



# 2019 SPONSORSHIP PROGRAM

## DYER PARKS AND RECREATION

Dyer Parks and Recreation  
One Town Square Dyer, IN 46311

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## 2019 SPONSORSHIP PROGRAM

Dyer Parks and Recreation has been working closely with businesses in and around the Dyer community for over 22 years. Your continued support has helped the Dyer community grow exponentially. Dyer Parks and Recreation has thrived because of, in part, the generosity of local business owners such as yourself.

This is the second year that Dyer Parks and Recreation is offering local businesses a more affordable and efficient way of sponsoring community events through this 2019 Sponsorship Program. This program is dedicated to improving community events for all ages as well as creating new activities and programs throughout the year.

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### OVERVIEW

This sponsorship program was designed with businesses like yours in mind. This is an excellent way to grow your business, create a strong working relationship with Dyer Parks and Recreation, and give back to the community at the same time. The goal of Dyer Parks and Recreation is to be able to enhance the overall quality of life for the Town of Dyer and surrounding communities through recreation. By teaming up, we will be able to further expand and develop recreational opportunities to provide quality experiences for the Town of Dyer and surrounding communities.

Depending on your level of interest, your business could potentially be advertised for up to one full year in our Leisuregram. All our programs and events are listed in our Leisuregram, which is how 57% of those living within the 46311-zip code keep up to date with Dyer's community events. Our Leisuregram is mailed out three times a year seasonally (Winter/Spring, Summer, and Fall) to over 14,800+ households in Dyer and St. John. There are several exciting and affordable sponsorship levels to choose from that will meet even the most unique business needs. We even offer an option to build your own sponsorship with The Perfect Fit Package. Each package will offer additional advertising for your company that will allow you to gain additional visibility in Dyer and its surrounding communities while also demonstrating your support of the continued growth and development of the Dyer Parks and Recreation Department.

We have created sponsorship packages to make supporting your hometown parks easier than ever before. You can choose between one of our pre made packages or build your own depending on your specific business needs!

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## SPONSORSHIP PACKAGES

**\*\* CALL TO CHECK ON THE AVAILABILITY OF OPEN SPOTS.**

### Diamond Level - \$1,500

- Choice 1- Summer - **Deadline February 19<sup>th</sup>**
  - o Company name on the back of summer program T-shirts
  - o Half page advertisement with company logo in the Summer Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the summer season -100-500 people
- Choice 2- Fall - **Deadline June 25<sup>th</sup>**
  - o Company name on goodie bags
  - o Half page advertisement with company logo in the Fall Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the fall season– 100-500 people
- Choice 3- Winter/Spring - **Deadline October 22<sup>nd</sup>**
  - o Company name on items associated with 5 widely attended special events
  - o Half page advertisement with company logo in the Winter/Spring Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the winter/spring season – 100-500 people

### Platinum Level - \$1,000

- Choice 1- Summer - **Deadline February 19<sup>th</sup>**
  - o Company name on the back of summer program T-shirts
  - o Quarter page advertisement with company logo in the Summer Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the summer season– 100-500 people
- Choice 2- Fall - **Deadline June 25<sup>th</sup>**
  - o Company name on goodie bags
  - o Quarter advertisement with company logo in the Fall Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the fall season – 100-500 people
- Choice 3- Winter/Spring - **Deadline October 22<sup>nd</sup>**
  - o Company name on items associated with 5 widely attended special events
  - o Quarter page advertisement with company logo in the Winter/Spring Leisuregram with your choice between the inside cover on the first or last page
  - o Seasonal listing on outdoor marquee located on US 30 in front of Dyer Town Hall
  - o Announcement of company name at seasonal events
  - o Flyer distributed at all large special events within the winter/spring season – 100-500 people

## Gold Level - \$350

- Business card size ad (Inside book- excludes front and back cover)
- Announcement of company name at seasonal events
- Flyer distributed at all large special events –100-500 people

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## ADVERTISEMENT PACKAGE

### Advertisement options within Leisuregram

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|--|--|
| - Business card size ad- 3 ½ x 2 (inside book)           | \$175.00                                     |
| - Quarter Page ad- 3.25 x 5 (inside book)                | \$250.00                                     |
| - Quarter Page ad- 3.3 x 4.8 (inside cover)              | \$375.00                                     |
| - Quarter Page ad- 3.75 x 4.6 (on back cover)            | \$525.00                                     |
| - Half Page ad- 6.5 x 5 (inside book)                    | \$400.00                                     |
| - Half Page ad- 6.6 x 5 (inside covers)                  | \$725.00                                     |
| - Half Page ad-7.8 x 4.8 (on back cover)                 | \$1,025.00                                   |
| - Full Page ad- 6.75 x 10 (inside book)                  | \$850.00                                     |
| - Full Page ad-7.75 x 10.25(front inside or back covers) | \$2,000.00                                   |
| - For a photo that will be included with the ad          | \$60.00 - additional (per ad taken)          |
| o Place an ad in two consecutive “Leisuregrams”          | 20% discount on the “Leisuregram” fees above |
| o Place an ad in three consecutive “Leisuregrams”        | 30% discount on the “Leisuregram” fees above |

To receive the discount, all ads must be paid for prior to the first ads deadline.

Please call Andrea for deadlines and to secure your ad space (219) 865-20505

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## SPECIAL EVENTS PACKAGE

### Movie in the Park- \$1,000

- This sponsorship will go towards the screen rental and movie license. We will work together with you to find the perfect showing date. With this sponsorship, you will receive the following advertising:
  - o Announcement of company name and event at upcoming seasonal events
  - o Company name/logo on the Movie in the Park Poster
  - o Flyer distributed at all large special events - 100-500 people
  - o ¼ page ad in Summer Leisuregram
  - o Company name/logo listed alongside Movie in the Park ad in Leisuregram.

Please call Andrea for sponsorship deadline (219) 865-2505

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## THE PERFECT FIT PACKAGE

When it comes to sponsorships, no amount is too small. Therefore, we wanted to come up with a package that would fit any company’s needs. This package is based off all the different events that we offer throughout the year along with supporting our smaller events. This can include donations of a gift basket; season passes to different theme parks, restaurant certificates, and more!

This package includes the following advertisement opportunities: being listed on our Facebook page, marquee, website, flyers that are distributed at all large events within the selected season and your company name/logo on posters at the event.

In this package, you have the opportunity to choose what events and programs you want to sponsor-choose one or several! Prices are listed for each of our diverse programs.

- Daddy Daughter Dance (2) - per night \$200
  - o The Daddy Daughter Dance is a special night for dads and their daughters that includes food, games, and music! Girls and their dads dress in their formal attire and have their picture taken as a memento to remember this special night. Sponsoring this event will help to offset the fees for the DJ, food, drinks, paper products, decorations, the photographer, and other materials needed.
  
- Halloween Parade - \$200
  - o The Halloween Parade is one of our biggest events of the year! Every year, this event is attended by 125+ participants. All ages are welcome to attend the Halloween Parade and are encouraged to dress up! Prizes are awarded in various categories such as Overall Costume, Youngest in Costume, Oldest in costume, Scariest Costume, Best Dressed Pet, and so much more! Sponsoring this event will help pay for raffle prizes, gift baskets, goodie bag contents, and other products. Tags with your business name will be added to over 125 goody bags.
  
- Easter Egg Hunt - \$200
  - o This is Dyer Parks and Recreation's BIGGEST event with attendance of 400+ individuals and growing! Sponsoring this event will help with the purchase of gift baskets, items for the baskets, candy, signs, and miscellaneous toys for this event. Tags with your business name will be added to over 200 gift baskets.
  
- Mother-Son Fun Bowl - \$100
  - o Our Mother-Son event will BOWL you over! Sons and their Mothers will enjoy a day of giggles and laughs as they are instructed on entertaining ways to bowl. Teams will bowl with the opposite hand, between their legs, and backwards to name a few! Raffle prizes and goodie bags are distributed at the end of the event. Your sponsorship will aid in the purchase of supplies, raffle prizes and the contents of the goodie bags. Your company name will be added to gift baskets.
  
- Bike Parade - \$200
  - o Get Ready, Get Set, Show off your bike! Participants are encouraged to decorate their bikes, scooters, wheelchairs, strollers, and wagons with a patriotic theme in mind. In the past, 100+ children and young adults participated and received a goodie bag filled with tons of fun items such as toys and snacks. After the parade, a raffle will be held and a popular movie will be shown in Pheasant Hills Park. Sponsoring this event will help with the purchase of raffle prizes, award prizes, gift baskets, signs, goodie bag contents, and more. Your company name will be marketed on over 100 goodie bags that are distributed to registered parade attendees.

### Summer Camps- \$200

- Every summer Dyer Parks and Recreation hosts three different camps that run through the first 6 weeks of summer. Each year the number of participants continues to grow. Last year, we registered over 110 participants in our Toddler Time Camp, Kiddy Kamp, and Outside Adventurers Camp. Toddler Time Camp is a hands-on camp for children ages 18 months-3 years of age with their parents/caregivers. Participants will be introduced to new friends, interactive stories, nature, crafts, music and even special guests. The second camp that we offer is Kiddy Kamp for ages 3-5 years of age. Children are introduced to new friends, fun, sports, music, crafts, new games, songs, and basic sign language. They have special guests, enjoy water day(s), and visit Stardust Bowl, FunFlatables, and Texas Roadhouse. The last camp that we offer is Outside Adventures Camp for ages 6-10 years of age. Children enjoy new games, learn camp songs, make special crafts, and enjoy water day(s), have special guests show up at camp, along with different field trips. Sponsoring this event will aid in the purchase of general camp supplies, fees for special guests, crafts, and paper products. Your company name/logo will be listed in the welcome packet that is distributed at the start of camp along with any flyers that are distributed throughout the summer camps.
  
- Mother-Son Date Night - \$200
  - The Mother-Son Date night is a special night just for mothers and their sons. This event is new and we want to make it just as popular as our other events. With a DJ, snacks, and a raffle, it is sure to be a night to remember! Each son will have their picture taken by a professional photographer as a memento of the night. Sponsoring this event will help cover the costs of the DJ, food, paper products, the photographer, and other materials needed.
  
- Holiday Decorating Contest - \$100
  - Before we know it, the holidays will be here! What a better way to celebrate the holiday season than by sponsoring this family fun event. We will be holding a yearly house decorating contest for those who live within the 46311- zip code. Everyone is encouraged to join in on the holiday spirit. This will be a week-long event with judging that will take place at the end of the week. Those who would like to participate are asked to register. An award will be given out to the 1<sup>st</sup> place winner in each category. Your sponsorship will help to purchase the gift certificates/prizes for each category.
  
- Kidz Zone - \$100
  - During Dyer Summer Fest, Dyer Parks and Recreation will be running a Kidz Zone for children ages 18 months to 12 years old which includes 2 inflatables– one for 18mo.-5yrs. old (parent supervised) and one for 6 and up. We will also have Bozo buckets, crafts, an obstacle course, Giant Connect Four and Jenga, rock painting, tattoos, and bean bags for the older children. Parents will be able to pre-register their children or register onsite for either Saturday or Sunday. Your sponsorship will go towards craft supplies, inflatables, and other general Kidz Zone needs. Announcement of company name and sponsorship at Dyer Summer Fest on Saturday & Sunday.