

2023 SPONSORSHIP OPPORTUNITIES



BULLOCH COUNTY
recreation
and parks





BCRPD Opportunities:

- Baseball/Softball Teams
- Soccer Teams
- Football Bowl Games
- Tennis Tournaments
- T-Shirt Ad Spots
- Mill Creek Park Banner Spots
- Field Scoreboard Ad Spots
- Swing into Spring Special Event
- Firecracker Fest Special Event
- Trick or Treat Special Event
- Fall Kickoff Special Event
- Splash in the Boro Ad Spots
- Splash in the Boro Tubes, Flags

MAKING YOUR MARKETING \$\$\$ WORK FOR YOU

For many, many years, the Bulloch County Recreation and Parks Department has provided this community with recreational activities, sports programs, special events and much more that has brought the department and this community statewide acclaim. The quality of service that we provide is unrivaled. We care about our customers and we care about our community. However, we cannot provide many of our programs without the support of companies like you. You will find all of our sponsorship opportunities in the pages that follow. These opportunities are designed to benefit both our department as well as your company in regards to marketing. Please take these opportunities into consideration as your new budget year arises. Thank you in advance for your support. Please let us know of any questions you may have by calling (912) 489-9087 or by email at mail@bullochrec.com.

All about Sponsoring

This brochure is designed to inform potential sponsors of all the opportunities available with the Bulloch County Recreation and Parks Department (BCRPD), Bulloch County Agricultural Complex, and Splash in the Boro Family Waterpark and Aquatic Center.

How to become a sponsor:

- Read this booklet about all available sponsorships.
- Complete the Recreation/Event Sponsorship Commitment Form. (available as an attachment to this booklet or online at www.bullochrec.com or at the Honey Bowen Building)
- Mail with payment to: Kimberly Sharpe, BCRPD • P O Box 408 Statesboro, GA 30459 OR fax signed copy to (912) 764-2425, attention: Kimberly.
If faxed, we will invoice you for the sponsorship amount.
- Receive your confirmation of sponsorship from BCRPD.

Payment: Checks are payable to BCRPD. We also accept Visa/Mastercard/Discover/Amex. BCRPD does allow billing for most sponsorships.

Proposals: BCRPD can build your company a customized sponsorship proposal. This allows your company to get the "best bang for your buck." Call Kimberly at (912) 489-9087 or email mail@bullochrec.com to discuss proposal options.

Sponsorships are granted on a first-come, first-serve basis. Returning sponsors will be given first opportunity to retain their sponsorship of specific programs. Sponsors may request that their child (or grandchild) be on the company team. BCRPD does its best to grant these requests based on the circumstances...however, it may not always be possible. Only one child per sponsor is allowed.

FRIENDS OF RECREATION & PARKS

BCRPD provides recreational opportunities for many in-need or at-risk youth each year at little cost to the parent or guardian, but we need your help. Please consider donating to the BCRPD youth scholarship fund to enable families in need the opportunity to participate. Your tax deductible donations of any amount are welcome anytime of the year.

Starting at as little as \$5! Any amount is greatly appreciated! A child's registration for sports ranges from \$35-\$75 depending on the sport.

As a Friend of Recreation and Parks donor, your name will appear on www.bullochrec.com as a donor....if you so wish. Please complete the Friends of Recreation and Parks form enclosed with this catalog. Thank you.

Local Youth Athletic
Sponsorship Options:

- Baseball/Softball Teams
- Soccer Teams
- Football Bowl Games

See Next Page for other
Athletic Options.....



BASEBALL OR SOFTBALL TEAM

Benefits:

- Your business name on major league baseball/softball replica uniform jerseys
- Recognition at the annual Spring Opening Day at Mill Creek Park
- Team name listed on www.bullochrec.com and included in all marketing—announcing of scores, standings in local media outlets.

Cost: \$300 per team

FALL OR SPRING SOCCER TEAM

Benefits:

- Your business name on soccer jerseys
- Recognition at the annual Spring or Fall Opening Day season opener at Mill Creek Park depending on the season (or both!)
- Team name listed on www.bullochrec.com and included in all marketing—announcing of scores, standings in local media outlets.

Cost: \$250 per season per team (or \$400 for both Spring and Fall teams)

FOOTBALL BOWL GAME

Benefits:

- Your business name on bowl game title
- Your business name on bowl game tshirts that are provided to each team member
- Team name listed on www.bullochrec.com and included in all marketing of bowl game schedules and results in local media outlets
- Two sponsor t-shirts with the bowl game name and teams

Cost: \$250 per bowl game (two football teams go head to head in your bowl)

BASKETBALL TEAM

Benefits:

- Your business name on major league basketball replica uniform jerseys
- Team name listed on www.bullochrec.com and included in all marketing—announcing of scores, standings in local media outlets.

Cost: \$250 per team

Preferences:

For these teams and bowl games, we ask that you choose a team location (area), and list the name(s) and birthdate(s) of your child(ren) playing baseball or softball that you wish to be on your company's team (one team...one child—unless they are siblings and are playing in the same league). The child must be your child or grandchild (or one of the company's employees child or grandchild) to be placed on your team. Please be sure to complete this information, along with the Commitment Form.

Local Youth Athletic
Sponsorship Options:

- Tennis Tournaments

See Next Page for
Ad Spot Opportunities....



JUNIOR OPEN TENNIS TOURNAMENT

Several levels of sponsorship make up this exciting tournament that will be held at the Mill Creek Tennis Complex.

TITLE SPONSOR

- Company name in tournament title.
- Premier logo recognition in all marketing materials
- Placement of company logo banner at court during tournament (company provides banner)
- Logo placement on website at www.bullochrec.com
- Access to setup booth with signage and giveaway products during tournament

Cost: \$500

BANNER SPONSOR

- Recognition in marketing materials
- Placement of company logo banner at court during tournament (company provides banner)

Cost: \$ 100 (sponsor must provide own banner)

TENNIS BALL SPONSOR

- Recognition in marketing materials
- Company logo on tubes of tennis balls supplied to players

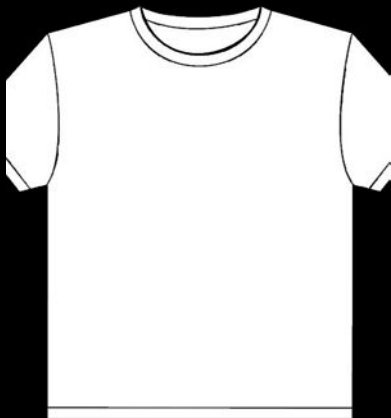
Cost: \$50

Advertising Options

- Tournament T-Shirt
- Local Track Meet T-Shirt
- Tennis Tournament T-Shirt
- Mill Creek Banner Spot
- Field Scoreboard Ads

See Next Page for

Disc Golf Course Sponsorships....



TSHIRT AD SPOTS

Benefits:

- Local Track Meet Tshirt: Company's logo included on Track Meet tshirt given to the first 250 participants at the local meet planned in early Spring.
- Junior Open Tennis Tournament Tshirt: Company's logo included on Junior Open Tennis Tournament tshirt given to all participants. Recognition at the tournament and in all marketing materials.
- These tshirts have a long life span and are viewed by a variety of demographic groups; therefore, they can provide your company with great exposure.

Cost:

\$100 for Track Tshirts

\$100 for Junior Open Tennis Tournament Tshirts

MILL CREEK BANNER SPOT

Benefits:

- Mill Creek Regional Park hosts thousands of people every year. Many park visitors are from Bulloch County, while many are from surrounding areas.
- Banner spots provide an incredible amount of exposure for sponsors. The banner remains in the park during an entire year, which includes park special events, youth and adult practices/games seven days a week and tournaments during the weekends.
- The banner spot provides visibility for your business throughout the year. Only one banner per field provides exclusive exposure. There are 11 baseball/softball fields to choose from at Mill Creek Park and 2 fields at Brooklet Park.

Cost: \$500 (banner not included—company must provide banner)

SCOREBOARD AD

Benefits:

- Mill Creek Regional Park hosts thousands of people every year. Many park visitors are from Bulloch County, while many are from surrounding areas.
- Banner spots provide an incredible amount of exposure for sponsors. The ad remains in the park during an entire year, which includes park special events, youth and adult practices/games seven days a week and tournaments during the weekends.
- Only one scoreboard per field provides exclusive exposure.
- 10 field available at Mill Creek Park and many others throughout Bulloch County including Portal, Stilson, Nevils and Brooklet.

Cost:

\$1000 (includes artwork made for scoreboard)

Other Opportunities

- Disc Golf Course
- Therapeutic Horseback Riding

See Next Page for
Special Events....

DISC GOLF COURSE

Disc Golf has quickly become one of the most popular sports in this area and across the nation. Disc Golf is a lot like regular golf, but instead of clubs, you use flying disc (like frisbees) and instead of a hole, you throw the frisbee into a basket on the hole. BCRPD has a new Disc Golf 18-hole intermediate/advanced course, as well as, a 9-hole beginner course. Free play and tournaments will utilize this facility. Because this is a new facility, we look to get great media exposure. Be one of the first sponsors to put your name on our course!

Benefits:

- Tee and Hole Sponsors will be included on the Information Kiosk at the entry of the course for one year. Sponsors will be included on the Disc Golf webpage on www.bullochrec.com for one year.

Cost:

\$500 for Tee Sponsorship - 6"x9" rectangle sign with company logo/name on tee box sign

\$500 for Hole Sponsorship - 6"x9" oval sign with company logo/name on basket



Special Events

- Local Track Meet

See Next Page for more
Special Events....



SPRING & FALL OPENING DAYS

Spring and Fall Sports Opening Days are days (one in the Spring and one in the Fall) that are filled with first games for baseball, softball, soccer, football and cheerleading.

Benefits:

- Sponsor logos will be posted on all marketing materials promoting Spring and Fall Opening Day including, but not limited to, team schedules, social media posts, emails to participants and parents, website (www.bullochrec.com), and more.
- Sponsors will be announced at the beginning of each game just before the teams are introduced.

Cost:
\$150

LOCAL TRACK MEET

The Local Track Meet is held in the Spring each year for boys and girls ages 7 to 14 who wish to participate in track and field events. It is a one day event where competition is fierce for the first or second place for advancement to the district track meet. Being a Track Meet sponsor is great exposure...especially if you are marketing to young families. It is a very diverse group of individuals who participate in Track and since the event is only one day, it becomes a very targeted group.

Benefits:

- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event (print, television, radio, website, social media, etc). Title sponsor logo will be on the back of the participant tshirts. Sponsor is allowed to hang company banner(s) at the track on the day of the event.

Cost:
\$800 for Title Sponsorship

SPECIAL EVENTS

- Firecracker Fest

See Next Page for more

Special Events....



FIRECRACKER FEST

Firecracker Fest and 4th of July Celebration, held at Mill Creek Park, annual attracts more than 15,000 regional and local visitors. This celebration is known as having the biggest fireworks display in southeast Georgia! With new events added each year, this venue continues to grow. With it's longstanding tradition and free, family fun, sponsorship of this event is considered prestigious!

There are five levels of sponsorship—Title, Fireworks, Flag, Stars, and Stripes.

Title Sponsorship: \$7,000

Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event. Sponsor also receives 5 VIP parking passes for the Firecracker Fest event, and 15 Event Tshirts. Title sponsor receives a Fall Soccer team sponsorship and a Banner Spot at Mill Creek Park for 1 year (company provides banner).

Fireworks Sponsorship: \$5,000

Fireworks Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in news releases; booth space at the event; in radio and television and print advertisements; logo on posters of event; and mentioned during introduction of Fireworks Display. Sponsors receive 5 VIP parking passes for the Firecracker Fest event and 10 Event tshirts. Fireworks sponsors also receive a Basketball team sponsorship.

Flag Sponsorship: \$1500

Flag Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in news releases; booth space at the event; and in radio, television and print advertisements. Flag Sponsors receive 4 VIP Parking passes and 8 Event Tshirts.

Stars Sponsorship: \$500

Stars Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in news releases; booth space at the event; and in radio advertisements. Stars Sponsors receive 3 VIP Parking passes and 4 Event Tshirts.

Stripes Sponsorship: \$100

Stripes Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event. Stripes Sponsors receive 2 VIP parking passes and 2 Event Tshirts.

**Sponsorship benefits may be adjusted as exact dynamics of 2022 event are not finalized at this time.

SPECIAL EVENTS/OTHER

• Trick or Treat

• AED Units

See Next Page for

Splash in the Boro opportunities...



TRICK OR TREAT

Trick or Treat is a free, fun family event filled with games, activities, inflatables and a candy trail. The event has been moved from Mill Creek Park to the new Agricultural Complex across from the Langston Chapel Schools. There are four levels of sponsorship—Title Sponsor, Mummy Sponsor, Casper Sponsor and Candy Trail Sponsor.

Title Sponsor: \$1000

Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event. Company may also provide a banner to be hung at the entrance of the Trick or Treat trail during the event. Sponsor also receives 4 VIP parking passes for the event and 4 Event Tshirts.

Mummy Level Sponsor: \$500

Mummy Level Sponsors receive their company name/logo: on the event website; in event emails; sponsor signage during event; in news releases; in radio and television and print advertisements and logo on posters of event. Sponsors, if they wish, can have a premium booth space, located at entrance of candy trail, to offer treats or an activity (company must provide candy and/or activity). Sponsors also receive 2 VIP parking passes for the event and 2 Event Tshirts.

Casper Level Sponsor: \$100

Casper Level Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in news releases; booth space at the event; and in radio advertisements and logo on poster for event. Sponsors receive 1 VIP parking pass and 1 Event Tshirt.

Candy Trail Sponsorship:

Company provides their own staff to man a table in the Candy Trail and must provide the candy that is given to participants. This is a great chance for you to promote your business while having a great time! No selling is allowed, but business cards/flyers may be given with candy to participants.

AUTOMATED EXTERNAL DEFIBRILLATORS (AED)

An AED is a device used to administer an electric shock through the chest wall to the heart. Built-in computers assess the patient's heart rhythm, judge whether defibrillation is needed, and then administer a shock if needed. AEDs are important because they strengthen the Chain of Survival. They can restore a normal heart rhythm in victims of sudden cardiac arrest. New, portable AEDs enable more people to respond to a medical emergency that requires defibrillation. When a person suffers a sudden cardiac arrest, their chance of survival decreases by 7% to 10% for each minute that passes without defibrillation. AEDs save lives.

Each AED is stored inside an alarmed Cabinet. This cabinet will be on the outside of the main buildings at the parks. This cabinet will feature your company name/logo as a generous sponsor of the AED.

Cost: \$1,500 per unit

SPECIAL EVENTS

- ArtsFest

See Next Page for
more ArtsFest opportunities...

ArtsFest

ArtFest is an annual event that provides a free and fun day for families to celebrate the importance of performance and visual arts by creating their own artwork, experiencing cultural performances and treating their taste buds to culinary delights. By becoming a sponsor, your company will demonstrate its investment in the local community and its youth. Held each year on the third Saturday of April (can change due to Easter) at Mill Creek Regional Park and again in September for the Fall event.

ArtsFest Presenting Sponsor - \$5,000

CORPORATE BENEFITS

Exclusive "Presenting Sponsor" for the ArtsFest

Opportunity to be on hand during the event to promote product/company, provide an Art Stop, and volunteer. Sponsor will also receive 10 event t-shirts.

ADVERTISING BENEFITS

Company name will be listed as presenting sponsor.

The company name/logo will be included in all marketing collaterals to include print, TV, Radio, Social Media.

Company logo will be prominent on the event tshirt.

Company logo will be printed on event banner(s).

Company will be listed as presenting sponsor in the official press release and announcements.

Company will be provided with ad space on the BCRPD website for 2 weeks prior to the event, in addition to the logo being on the ArtsFest website page.

Company name as presenting sponsor will be announced numerous times during the event.

ArtsFest Gold Sponsor - \$2500

Sponsor will have name/logo in marketing collaterals for the event, including but not limited to: print, radio, tv, social media, event banner(s).

Sponsor will also receive 5 event t-shirts.

Sponsor will be named in press release, name/logo promoted through social media regarding event, and will be named several times during event announcements.

Sponsor will receive their company name listing on the event tshirt.

Sponsor will receive their company name on the official ArtsFest webpage.

Company name will be announced numerous times during the event.

Continued on next page

SPECIAL EVENTS

- ArtsFest

See Next Page for
Splash in the Boro opportunities...

ArtsFest

Continued from previous page

ArtsFest Silver Sponsor - \$1000

Sponsor will be named in press release, name/logo promoted through social media regarding event, and will be named several times during event announcements.

Sponsor will receive their company name listing on the event tshirt.

Sponsor will receive their company name on the official ArtsFest webpage.

Company name will be announced numerous times during the event.

ArtsFest Bronze Sponsor - \$250

Sponsor will receive their company name listing on the event tshirt.

Sponsor will receive their company name on the official ArtsFest webpage.

Company name will be announced numerous times during the event.

Friends of ArtsFest - \$100

Friends of ArtsFest can be individuals or companies who wish to support the event.

Friends will receive their name or company name on the official ArtsFest webpage.

Friends name(s) will be announced numerous times during the event.

Splash in the Boro

- Youth Triathlon
- Splash in the Boro Ad Spots

See Next Page for more

Splash in the Boro Opportunities....



SPLASH IN THE BORO AD SPOTS

Splash in the Boro is pleased to present a unique advertising opportunity to your business for one summer season. The summer season is shaping up to be our biggest and best yet at Splash in the Boro, and we believe your business can benefit greatly by advertising on our exciting Splash Radio!

Your business will be able to gain valuable exposure to the 150,000+ area residents who will spend time at Splash in the Boro this summer. Splash Radio is an in-park entertainment system that sounds just like a real radio station – with DJ's, great music and commercials for businesses like yours. Splash Radio has a great mix of upbeat, family-friendly music and can be clearly heard throughout our park. Best of all, our visitors are guaranteed to hear your commercials because they can't change the channel!

Commercial on Splash Radio: Will be played 3 times a day during waterpark operation. All commercials must be pre-produced and a 30 second ad.

Total Cost to you: ONLY \$250 for the entire Summer Season!

SPLASH IN THE BORO BANNER SPOTS

Splash in the Boro offers sponsors the ability to produce banners (max size 4'x8') to display at our facility year-round. Get your business message out to over 150,000 customers during our Summer season by choosing a Wave Pool banner location or an outer front gate banner location (mesh banner only). Also your banner could be displayed year round under the dome at our Aquatics Facility.

\$500 per banner placement - Year round banner at Aquatic Center in the off season and inside the wave pool area during the waterpark season.

\$250 - banner placed inside the waterpark perimeter

**Banner not included - company must provide.*

Splash in the Boro

- FlowRider Flags
- Inner Tubes
- Umbrellas
- Tickets

See Next Page for

Ag Complex Opportunities....



SPLASH IN THE BORO FLOWRIDER FLAGS

Splash in the Boro is home to the only double FlowRider in South Georgia! This makes this attraction home to many children and adults each season! We have guests who spend their entire day at the park on this ride alone! On each side of the FlowRider, Splash in the Boro has feather flags waving park guests towards the attraction. Your logo can be on this flag as sponsor of the FlowRider attraction.

Cost: \$1000 for one season

SPLASH IN THE BORO LAZY RIVER EXPERIENCE

Over 150,000 guests each year enjoy cruising around the Lazy River at Splash in the Boro! What if your company logo/name were on all three of our bridges? Can you imagine the type of marketing exposure you would receive!? Each sign will state "This Lazy River Experience brought to you by: _____"

Cost: \$1500 for one season

SPLASH IN THE BORO LIFEGUARD STANDS

Let's face it, our guards need a safe place to sit up above the pools. We want to make sure that our guards have the best view to keep our patrons safe. Wouldn't it be a great opportunity to see your business logo on that lifeguard stand? Each stand will have a sign that says your safety is brought to you by: _____.

Cost: \$2000 for one season on all 40 stands or \$50 a stand

SPLASH IN THE BORO TICKETS

Print your advertisement on the Splash in the Boro admission wristband with logo and slogan to entice people to your business!

Cost: \$3000 for Daily Admission Wristband (Average of 100,000 sold each year)
Cost: \$500 for Raincheck Tickets

SPLASH IN THE BORO LIFEJACKET STATIONS

We have three lifejacket stations available for signage. We provide lifejackets free of charge to any patron that needs them. Your business could help support the safety of our guests. Signage would read: Thank you to _____ for sponsoring the safety of our patrons.

Cost: \$500 per stand for one season.

Agricultural Complex

- Banner Spots
- Ad Space on Bleachers
- Ad Space on Scorer's Box

See Next Page for more

Ag Complex Opportunities....

AGRICULTURAL MAIN ARENA BANNER SPOT

Benefits:

- The newly constructed Bulloch County Agricultural Complex expects to host thousands of people every year. Many Arena guests will be from Bulloch Co, while many will be from surrounding areas.
- Sponsor will receive two banner spots in the Main/Show Arena. Banner spots provide an incredible amount of exposure for sponsors. The banner remains in the arena during the entire year, which includes arena special events, and programs.
- The banner spot provides visibility for your business throughout the year.

Cost: \$750 (banners not included—company must provide two 4'x8' vinyl banners)

AGRICULTURAL MAIN/PRACTICE ARENA BANNER SPOTS

Benefits:

- The newly constructed Bulloch County Agricultural Complex expects to host thousands of people every year. Many Arena guests will be from Bulloch Co., while many will be from surrounding areas.
- Sponsor will receive two banner spots in the Main/Show Arena AND two banner spots in the Practice Arena. Banner spots provide an incredible amount of exposure for sponsors. The banner remains in the arena during the entire year, which includes arena special events, and programs.
- The banner spot provides visibility for your business throughout the year.

Cost: \$1000

(banners not included—company must provide four 4'x8' vinyl banners)

AGRICULTURAL ARENA ADVERTISING SPOT ON BLEACHERS

Benefits:

- The newly constructed Bulloch County Agricultural Complex expects to host thousands of people every year. Many Arena guests will be from Bulloch Co, while many will be from surrounding areas.
- This Advertising spot will be placed on the back of the bleachers so that Arena guests will see it as they enter the Main Arena for an event or program.
- Ad spots provide an incredible amount of exposure for sponsors. The sign will remain in the arena during the entire year, which includes arena special events, and programs.
- The Advertising spot provides visibility for your business throughout the year.

Cost: \$500 (corrugated plastic sign not included—company must provide 4'x8' sign)

Agricultural Complex

- Barrel Wraps
- Stall Sponsorships

AGRICULTURAL ARENA ADVERTISING SPOT ON SCORER/ANNOUNCER BOX

Benefits:

- The newly constructed Bulloch County Agricultural Complex expects to host thousands of people every year. Many Arena guests will be from Bulloch Co, while many will be from surrounding areas.
- This Advertising spot will be placed on one of the sides of the Scorer/Announcer box in the Main Arena and will be visible to all who are in attendance for an event/program.
- Ad spots provide an incredible amount of exposure for sponsors. The sign will remain in the arena during the entire year, which includes arena special events, and programs.
- The Advertising spot provides visibility for your business throughout the year.

Cost: \$500 (corrugated plastic sign not included—company must provide sign)

LOGO WRAP ON ARENA BARRELS

Benefits:

- The newly constructed Bulloch County Agricultural Complex expects to many barrel racing events each year.
- Banner spots provide an incredible amount of exposure for sponsors. The barrels will be used during the barrel races/rodeos that are hosted at the Main Arena

Cost: \$1000 (for 3 barrels to be logo wrapped; company must provide hi-resolution logo)

AGRICULTURAL ARENA BARN STALL SPONSOR

Benefits:

- The newly constructed Bulloch County Agricultural Complex has a stall barn with over 200 stalls in it for livestock dwelling when a livestock show is in progress.
- This Stall Sponsor plaque will be placed on the outside of a dedicated stall.
- The plaque will remain on the stall during the entire year, providing visibility for your business throughout the year.

Cost: \$300 (Ag Complex will provide a customized plaque)

As the popularity of the complex grows, there may be more sponsorship opportunities. If you are interested in an opportunity that you have seen at other arenas, but not listed above, please contact Kimberly Sharpe at (912) 489-9087 or ksharpe@bullochrec.com to discuss a customized sponsorship proposal for your business.

