



# ATHLETIC & SPECIAL EVENT SPONSORSHIPS

# SPONSORSHIP OPPORTUNITIES

## EVENT LINE-UP

-  = Attendance of 2,000+
-  = Attendance of 751 - 2,000
-  = Attendance of 301-750
-  = Attendance up to 300

**SPONSORS** | **HERE**  
**LINK LOGO**

Sponsor Levels	Presenting (\$750 - \$2,000)	Gold (\$500)	Silver (\$250)	Bronze (\$100)
"Presented by" status in promotional media	✓			
Name and logo placement on:				
Posters	✓			
Flyers	✓			
Print Ads	✓	✓		
Press Releases	✓			
Email Blasts	✓	✓	✓	
Website and Social Media	✓	✓	✓	✓
Table/booth space at events where booths are available	✓	✓	✓	✓
Verbal recognition at event	✓	✓	✓	✓
Social media mentions	3	2	1	
Complementary tickets	8	4	2	
Banner placement for up to 4' x 6'	✓	✓		

# **ATHLETIC & SPECIAL EVENT SPONSORSHIPS**

DAVIE COUNTY

The DCRP Team offers a wide variety of innovative and quality athletic opportunities and special events throughout the year. These offerings are critical in building a sense of community and fostering pride and ownership that make up the Recreation and Parks Department. Many of these offerings are exceeding expectations which also increases financial demand and challenges.

We are asking businesses, individuals, community organizations, and foundations to assist us to continue hosting spectacular athletic opportunities and events through sponsorship. These events and sponsorship opportunities will provide exposure and the ability to interact with community members face to face.

When you become a partner or sponsor for any special event, athletic program or league, your agency will be branded throughout the community utilizing marketing outlets such as printed publications, social media, websites, banners, t-shirts as well as recognition at the event.

Davie County Recreation and Parks is continually trending, changing, and making plans for the future of recreation in this community and eager to develop a partnership with you. If you have any questions or would like to partner with us on our efforts, please complete the "Commitment Form" or contact us!

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# DCRP SPECIAL EVENTS

## Daddy Daughter Dance

### Event Profile

- DJ Entertainment
- Professional Photographer
- Gifts and Refreshments Provided
- Formal and Themed
- Annually held in March

### Sponsorship Levels Available:

Gold (1 available)

Silver (2 available)

Bronze (4 available)

## Easter EGGstravaganza

### Event Profile

- Kids Games and Activities
- Live Bunnies
- Photos with the Easter Bunny
- Youth ages 0 - 10
- Annually held weekend prior to Easter

### Sponsorship Levels Available:

Gold (1 available)

Silver (2 available)

Bronze (4 available)

## Mother Son Game Night

### Event Profile

- Kids Games and Activities
- Refreshments Provided
- Annually held mid-May

### Sponsorship Levels Available:

Gold (1 available)

Silver (2 available)

Bronze (4 available)



# DCRP SPECIAL EVENTS



## Independence Celebration



### Event Profile

- Kids Games and Activities
- Live Band Performance
- Food Vendors
- 20-minute Firework Display
- Annually held Saturday closest to Independence holiday on July 4th

### Sponsorship Levels Available:

Presenting (1 available)

Gold (2 available)

Silver (2 available)

Bronze

## Halloween Spooktacular



### Event Profile

- Haunted Trail
- Food Vendors
- Candy Provided
- Annually held on Halloween Night

### Sponsorship Levels Available:

Presenting (1 available)

Gold (2 available)

Silver (2 available)

Bronze

## DC Park Grand Opening



### Event Profile

- Kids Games and Activities
- Live Band Performances
- Food Vendors
- Anticipated date: May 2020

### Sponsorship Levels Available:

Presenting (1 available)

Gold (2 available)

Silver (2 available)

Bronze

# DCRP ATHLETICS

The Davie County Recreation and Parks Department offers an array of youth and adult athletics ranging from basketball, softball, volleyball and open play (walking, pickleball, basketball and volleyball). Athletics are played year round and serve an average of 800 registered participants, not including volunteer coaches or spectators.

## LEAGUE & TOURNAMENT SPONSORSHIP BENEFITS:

- Logo included on Facebook promotions
- Logo on game schedules
- Logo on website
- Logo on promotional materials

### LEAGUE SPONSOR

**PER SEASON: \$500 (PER LEAGUE)**

As a league sponsor your organizations name will be placed on all team jerseys for youth athletics. Available for both youth basketball and volleyball. Adult athletic leagues will receive a banner to be displayed near the score table throughout the season.



### TOURNAMENT SPONSOR

**PER TOURNAMENT: \$300**

Whether you want to host your own, or join one of our already structured and community supported tournaments, this sponsorship is available for any specialty athletic tournament. Organizations name will be announced during tournament. Photo opportunity with tournament winner also given to those sponsors in attendance.



### SCOREBOARD SPONSORSHIP

**ANNUAL: \$500**

Want to get in on all the action? Consider having a piece of your organization at all the games with the scoreboard sponsorship! A 3'x3' vinyl banner will be displayed on a scoreboard. Logo must be provided by the sponsor and meet the specifications given by the DCRP Team.

## SCHOLARSHIP FUND

Want to make a difference? By giving to the scholarship fund you can make a difference in someone else's life. It's easy, just give your designated amount and we will make sure your charitable giving gives others an opportunity to take part in our organization. Scholarship funds can be donated year round.

# ADVERTISING OPPORTUNITIES

As part of our marketing plan, Davie County Recreation and Parks publishes a seasonal program guide that outlines all programs, events, athletics and activities. All 7,000 copies of our **Program Guide** are distributed across Davie County and surrounding communities. Guides are given to every student in the county Preschool—8th grade, placed in businesses, offices, central locations, uploaded on our website and social media pages, and our online Active Net Registration Portal.

Publications are printed in the Fall (September–December), Winter & Spring (January–April) and features a special Summer edition (May–August).

DCRP is opening up a NEW way to advertise with us. Our **Marquee's** offer a chance to promote your brand in a way that is visible and available to the community daily. This can be used for business, personal recognition, special event, etc. Pick the length of time and the DCRP Team will place the advertisement for you. These double sided message boards are located on Main Street and HWY 601 headed towards Downtown Mocksville.

## Seasonal Advertising (Featured in selected publication)

Full Page: \$400

Half Page: \$250

Quarter Page: \$150

(All program guide spreads are interior pages.)

## Marquee Advertising

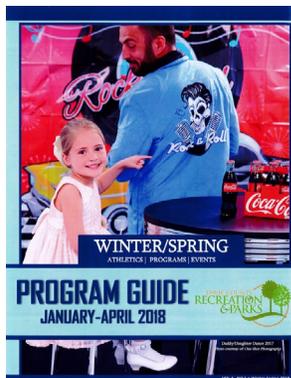
(Available at the Brock Recreation Center and the Davie County Community Park)

7 Days: \$175

5 Days: \$125

3 Days: \$90

1 Day: \$30



Interested in viewing past editions of our program guide? Visit us online or contact the DCRP Team at 336.753.TEAM (8326) for additional details.

# DCRP COMMITMENT FORM: SPONSORSHIP & ADVERTISING

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, all business contacts will be kept confidential.*

## - ATHLETICS -

Youth League: \$500

Basketball  Volleyball

Adult League: \$500

Basketball  Softball

Tournament Sponsor  \$300

Scoreboard Sponsor  \$500

## - EVENTS -

Daddy Daughter Dance

Gold: \$500  Silver: \$250

Easter EGGstravaganza

Gold: \$500  Silver: \$250

Mother Son Game Night

Gold: \$500  Silver: \$250

Independence Celebration

Presenting Sponsor: \$2,000

Gold: \$500  Silver: \$250

Halloween Spooktacular

Presenting Sponsor: \$750

Gold: \$500  Silver: \$250

DC Community Park Grand Opening

Presenting Sponsor: \$1,000

Gold: \$500  Silver: \$250

## - ADVERTISING -

Program Guides

Full Page: \$400

Half Page: \$250

Quarter Page: \$150

Marquee:

Brock Recreation Center

DC Community Park

Number of Days: \_\_\_\_\_



Please contact us if there is a program/event not listed here that you are interested in sponsoring.

DCRP is always looking for volunteers to help with any youth leagues, events, and more. Please contact us if you are willing to provide just a little bit of time, but reap BIG rewards.

Thank you for your support of DCRP. We greatly appreciate your generosity.

Remember, your gift is tax deductible! Ask for our Federal tax ID.

Forms can be mailed or delivered in person to: Davie County Recreation & Parks  
Brock Recreation Center  
644 North Main Street  
Mocksville, NC 27028