

VILLAGE  
OF

**Sussex**



# Sussex Parks & Recreation Department Advertising & Sponsorship Opportunities





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The **Village of Sussex Parks & Recreation Department** offers quality and affordable Parks & Recreation programs to the community. Maintaining the natural beauty of parks and excellent quality of programs is difficult without the help of community supporters. To help offset the dependence of public tax dollars and to continue to provide quality parks and recreation programs for generations to come, the Parks & Recreation Department is seeking donors and sponsors.

### **Why should your business/organization become a supporter of the Sussex Parks & Recreation Department?**

- To help to maintain and enhance the great tradition of parks, trails and programs that keep Sussex active and a great place to live, work and play.
- To join a growing number of sponsors building a strong network of community support.
- Recognition is provided through various means, including printed material, media outlets, signage and other customized forms, and at a Village Board meeting.
- Your company/organization will be exposed to thousands of Sussex area community members as being involved and supportive of the programs, special events and parks within the community.

We invite you to review the following pages which categorize the needs of the **Sussex Parks & Recreation Department**. If you find a program or project that you are interested in supporting, call the Parks & Recreation Department at 262-246-5220 or email [recinfo@villagesussex.org](mailto:recinfo@villagesussex.org).

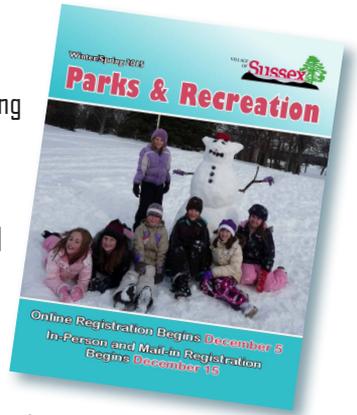
Sincerely,

*Village of Sussex Parks & Recreation Staff*

# Advertising

## Parks & Recreation Brochure

Three **Parks & Recreation Brochures** are prepared each year (winter/spring, summer and fall), which include a listing of all of recreation programs, special events and facilities offered by Sussex Parks & Recreation. The brochure is mailed to all residents and businesses in the 53089 zip code, as well as to residents in Lisbon, Lannon, Colgate, and portions of Hartland and Pewaukee. The brochures are also available at the Sussex Community Center, Village Hall, Pauline Haass Library and online.



## Parks & Recreation Brochure Sponsor Benefits

- Advertisements are available in a variety of sizes and placed in Parks & Recreation Brochures which are mailed to over 13,000 households.  
**Cost:** \$60-\$200/season OR \$150-\$460/year.

**Commitments accepted all year.**



## Center of Attention

The **Center of Attention** is our quarterly senior newsletter, which lists programs, events and other information for senior citizens and is distributed to seniors in the community.

The **Center of Attention** is available at the Sussex Community Center, Sussex Village Hall, Pauline Haass Library and posted on the Village's website at [www.villagesussex.org](http://www.villagesussex.org).

## \$250 One-year Sponsor Benefits

- Business card size advertisement in all four issues.

## \$75 Season Sponsor Benefits

- Business card size advertisement in one quarterly issue.

**Commitments accepted all year.**

The Sussex Community Center provides meaningful programs to local seniors and would like your help. Sponsorships can include: monetary, advertising, raffle baskets, door prizes, food/beverage items, volunteers, entertainment, transportation, printing services and/or presenters.

## Softball Banner Season Sponsor

Through this program (May 1- Oct. 31), businesses can post banners on the outfield fence at the lighted diamond at Village Park. Adult leagues are scheduled every weeknight May-August, with tournaments and special events scheduled on weekends. Flag football is also played in the outfield during the fall season. The field is directly adjacent to and viewable from the park's concession stand, restroom facilities and playground.

Sponsors furnish, at their expense, the banner which shall be a 5'x8' foot vinyl banner with a dark background made from a minimum of 14 oz. vinyl with brass grommets every foot around the entire perimeter of the banner. Banner borders must also be sewn to reinforce its integrity.



### \$300 Softball Banner Sponsor Benefits

- Visibility in one of the most frequently used public spaces in the park.
- A 5'x8' banner that can be utilized by the company after the advertising season is complete.

**Sponsorship commitment requested by April 1.**

### \$500 Advertising Package Benefits

- Softball Banner Sponsor benefits, plus:
- Receive a 2-unit sized ad in all three Recreation Brochures.

**Sponsorship commitment requested by March 1.**



# Special Event Sponsorships

## Bunny Lunch

The annual **Bunny Lunch** for families is held the weekend before Easter. The event includes lunch, a craft and games. A main event sponsor is needed, along with financial donations or carnival game prize items such as candy, balloons, pencils and small toys. Estimated attendance is 250 people.



### \$25 Easter Basket Sponsorship Benefits

- Sponsor's marketing materials can be included in basket.
- Donating basket for door prize valued at \$25.

### \$100 Bunny Lunch Sponsor Benefits

- The main event sponsor can hand out marketing materials.
- Banner recognizing sponsoring business (provided by Village).
- Acknowledgement in all advertisement flyers and on the Village website.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.

**Sponsorship commitment requested by March 1.**



## Zumbathon (held early May)

The Zumbathon is an annual event held in early May to raise money for the Sussex Parks & Recreation Scholarship Fund. Estimated attendance is 60 people, comprised of participants, spectators and volunteers.

### \$25 Basket Sponsorship Benefits

- Sponsor's marketing materials can be included in basket.
- Donating basket for door prize valued at \$25.

### \$100 Zumbathon Sponsor Benefits

- The main event sponsor can hand out marketing materials.
- Banner recognizing sponsoring business (provided by Village).
- Acknowledgement in all advertisement flyers and on the Village website.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.

**Sponsorship commitment requested by April 1.**

## Rock-a-Thon (held mid May)

The **Rock-a-Thon** is held in honor of **Older Americans Month**. The event is held outside the Sussex Village Hall and includes musical entertainment, a bake sale, a senior information table, a picnic lunch and, of course, rocking. Estimated attendance is 200 people.

**DUE TO CONSTRUCTION, THIS EVENT WILL NOT BE HELD IN 2016.**

**Sponsorship commitment requested by March 1.**



## Classic Car Cruise Night (held late June)

Our **Cruise Night** event is for classic car owners and enthusiasts alike to share their passion for their cars while listening to live music and enjoying a cold beverage. Estimated attendance is 300 people.

### \$250 Classic Cruiser Sponsor Benefits

- Company/organization name on event flyers and the Village website.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.
- Company/organization logo in the Summer Recreation Brochure, which is mailed to over 13,000 households.
- Acknowledgment of the sponsorship at the concert.

### \$500 Sportster Sponsor Benefits

- Classic Cruiser benefits, plus:
- Company/organization logo on a banner displayed throughout Village.

### \$1,000 Hot Rod Sponsorship Benefits

- Classic Cruiser and Sportster benefits, plus:
- Naming rights to event.

**Sponsorship commitment requested by March 1.**





## 5K Run/Walk: "I Run the Village" (Held in mid July)

The "I Run the Village" 5K Run/Walk is an annual event held in mid July in conjunction with Lions Daze to raise money for the Sussex Parks & Recreation Scholarship Fund. Estimated attendance is 300 people, comprised of participants, spectators and volunteers.

### \$50 Goodie Bag Sponsor Benefits

- Promotional items/product samples for runners.

### \$150 Mile Marker Sponsor Benefits

- Business name displayed along the race course (sponsor must provide own mile marker sign)
- Marketing materials and/or product samples in runner's goodie bags
- Recognition at the award ceremony

### \$250 Bronze Sponsor Benefits

- Business name and logo on all race materials, media releases and Village website
- Marketing materials and/or product samples in runner's goodie bags
- Recognition at award ceremony

### \$500 Silver Sponsor Benefits

- All Bronze benefits, plus:
- A 2-unit size ad in the Fall Recreation Brochure directly mailed to over 13,000 households

### \$1,000 Gold Sponsor Benefits

- All Bronze and Silver Benefits, plus:
- Logo displayed on race participant gift

**Sponsorship commitment requested by March 1.**



## Fourth of July Celebration (held on July 4th)

The annual Fourth of July celebration takes place at Village Park. The event kicks off with a Kiddie Bike Parade to Village Park, where the kids can enjoy games, ice cream and crafts. Fireworks are set off in the evening. Estimated parade attendance is 500 people. Estimated fireworks attendance is 5,000 people .

### \$100 Craft Sponsorship Benefits

- Recognition at event.

### \$500 Ice Cream Sponsor Benefits

- Craft Sponsorship benefits, plus:
- Company/organization logo in the Summer Recreation Brochure, which is mailed to over 13,000 households.
- Mention in an email blast to all recreation participants advertising event.
- Promotion on event flyers, media releases and on Village website.

### \$2,500 Firework Sponsor Benefits

- Promotion on event flyers, media releases and on the Village website.
- Logo placed on banners throughout the Village.
- Announcement and table display at event.
- Presentation at Village Board meeting.
- A 2-unit ad in the Summer Recreation Brochure.

**Sponsorship commitment requested by March 1.**

## Movie in the Park (held early August)

The outdoor movie night in the park is a hugely popular event for all members of the family. It takes place in August and typically features a newer children's film, as well as games to kick off the night. Estimated attendance is 500 people.

### \$100 Popcorn Sponsor

### \$1,800 Movie Night Sponsor Benefits

- Recognition in event flyers and handouts.
- Company/organization name listed as a sponsor in an email blast advertising the movie to recreation participants.
- Acknowledgment of the sponsorship at the movie.
- Acknowledgment in the Summer Recreation Brochure, which is mailed to over 13,000 households.
- Company/organization logo on an advertisement banner for the movie displayed at locations in the Village of Sussex.
- Company/organization logo on the Village website advertising the event.

**Sponsorship commitment requested by March 1**



## Spooky Sussex (held late October)

The first **Spooky Sussex** was held at Village Park in 2011 and it is, by far, our fastest growing event. The event includes a haunted trail, wagon rides, pumpkin decorating, caramel apple station, a craft, entertainment, a bon fire, hot cider station and concessions.

Estimated attendance is 1,000 people.

### \$100 Craft Sponsor Benefits

- Recognition at event.

### \$300 Caramel Apple Stand/Pumpkin Decorating Station/Wagon Ride Sponsor Benefits

- Craft Sponsor benefits, plus:
- Company/organization's logo in the Fall Recreation Brochure, mailed to over 13,000 households.
- Promotion on event flyers, media releases and the Village website.

### \$500 General/Entertainment Sponsor Benefits

- Craft Sponsor and Caramel Apple Stand/Pumpkin Decorating Station/Wagon Ride Sponsor Benefits benefits, plus:
- Listing as a sponsor in an email blast advertising the event to all recreation participants.
- Logo on banners throughout the Village.

### \$2500 Naming Rights Sponsor Benefits

- All above benefits, plus:
- Exclusive interaction at event to be worked out with staff.
- Event to be named for your organization.

**Sponsorship commitment requested by July 1.**



## Tree Lighting (held first week in December)

The Village's annual **Tree Lighting** is held on the first weekend of December to celebrate the holiday season. The tree is decorated, a local choir performs, Santa visits and hot chocolate and cookies are served. Estimated attendance is 150 people.

### \$100 Tree Lighting Sponsor Benefits

- Placement of the business logo in the Park & Recreation Brochure, mailed to over 13,000 households.

### \$250 Tree Lighting Sponsor Benefits

- \$100 Tree Lighting Sponsor benefits, plus:
- Company/organization name on event flyers and Village website.
- Acknowledgment of the sponsorship at the event and at a Village Board Meeting
- Banner with logo at event and through out the month of December.

**Sponsorship commitment requested by July 1.**

## Program Sponsorships

### Day Camp Partnership

The summer camp program is a tradition in community recreation and will be host to area children for such things as sports, crafts, swimming and nature activities. This is a one-week sponsorship.

### \$250 Day Camp Sponsor Benefits

- Exclusive interaction with campers to be worked out with staff.
- A picture of the camp participants from the theme week to post at your business.

**Sponsorship commitment requested by March 1.**

### Youth Sports T-shirt Sponsor

T-shirts are ordered each year for the youth sports programs including soccer, T-ball, coach pitch, flag football and basketball.

### \$250 Youth Sports T-shirt Sponsor Benefits

- Company's name and logo on the T-shirt.

**Sponsorship commitment requested by March 15.**

## Scholarship Program

The scholarship program provides an opportunity for citizens experiencing financial difficulties to participate in Village sponsored recreational events or programming. The scholarship program was developed in 2007 through a matching grant. The program has been very successful, filling a need within the community.

**Donations to the scholarship fund are accepted all year.**

## In-kind Donations or Gift Certificates

Often the Recreation Department is in need of prizes for children's games, special events, senior party door prizes and senior bingo.

**Donations accepted all year.**

## Park Amenity Sponsorships

### Disc Golf Hole Sponsor

In 2002, the **Disc Golf Course** was designed and put into Village Park. After thousands using it annually for over a decade, tee areas need to be upgraded. Each tee will now have an engraved post with the hole number, direction to the basket, and an inlaid sponsor logo. The tee areas will also each have a small trash and recycling receptacle. This sponsorship is valid for one year. After the first year, the sponsorship is \$100/year to renew.

### \$250 Disc Golf Tee 1-year Sponsor Benefits

- Business logo inlaid into a 6"x6" recycled plastic post.
- Inclusion of business name on disc golf map.
- Recognition on the Village website.

**Sponsorship commitments accepted all year.**





For questions, additional information or contract form:

**Sasha Darby**

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snapp@villagesussex.org

**Sussex Civic Center - Recreation Dept.**

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