

CITY OF RACINE

PARKS, RECREATION AND CULTURAL SERVICES

SPONSORSHIP OPPORTUNITIES



<https://www.cityofracine.org/ParksRec/>

262-636-9131



WELCOME

Sponsorship Description

- **The Sponsorship Program** is designed to create relationships between the City of Racine Parks, Recreation and Cultural Services Department and local businesses and organizations. Together, we will be making a positive impact in our community by providing much-needed funds for programs and events, while allowing organizations to position themselves and their message at locations that reach the largest audience in our community.
- **Sponsorship Opportunities** are offered for premier community events, fundraisers, and educational and recreational programs.
- **The Banner Program** is a segment of the Sponsorship Program. It can be used alone or in conjunction with a program, event, or fundraiser. By doing so in conjunction, you provide the largest monetary impact and are rewarded with maximum brand awareness, exposure, and recognition within our community.
- **Thank you** for considering this invitation to partner with us and make a meaningful impact on our community. This packet will explain the sponsorship opportunities in more detail. Once you have decided on which program/event best complements your organization's interests, please contact our office at 262-636-9131. We look forward to partnering with you!



EVENTS

Scan the various QR codes to see highlights of that event/program!

01

Monument Mash



Monument Mash is our annual family-friendly Halloween party downtown at Monument Square. Games, candy, music and more! The city's best kickoff to Halloween - this event averages over 500 ghouls and ghosts.



02

Movies in the Park

Movies in the Park is the ultimate summertime family-fun experience! Four events per summer. Our inflatable movie screen goes from park to park screening recent blockbusters or classic favorites! About 100 people attend each movie night.



03

Lake F/X Games



Racine's premier BMX, scooter, and skateboard competition is held in July right on the lakefront at Pershing Skate Park. This action-packed event is broken into age and skill divisions, and averages about 50 contestants and 200 spectators each year.



EVENTS

04



Youth Hoops All-Star Weekend

Something **NEW!** Youth Hoops season will now close out with All-Star Weekend! At Cesar Chavez Community Center, All-Star Weekend consists of All-Star Games and 3-Point Contests for the 5th-8th grade leagues! The gym will be packed with over 1,000 people on this Saturday!



PROGRAMS

01

Summer Playgrounds



The place you want to spend your summers at if you're a kid in Racine! June through August. Themed weeks, field trips, special events, and countless memories! The Playgrounds program serves over 1,000 kids city-wide every summer.



02

Youth Hoops



Racine's best youth basketball league for 1st-8th graders. October through February. Games are played at 3 of our 5 community centers with over 60 teams and 650 participants annually. The gyms are packed all winter long!



PROGRAMS

03

7 vs 7 High School Football League



June through July. Monday nights at Historic Horlick Field. Our county-area high school teams each take the field twice a night in this action-packed, fast-paced, and highlight-filled football experience. Averages over 500 spectators each night.



04

Main Gallery

A youth summer employment program that hires young, aspiring artists allowing them to creatively collaborate on a variety of community art projects while gaining valuable job experience. Ask about Main Gallery's 'Sponsor-An-Artist'!



FUNDRAISERS

01

Strike-Out BIG for Youth! Bowling Fundraiser



Our annual bowling fundraiser for youth programs. Typically held in March. Team bowling, prizes, raffle baskets, 50/50 and more! This event is always a blast and averages over 160 participants.





SPONSORSHIP LEVELS

Sponsorship opportunities are tiered into three levels: Gold, Silver, and Bronze.

Each tier offers a different perk package relative to the sponsors' financial commitment. Please read below for general details of each tier's perk package.

Most events/programs have nuances to each tier's general perks; ask about a specific event/program and we'll be happy to explain.

GOLD SPONSORS

(Where applicable) Gold Sponsors will have a prominent banner/sign at the event, sponsor logo on event/program t-shirt, sponsorship recognition in event/program news release and Public Service Announcement during the event, sponsorship recognition/logo on event/program website, in any printed publication materials, e-newsletter and social media content, and a booth location at event/program to advertise merchandise, product, and information.

SILVER SPONSORS

(Where applicable) Silver Sponsors will be included in a sponsorship recognition Public Service Announcement during the event/program, sponsorship recognition on event/program website, in any printed publication materials, and a booth location to advertise merchandise, product, and information.

BRONZE SPONSORS

(Where applicable) Bronze Sponsors will receive sponsorship recognition on event/program website and in any printed publication materials.

SPONSORSHIP PACKAGES

PERK	GOLD	SILVER	BRONZE
Prominent banner with organization's logo at event/in program	✘		
Logo on event/program t-shirt	✘		
Sponsorship recognition in event/program news release	✘		
Sponsorship recognition PSA during event/program	✘	✘	
Sponsorship recognition on event/program website	✘	✘	✘
Sponsorship recognition in any printed publication materials	✘	✘	✘
Sponsorship recognition in e-newsletter and social media content	✘		
Booth location at event/program to advertise merchandise, product, and information	✘	✘	



BANNER PROGRAM

*Rates include purchase of banner
 * Special rates are available if in conjunction with sponsoring a program/special event.

Options	Rates
<p>Indoor Banner Program</p> <ul style="list-style-type: none"> • Community Center Gymnasium <ul style="list-style-type: none"> ◦ Cesar Chavez (Big Gym) ◦ Dr. Martin Luther King Jr. ◦ Dr. John Bryant 	<p>During Basketball Season (October - March)</p> <ul style="list-style-type: none"> • \$1,000/gym or \$2,500 for all 3 gyms <p>Basketball Offseason (April - September)</p> <ul style="list-style-type: none"> • \$750/gym or \$2,000 for all 3 gyms <p>One-Year Contract</p> <ul style="list-style-type: none"> • \$1,500/gym or \$4,000 for all 3 gyms



SPONSORSHIP COMMITMENT FORM

Name: _____

Business/Organization Name: _____

Email: _____

Address: _____

City/State/Zip: _____

Sponsorship Opportunities

Event/Program	Gold	Silver	Bronze
Lake F/X Games	\$3,000	\$1,500	\$500
Movies in the Park	\$2,500	\$1,500	\$1,000
Monument Mash	\$3,000	\$1,500	\$500
Summer Playgrounds	\$10,000	\$5,000	\$2,500
Youth Hoops	\$12,500	N/A	N/A
Youth Hoops All-Star Weekend	\$4,000	\$2,000	\$1,000
7 vs 7 High School Football	\$5,000	\$2,500	\$1,000
Main Gallery	\$5,000	\$2,500	\$1,000

Event/Program: _____

Sponsorship Level: _____

PLEASE READ: Specific sponsorships are sold on a first-come, first-served basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising from there against the City of Racine. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City of Racine. The City of Racine is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City of Racine affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.

Signature: _____

Date: _____



FUNDRAISER SPONSORSHIP FORM



Strike-Out BIG for YOUTH

<u>Sponsorship Opportunities</u>	Anchor \$750 1 available	Turkey \$500	Strike \$300	Spare \$150
Sponsorship Recognition On/In:				
Logo on event t-shirt	X	X		
2' x 3' sign with logo displayed above 1 bowling lane	X	X	X	X
Materials in registration packet	X	X	X	X
FB and Instagram recognition in post(s) prior to event	X	X		
FB and Instagram recognition in post(s) during event	X			
Sponsor recognition over PA announcement & screens	X			
On-site space to display and/or sample product	X	X		
Sponsorship recognized on the PRCS website	X	X	X	X
Complimentary bowling for two teams of 5 on each team	X	X		
Complimentary bowling for 1 team of 5			X	

Contact Name: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION:

Method of Payment: _____ Check (#) _____ Credit Card (Visa/MasterCard) _____ Cash

Amount enclosed: \$ _____ *(Checks can be made payable to: Friends of PRCS)*

Name as shown on Card: _____

Card Number: _____ Expiration Date: _____

Billing Address: _____ City: _____ ST: _____ Zip: _____

Phone Number: _____ Email Address: _____

Authorized Signature: _____



BANNER COMMITMENT FORM

Name: _____

Business/Organization Name: _____

Email: _____

Address: _____

City/State/Zip: _____

Banner Program

Options

Indoor Banners

- Cesar Chavez (Big Gym)
- Dr. Martin Luther King Jr.
- Dr. John Bryant

Rates

Indoor Banners

- Basketball Season
 - \$1,000/gym - \$2,500/all
- Basketball Offseason
 - \$750/gym - \$2,000/all
- One-Year Contract
 - \$1,500/gym - \$4,000/all

Indoor Location(s): _____

Rate: _____

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By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.

Signature: _____

Date: _____



SPONSORSHIP TERMS & POLICIES

1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of Racine. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of Racine:

- A. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
- B. Promotion of gambling or illegal drugs.
- C. Promotion of the sale or use of firearms or other weapons.
- D. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
- E. Commentary or advocacy of social, religious or political nature.
- F. Promotion of services or programs that are already offered by the City of Racine.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of Racine terms for accepting sponsorship contracts will be accepted on a first-come, first-serve basis.

2. The City of Racine, Parks, Recreation & Cultural Services reserves the right to make final determination for acceptance on sponsorship contracts.

3. The City of Racine, reserves the right to revise, reflect or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of Racine shall not be responsible for damages if any Advertisement fails to be published for any reason.

4. The City of Racine reserves the right to determine and/or change the placement of ads without notice.

5. Advertisers and advertising agencies are liable for all contents of advertisements (including copy representation and illustrations) and shall indemnify and hold harmless the City of Racine limitation against, for any and all claims made thereof against losses sustained by the City of Racine Parks, Recreation & Cultural Services Department, City Council and employees.

6. The advertising and its agency, each represent that they are fully authorized and licensed to use:

- A. The names, portraits, and/or pictures of living persons;
- B. Any copyrighted or trademarked materials;
- C. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of Racine publication, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of Racine against all losses, liability, agency each agree to indemnify and save harmless the City of Racine against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such a advertisement.

7. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of Racine policies will be binding on the City of Racine or its agendas.

8. The City of Racine shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher of the City of Racine.

9. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.

10. The City of Racine will not return any items submitted for Sponsorship.

11. Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.



NEXT STEPS

If you are interested in partnering with us and impacting our community in a meaningful way, please fill out the **Sponsorship Commitment Form** and/or **Banner Commitment Form**.

Forms can be submitted via email (prcs@cityofracine.org) or at our office (800 Center Street, Room 127 - Racine, WI 53403)

We will contact you once forms are received.

If you have any questions, please contact us:

(262) 636-9131

prcs@cityofracine.org

Visit our website and socials to see what we do for the community everyday!



facebook.com/RPRCS/

cityofracine.org/ParksRec/

instagram.com/racineprcs



Thank you!