



**CRESTWOOD**  
Parks and Recreation

# 2024 Sponsorship Packages





Dear Valued Community Member,

The City of Crestwood Parks and Recreation Department's sponsorship program has been designed to successfully market local businesses while offering fun, family friendly events to our community. Crestwood strives to bring the community together year-round with free or low cost events and programs in a safe environment for those young and young-at-heart. In a world of people trying to find their ground after Covid and the struggles it brought with it, people are looking for affordable events and programs for their communities. None of this would be possible for the Crestwood Parks and Recreation without the support and partnership of local businesses and organizations.

Your company can help to ensure that we provide more quality programs and events to the residents of Crestwood. By becoming a sponsor and showing your support of our events, you are showing your support for the community. This will in turn make a positive impact on your business.

Please take a look at the sponsorship opportunities that your business can invest in and increase your community exposure while benefiting the City of Crestwood and its residents!

Sincerely,

*Eilien Ramirez*

Eilien Ramirez, CPRP  
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Director of Parks & Recreation  
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# City of Crestwood Marketing Snapshot

Welcome to the City of Crestwood! Your sponsorship is a smart investment which offers your business or organization the opportunity to have direct exposure to residents, inspire awareness that impacts your sales and showcases your support for our community.



12,400  
Residents



350  
Businesses



45.6 years  
Median Age



15,000 / 3 times a year  
RecConnect Brochure



5,000  
Social Media Followers

## Park Sponsor

Sponsor Whitecliff Park for the year, and receive a 3'x5' banner posted on the outfield fence of the softball field. This banner will have the highest visibility as cars pass by to and from the Crestwood Community Center, Crestwood Aquatic Center, tennis & basketball courts and two of Whitecliff's rentable pavilions. This Sponsorship is good for 12 months from the time of sign placement.

### **Park Sponsor- \$600 per year (\$450 renewal)**

- Support the community and the Crestwood Parks and Recreation Programs.
- Gain valuable advertising for your business.
- Get free sign installation and maintenance.
- Be listed on our website as an advertising supporter.





## 2023 Aquatic Events

### **Splashtacular**

Friday, May 24  
Attendance 250

### **Father's Day**

Sunday, June 16  
Attendance 500

### **Christmas in July**

Saturday, July 20th

### **Doggie Dive**

Thursday, September 5th



# Waterpark Sponsorships

Crestwood Aquatic Center is open daily from Memorial Day thru Mid-August. The Aquatic Center boasts a 25 yard by 25 meter multi-purpose lap pool with two diving boards, slide, climbing wall, lazy river, lily pad area and beach area. This a great location to showcase your support of the community at a local family-friendly recreational destination.

## **Pool/Concession Title Sponsor - \$750**

Sponsor areas of the Aquatic Center: Concession Stand, Kiddie Pool, Competition Pool, Lazy River, Waterslide, Beach Area and Dump Buckets

- 2"x3.5" ad space in (1) seasonal brochure that covers the date of the event.
- Social Media and email blast recognition that includes logo and website hyperlink.
- 3'x5' Presenting Sponsor banner at the Aquatic Center.

## **Presenting Event Sponsor (1 available)- \$500**

- Social media and email blast recognition that includes logo and website hyperlink.
- Name on all promotional materials.
- Yard signage at the event.
- Onsite presence at event.

## **Event Activity/ Equipment Sponsor- \$350**

Sponsor either an event activity or equipment at the Crestwood Aquatic Center.

- Social media and email blast recognition that includes business logo.
- Name on all promotional materials.

## **Swim Lesson Participant Sponsor - \$60**

- Support a child to learn to swim with a one time donation that will allow a child to take a free lesson.



# Camp Sponsorships

Crestwood's summer camp program houses up to 120 campers per week ranging in age from 6-11 years old. Each session is 4 weeks long and is held at Whitecliff Park in June and July. Our camp travels on field trips every other week.

## **Sponsor a Field Trip- \$500**

- Social Media recognition.
- Recognition in weekly camp newsletter during the week the field trip was taken.
- Opportunity to hand out business information to parents at camp pick up during the week of the field trip.

## **Shirt Sponsor- \$500**

- Social Media recognition.
- Recognition in weekly camp newsletter.
- Business logo on back of 200+ camper shirts. Logo size determined upon amount of sponsorship.

## **In-Kind Donations**

- Social Media recognition.
- Recognition in camp newsletter.



# Community Event Sponsorships

Our Community Event Sponsorships are available for a wide variety of smaller events.

## Platinum Sponsor- \$500

- Social media and email blast recognition that includes logo and website hyperlink.
- Yard signage at event.
- Name on all promotional materials.
- Onsite presence at event.

## Gold Sponsor- \$350

- Social media and email blast recognition that includes logo and website hyperlink.
- Name on all promotional materials.
- Onsite presence at event.

## Silver & Bronze Sponsor- \$250 - \$100

- Social media and email blast recognition that includes business logo.
- Name on all promotional materials.

## In-Kind Donation

- Verbal and social media recognition.
- Business logo on all sponsorship recognition materials.



## Community Programs & Events

Family Bingo  
Princess Ball  
Not Your Grandma's Bingo  
Mom Prom  
Movies in the Park  
Kids Triathlon  
Touch a Truck  
Outdoor Concerts  
Holiday Happenings  
(Easter, Halloween & Christmas)





## 2024 Sponsorship Commitment Form

Company Name: \_\_\_\_\_

Primary Contact Name & Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Social Handle: \_\_\_\_\_ Website: \_\_\_\_\_

Business Type: \_\_\_\_\_

### PARK SPONSOR

☐ \$600 Annual

### WATERPARK SPONSOR

- ☐ \$750 Pool/Concession Title Sponsor
- ☐ \$500 Presenting Event Sponsor
- ☐ \$350 Activity/Equipment Sponsor
- ☐ \$200 Swim Lesson Participant Sponsor

### CAMP SPONSOR

- ☐ In-Kind Donations (i.e. supplies)
- ☐ \$500 (4 available) Sponsor a Field Trip
- ☐ \$500 Camp Shirt Sponsor

### COMMUNITY EVENTS SPONSOR

- ☐ \$500 Platinum Sponsor
- ☐ \$350 Gold Sponsor
- ☐ \$250 Silver Sponsor
- ☐ \$100 Bronze Sponsor
- ☐ In-Kind Donation Sponsor

### WHITECLIFF BLUES & BREWS

- ☐ \$1000 Platinum Sponsor
- ☐ \$500 Gold Sponsor
- ☐ \$250 Silver Sponsor

### PAYMENT INFORMATION

- ☐ Check enclosed (ck # \_\_\_\_\_)
- ☐ Credit Card (will contact for payment)

If choosing a Premier or Community Event sponsorship, please list which event(s) you would like to sponsor:

*By completing this form, all parties agree to the following statement: Crestwood Parks and Recreation agrees to provide benefits corresponding to the level of sponsorship. Crestwood Parks and Recreation does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in the Department events.*



# Whitecliff Blues & Brews

## Platinum Sponsor- \$1000

- Cup Sponsorship
- Volunteer T-Shirt Sponsorship
- Social media and email blast recognition that includes logo and website hyperlink.
- 3' x3' Banner displayed on the boardwalk fence near the live music.
- Onsite presence (Must provide own table, tent and chairs)
- Name on all promotional materials.

## Gold Sponsor- \$500

- Volunteer T-Shirt Sponsorship
- Social media and email blast recognition that includes logo and website hyperlink.
- Name on all promotional materials.
- Onsite presence at event. (Must provide own table, tent and chairs)

## Silver Sponsor- \$250

- Social media and email blast recognition that includes business logo.
- Name on all promotional materials.

The Crestwood Parks and Recreation Department is thrilled to introduce an upcoming community event in collaboration with Blue Jay Brewing Co. – the Whitecliff Blues & Brews Bash! Mark your calendars for this exciting 3-hour beer tasting festival, set for Saturday, October 12th, from 2:00 to 5:00 pm at the Whitecliff Quarry. The event will feature beer tastings from Blue Jay Brewing Co., live music, fun backyard games, and delicious offerings from food trucks. Crestwood Parks and Recreation is inviting local sponsors at Platinum, Gold, Silver, and Bronze levels to support this event.

