



# NAMING GUIDE

DAVIE COUNTY COMMUNITY PARK

# BRANDING

## DAVIE COUNTY

AN INVESTMENT IN DAVIE COUNTY RECREATION AND PARKS IS AN INVESTMENT IN YOUR BRAND.

Whether you want to reach the parents of young children, active seniors who want to keep their minds sharp, or other adults who are connected to the community, you can share your message with local and regional audiences by teaming up with Davie County Recreation and Parks.



### INNOVATION

- Fostering Creative Minds
- Encouraging Cutting Edge Ideas
- Empowering High-Potential Talent
- Embraces Out-of-the-Box Thinking

### STEWARDSHIP

- Advocates for Parks and Open Spaces
- Harnesses Conservation
- Builds Sustainable Relationships

### QUALITY OF LIFE

- Strives to Promote Mental, Physical, and Emotional Wellbeing
- Attentive to Community Needs
- Dedicated to Excellent Customer Service

The success of our mission is based on the core values that embody the attributes that have led the Davie County community to become a place all individuals can come to live, work and play!

# NAME YOUR NEW DAVIE COUNTY COMMUNITY PARK

## “Presented by” status:

- “Presented by” status with name and logo placement on all promotional media: posters, flyers, print ads, press releases, email blasts, patron receipts, website and social media sites
- Presenting sponsor sign at park entrance - placed until project completion
- Listing in tri-annual Recreation Program Guide
- Name of business or organization placed on all way-finding park signage

## Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of 15 at our park
- Use of business name in all promotional materials and media coverage relating to ribbon cutting ceremony
- First right of refusal for Park naming rights and sponsorship opportunities

## Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once per year
- Complimentary tickets to select events (10)
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event tickets
- Opportunity to be introduced to the public or hold a raffle at any event
- Customized booth space (10x20) in sponsor areas at all major events

As we begin to erect this new recreational facility, we are opening this park up for you to project your passion onto our local treasure by allowing an organization, business, individual, or foundation to purchase naming rights to the most prestigious piece; its name.

Naming rights for the new park have a commitment period of up to five (5) years, with an installment of payments, agreed upon by a selected body, spanning the entire period of commitment.

Commitment:

Determined between Sponsor and DCRP.





# impact builder

## \$125,000

### “Presented by” status:

- Name and logo placement in all promotional media referring to specific amenity: posters, flyers, print ads, press releases, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage
- Top billing banner placement on amenity

### Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of 10 at our park
- Use of business name in all promotional materials and media coverage relating to the ribbon cutting ceremony

### Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once per year
- Complimentary tickets to select events (10)
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event programs per amenity
- Opportunity to be introduced to the public at sponsored amenities events
- Customized booth space (10x20) in sponsor areas at major events



# game changer

## \$50,000

### Advertisements:

- Name and logo placement in all promotional media referring to specific amenity: posters, flyers, print ads, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage

### Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of six at our park
- Use of business name in all promotional materials related to the ribbon cutting ceremony

### Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once a year during operational hours
- Five complimentary tickets to select events
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event programs per amenity
- Customized booth space (10x10) in sponsor areas at major events

# Park Amenity Naming Opportunities

Enriching the quality of life for all of Davie County one community member at a time.

Price listed is per amenity.



**play  
maker**  
**\$25,000**

**Exclusive Impact Builder | \$125,000**

One-time payment, 5 year benefits

**Game Changer | \$50,000**

5-year investment plan (2 available)

**Play Maker | \$25,000**

5-year investment plan (4 available)

**Sponsorships | \$1,000**

Annual Commitment

## Advertisements:

- Name and logo placed in promotional media referring to specific amenity: posters, flyers, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage

## Grand Opening:

- Custom framed photo of ground breaking delivered to your office for display
- Custom Park Tour for a group of four at our park
- Photos taken with representatives at ribbon cutting

## Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Subscription to monthly e-newsletter
- Sponsor name and logo on printed event programs for sponsored amenity
- Customized booth space (10x10) in sponsor areas at major events



**sponsorships**  
**\$1,000**

- Listing on website and social media sites
- Subscription to monthly e-newsletter
- Listing on some promotional materials for preferred amenity
- Logo placed on park publications referring to a preferred amenity
- Banner Placement at amenity location (4x6)
- Booth space (10x10) at one Department sponsored event

# Park Amenity Naming Opportunities

Project your passion onto one of our amenities! Purchasing naming rights for a field, playground, staging area, trail, amphitheater, or multipurpose rooms allows you to claim a space in memoriam, in commemoration or in honor of your growing business or personal venture.

Naming rights last a maximum of five years. The value of an amenity is estimated based on its location, use, visibility, construction, cost, and other factors. Benchmarks were adopted and policies enacted after careful review of nationwide research.

## Active Multipurpose Rooms

Help maximize our indoor recreation center's potential with versatile room spaces designed for arts, conferences, fitness, homework/computer studies, teen room and community rentals.

## Alumni Plaza Bocce & Horseshoes

The Alumni Plaza, situated behind the stadium grandstand features two bocce courts and horseshoe pits. Designed for accessibility, competition and leisure, these amenities provide a safe space for families of all ages and abilities to play.

**COMMITTED GAME CHANGER:**  
**Davie County Community Foundation**

## Amphitheater and Civic Green

The amphitheater is a focal point for the park and will host many live entertainment and theater arts events throughout the year. The civic green features a shelter and oval walkway as part of the park trail system.

## Ballfield

A versatile 310° athletic ballfield can facilitate league play and general recreation programming. Baseball, kickball, softball, and whiffleball are all viable program options just to name a few.

## Dog Park

Make fur-ever friends by providing a safe, attractive and well-maintained play area for pooches large and small.

## Inclusive Playground

Your donation gives children of all ages and abilities and their families with a very special playground, creating heart-warming memories and impacts for years to come.

## Indoor Gymnasiums

There are two indoor gymnasiums that will host a plethora of sports leagues, clinics, specialty camps and many other recreational activities. From sun-up to sun-down the gyms will see use year round.

## Splashpad

The largest Vortex Splashpad in North Carolina totaling 7,350 square feet will find its home in our community park! Your donation will provide featured components that drive children and adults to visit and have the time of their life.

## Stadium with Multiuse Field

The old Davie High School stadium brought the Davie community together for many years. Those same sights and sounds of the old stadium will continue with its new look and many opportunities for athletic and community events.

## Trail System

You can help our Davie Community by preserving and restoring open space and providing opportunities for leisure and physical activity to improve fitness and mental health. Trail sponsorships offer stewardship opportunities which are excellent for business team building.

# COMMITMENT FORM: DAVIE COUNTY RECREATION AND PARKS

Name/Company as you would like it displayed: \_\_\_\_\_

Contact/Representative: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Mobile: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_ Facebook Page: \_\_\_\_\_

Description of Sponsor Business: \_\_\_\_\_

*DCRP respects your privacy. Therefore your direct business contacts will be kept confidential.*

Naming Right for DC Community Park

### Pick Your Park Amenity:

- Inclusive Playground
- Splashpad
- Amphitheater and Civic Green
- Indoor Gymnasiums
- Stadium with Multiuse Field
- Ballfield
- Alumni Plaza Bocce & Horseshoes
- Trail System
- Dog Park
- Active Multipurpose Rooms

### Park Shelters:

- Small
- Medium
- Large

### Pick a Commitment Level:

- Impact Builder \$125,000
- Game Changer \$50,000
- Play Maker \$25,000
- Sponsorships \$1,000



Your gift is tax deductible! Use our Federal tax ID number: 56-6000295

Email us your form at [RecTeam@daviecountync.gov](mailto:RecTeam@daviecountync.gov)

Forms can be mailed or delivered in person to: Davie County Recreation and Parks  
Davie County Community Park  
151 Southwood Drive  
Mocksville, NC 27028

*At the end of the day,  
it's not about what you have  
or even what you've  
accomplished.*

*It's about who you've lifted up,  
who you've made better.*

*It's about what you've given back.*

*- Denzel Washington*



**DAVIE COUNTY RECREATION & PARKS**

**336.753.TEAM (8326)**

**[www.daviecountync.gov/dcrp](http://www.daviecountync.gov/dcrp)**