

# SPONSORSHIP OPPORTUNITIES

BULLOCH COUNTY RECREATION AND PARKS



# 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 the service 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 any questions you may have by calling (912) 489-9087 or by email at [mail@bullochrec.com](mailto:mail@bullochrec.com)

## All About Sponsoring

This brochure is designed to inform potential sponsors of all of 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 Recreational/Event Sponsorship Commitment Form. (Available as an attachment to this booklet or online at [www.bullochrec.com](http://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 the sponsorship amount
- Receive your confirmation of sponsorship from BCRPD

Payment: Check 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". Please call Kimberly Sharpe, at (912) 489-9087 or email at [mail@bullochrec.com](mailto: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 it's best to grant these requests based on 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](http://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!



### BCRPD Opportunities:

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

# 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](http://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 Opening Day at Mill Creek Park
- Team name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing announcing of scores, standings in local media outlets.

Cost: \$250 per team or \$400 for both seasons

# Football Bowl Game

## Benefits:

- Your business name on a bowl game title
- Your business name on bowl game t-shirts that are provided to each team member
- Team name listed on [www.bullochrec.com](http://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: \$300 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](http://www.bullochrec.com) and included in all marketing announcing of scores and standings in local media outlets

Cost: \$300 per team

## Preferences:

For these teams and bowl games, we ask that you choose a team location (area), and list the name(s) and birthday(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 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.



# Tennis Team

## Benefits:

- Your business name on the sleeve of tennis team shirts
- Recognition at the matches held at Mill Creek Park
- Team name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing announcing of scores, standings in local media outlets

Cost: \$250 per team

# 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, 2 fields at Brooklet Park, 2 fields at Nevils Park, and 2 fields at Stilson 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 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.
- 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)

## Community Recreation Programs

# Fishing Rodeo

### Benefits:

- Your business name on the flyer for the participants
- Banner at the event (business provides)
- Business name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing and social media posts for the event.

Cost: \$500

# Santa's Calling

### Benefits:

- Your business name on the flyer for participants and/or letters from the event.
- Business name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing and social media posts for the event.

Cost: \$300

# Nerf Night

### Benefits:

- Your business name on the flyer for participants
- Banner at event (business provides)
- Business name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing and social media posts for the event.

Cost: \$250

# Tumbling

### Benefits:

- Your business name on the flyer for participants
- Your logo on event shirts which are given to approximately 200 participants annually.
- Business name listed on [www.bullochrec.com](http://www.bullochrec.com) and included in all marketing and social media posts for the event.

Cost: \$500



## Community Recreation Programs

# Disc Golf Course

### Description:

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 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 the 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](http://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

# Spring & Fall Opening Days

Spring and Falls 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](http://www.bullochrec.com)), and more.
- Sponsors will be announced at the beginning of each game just before the teams are introduced.

**Cost: \$150**

## Community Recreation Programs

# 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 advancement to the district track meet. Being a Track Meet sponsor is great exposure! Especially if you are marketing toward 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 t-shirts. Sponsor is allowed to hang company banner(s) at the track on the day of the event.

Cost: \$800 for Title Sponsorship

# Automated External Defibrillator (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 chances 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

## Community Recreation Programs

# 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 long standing tradition and free, family fun, sponsorship of this event is considered prestigious!

There are five levels of sponsorship:

### **Title Sponsorship: \$7,000**

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

### **Fireworks Sponsorship: \$5,000**

- Fireworks Sponsors receives their company name/logo: on the [www.bullochrec.com](http://www.bullochrec.com) website; in event emails, sponsor signage during event; in news releases; booth space at the event; in radio and television print advertisements; logo on posters of event; and mentioned during the introduction of the Fireworks Display.
- Fireworks sponsors receives 5 VIP parking passes for the Firecracker Fest event, and 10 Event t-shirts.
- Fireworks sponsors will also receive a Basketball Team sponsorship.

### **Flag Sponsorship : \$1,500**

- Flag Sponsors receive their company name/logo: on the [www.bullochrec.com](http://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 t-shirts.

### **Stars Sponsorship : \$500**

- Stars Sponsors receive their company name/logo: on the [www.bullochrec.com](http://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 t-shirts.

### **Stripes Sponsorship : \$100**

- Stripes Sponsors receive their company name/logo: on the [www.bullochrec.com](http://www.bullochrec.com) website; in event emails; sponsor signage during event





## Community Recreation Programs

# 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 Langston Chapel Schools.

There are four levels of sponsorship:

### Title Sponsorship: \$1,000

- 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 receives 4 VIP parking passes for the event, and 4 Event t-shirts.

### Mummy Level Sponsorship : \$500

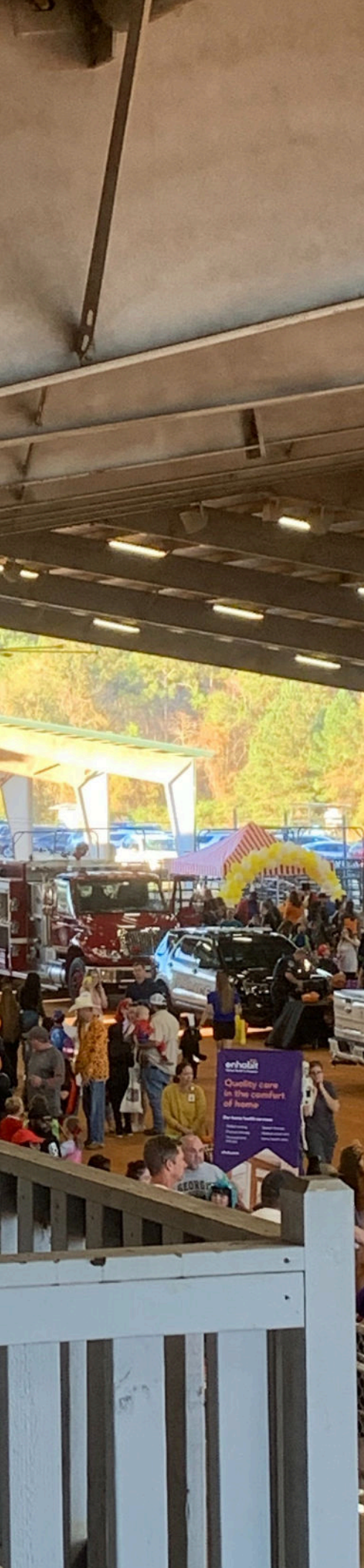
- Mummy Level Sponsors receive their company name/logo: on the [www.bullochrec.com](http://www.bullochrec.com) website; in event emails; sponsor signage during event; in news releases; in radio and television print advertisements and on logo on posters of event.
- Sponsors, if they wish, can have premium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

### Casper Level Sponsorship : \$100

- Casper Level Sponsors receive their company name/logo: on the [www.bullochrec.com](http://www.bullochrec.com) website; in event emails; sponsor signage during event; in news releases; booth space at the event; in radio advertisements and logo on posters for the event.
- Casper Sponsors also receive 1 VIP parking passes for the event and 1 Event t-shirts.

### 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.



## Community Recreation Programs

# ArtsFest

ArtsFest 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 it's youth. Held each year on the third Saturday of April (date 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, and Social Media.
- Company logo will be prominent on the event t-shirt.
- 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 event.

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## Community Recreation Programs

# ArtsFest

### ArtsFest Gold Sponsor: \$2,500

- Gold Sponsor will have name/logo in marketing collaterals for the event, including but not limited to: print, radio, TV, social media, event banner(s).
- Gold Sponsor will 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 t-shirt.
- Sponsor will receive their company name on the official ArtsFest webpage.
- Company name will be announced numerous times during the event.

### ArtsFest Silver Sponsorship : \$1,000

- Silver Sponsor will be named in press release, name/logo promoted through social media regarding event, and will be named several times during event announcements.
- Silver Sponsor will receive their company name on the official ArtsFest webpage.
- Company name will be announced numerous times during the event.

### ArtsFest Bronze Sponsorship : \$250

- Bronze Sponsor will receive their company name listing on the event t-shirt.
- Bronze Sponsor will receive their company name listed 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 of ArtsFest will receive their name or company name on the official ArtsFest webpage.
- Friends name(s) will be announced numerous times during the event.

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# Splash in the Boro Advertising Advertising 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 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!

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!

## Commercial on Splash Radio

- Commercial 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!**

# Banner Spots

Splash in the Boro offers 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 at our Aquatics Facility.

## \$500 per Banner Placement

- Year round banner at Aquatic Center in the off season 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 Advertising

# 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 a sponsor of the FlowRider attraction!

Cost: \$1000 for one season

# 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 would state "This Lazy River Experience brought to you by: \_\_\_\_"

Cost: \$1000 for one season on all three bridges or \$400 per sign

# 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

# 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 support the safety of our guests. Signage would read, "Thank you to \_\_\_\_ for sponsoring the safety of our patrons".

Cost: \$250 per stand for one season



## Agricultural Arena Advertising

# 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 County while many will be from surrounding areas.
- Sponsor will receive two banner spots in the Main/Show Arena.
- Banner Spots will 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.)

# Main/Practice 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 County 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 will 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 two 4'x8' vinyl banners.)



## Agricultural Arena Advertising

# 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 County 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.
- Advertising 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.)**

## 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 County 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.
- Advertising 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.)**

## Agricultural Arena Advertising

# 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 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 (Agricultural Complex will provide a customized plaque)**



**KIMBERLY SHARPE**

MARKETING COORDINATOR

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](mailto:ksharpe@bullochrec.com) to discuss a customized sponsorship proposal for your business.