be determined but will be on a Saturday before Christmas.



FRIEND OF WHITESTOWN PARKS

ALL EVENTS SPONSORSHIP

This is a special sponsorship for those companies who like to be involved with all Whitestown Park Events. Below you will see the pricing for these levels. This type of sponsorship will give you that specific level for all events at a sizable discount. Please see to following pages for specific details for each event's sponsorship levels.



GOLD SPONSOR

\$5,000

Savings of \$5,500

SILVER SPONSOR

\$3,500

Savings of \$2,000

BRONZE SPONSOR

\$2,000

Savings of \$650

Friend Of Whitestown Parks sponsors can upgrade sponsor level for any specific event by paying the difference in sponsorship level for that event.

SPONSOR BENEFITS	TITLE	GOLD	SILVER	BRONZE	FRIENDLY
Movie Nights	\$2,000	\$1,000	\$500	\$250	\$100
Listed on Marketing as Title Sponsor	•				
30 Second Commercial @ each	•				
15 Second Commercial @ each		•			
Company Logo on Flyers	•	•	•		
Company Name on Flyers			•	•	
Can set up table at all movies	•	•	•		
Can set up table at 3 movies				•	
Can set up table at 1 movie					•
5k Series	\$1,000	\$500	\$250	\$100	\$50
Listed on Marketing as Title Sponsor	•				
Large logo on shirts	•	•			
Company Logo on shirts		•	•		
Company name on shirts				•	
Listed as snack and beverage sponsor	•	•	•		
Can set up table at all 5 races	•	•			
Can set up table at 3 races			•	•	
Can set up table at a race					•
Easter Egg Hunt	\$1,000	\$500	\$250	\$100	\$50
Listed on Marketing as Title Sponsor	•				
Listed as Breakfast & Movie Sponsor	•	•			
Company Logo on Flyers	•	•			
Company Name on Flyers			•		
Company Logo displayed @ Event	•	•	•	•	
Company Name displayed @ Event					•
Community Gardens	\$1,000	\$500	\$250	\$100	\$50
Large Logo displayed at Gardens	•				
Medium Logo displayed at Gardens		•			
Small Logo displayed at Gardens			•		
Name displayed at Gardens				•	
Sponsors plot to needy families	•	•	•	•	•

Sponsors are not allowed to sell items or services at events unless previously approved by the Whitestown Park's Department. Please Inquire about any items before submitting Sponsorship Agreement.

SPONSOR BENEFITS	TITLE	GOLD	SILVER	BRONZE	FRIENDLY
Farmer's Market	\$2,000	\$1,000	\$500	\$250	\$100
Listed on Marketing as Title Sponsor	•				
Activity Sponsor for 5 weeks	•				
Activity Sponsor for 3 weeks		•			
Activity Sponsor for 1 week			•		
Marketing booth every week @ Event	•				
Marketing booth for 10 weeks @ Event		•			
Marketing booth for 5 weeks @ Event			•		
Marketing booth for 3 weeks @ Event				•	
Marketing booth for 1 week @ Event					•
Firework Display	\$5,000	\$2,500	\$1,000	\$500	\$250
Listed on Marketing as Title Sponsor	•				
Logo shown on Marketing Material		•			
Name listed on Marketing Material			•		
Allowed 10'x10' tent at event	•	•	•	•	
Free Popcorn Sponsor					•
Whitestown Brew Fest	\$5,000	\$3,000	\$2,000	\$1,000	\$500
Listed on Marketing as Title Sponsor	•				
Logo shown on Marketing Material		•	•		
Name listed on Marketing Material				•	
Allowed 10'x10' tent at event	•	•	•	•	•
20 Corporate VIP Tickets*	•				
10 Corporate VIP Tickets*		•			
10 VIP Tickets			•		
6 VIP Tickets				•	
2 VIP Tickets					•

* Corporate VIP allows access to the indoor area with catered food and specialty beers only available there.

Sponsors are not allowed to sell items or services at events unless previously approved by the Whitestown Park's Department. Please Inquire about any items before submitting Sponsorship Agreement.

SPONSOR BENEFITS		TITLE	GOLD	SILVER	BRONZE	FRIENDLY
Halloween 5K	\$1,000	\$500	\$250	\$100	\$50	
Listed on Marketing as Title Sponsor	•					
Company Logo on Flyers	•	•	•			
Company Name on Flyers			•	•		
5K winner Prize in your name	•	•				
Costume Prize(s) in your name	•	•	•	•	•	
Santa Event	\$2,500	\$1,000	\$500	\$250	\$100	
Listed on Marketing as Title Sponsor	•					
Company Logo on Flyers	•	•				
Company Name on Flyers			•			
Company Logo at Event	•	•	•	•		
Company Name at Event					•	
30 Second Commercial @ Movie	•					
15 Second Commercial @ Movie		•				
Gift(s) Sponsor	•	•	•	•	•	

Sponsors are not allowed to sell items or services at events unless previously approved by the Whitestown Park's Department. Please Inquire about any items before submitting Sponsorship Agreement.

SPONSOR AGREEMENT

Please contact Nathan Messer at (317) 694-6791 if you have any questions before submitting.
Write company information as you would like it listed in advertising and email logo to nmesser@whitestown.in.gov.

Company Name: _____
 Contact Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____
 Website: _____

Sponsorship Level

Friend of Whitestown Parks					
<input type="checkbox"/> Gold \$5,000 <input type="checkbox"/> Silver \$3,500 <input type="checkbox"/> Bronze \$2,000					
Movie Nights					
<input type="checkbox"/> Title \$2,000	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Friendly \$100	
5k Series					
<input type="checkbox"/> Title \$1,000	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Bronze \$100	<input type="checkbox"/> Friendly \$50	
Easter Egg Hunt					
<input type="checkbox"/> Title \$1,000	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Bronze \$100	<input type="checkbox"/> Friendly \$50	
Community Gardens					
<input type="checkbox"/> Title \$1,000	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Bronze \$100	<input type="checkbox"/> Friendly \$50	
Farmer's Market					
<input type="checkbox"/> Title \$2,000	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Friendly \$100	
Firework Display					
<input type="checkbox"/> Title \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500	<input type="checkbox"/> Friendly \$250	
Whitestown Brew Fest					
<input type="checkbox"/> Title \$5,000	<input type="checkbox"/> Gold \$3,000	<input type="checkbox"/> Silver \$2,000	<input type="checkbox"/> Bronze \$1,000	<input type="checkbox"/> Friendly \$500	
Halloween 5k					
<input type="checkbox"/> Title \$1,000	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Bronze \$100	<input type="checkbox"/> Friendly \$50	
Santa Event					
<input type="checkbox"/> Title \$2,500	<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$250	<input type="checkbox"/> Friendly \$100	

RETURN THE FORM

Completed form may be returned to:
 nmesser@whitestown.in.gov
 Or
 Nathan Messer
 c/o Whitestown Parks
 6210 South 700 East, Room 100
 Whitestown, IN 46075

Please contact the Park's Director, Nathan Messer with any questions regarding sponsorship.
 Email: nmesser@whitestown.in.gov
 Office: (317) 732-4537
 Cell: (317) 694-6791

Remember: If you are doing a "Friend of Whitestown Parks" sponsorship, any individual event sponsorship is the price difference between levels.

Example:

Your company is a Silver Level "Friend of Whitestown Parks" (\$3,500) and you want to be a Title for "Movie Nights" (\$2,000-\$500) and Gold for "Fireworks Display" (\$2,500-\$1,000)
 Your total sponsorship would be \$6,500

Total Sponsorship: _____

Signature: _____