



# 2020 ADVERTISING & SPONSORSHIP Opportunities

Parks & Recreation Department





The **Village of Sussex Parks & Recreation Department** provides quality and affordable Parks & Recreation programs to the community. The Parks & Recreation Department seeks donors and sponsors to help offset program costs.

**Why should you become a supporter of the Sussex Parks & Recreation Department?**

- 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.
- Recognition is provided through various means, including printed material, media outlets, signage and other customized awards.
- To join a growing number of sponsors building a strong network of community support.
- To help maintain and enhance the great tradition of parks and programs that keep Sussex active and a great place to live, work, and play.

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) 246-5200 or email [info@villagesussex.org](mailto:info@villagesussex.org).

Sincerely,

*Parks & Recreation Staff  
Village of Sussex*

**Sussex Parks & Recreation Department**  
 N64W23760 Main Street  
 Sussex, WI 53089  
 (262) 246-5200  
[info@villagesussex.org](mailto:info@villagesussex.org)

**[www.villagesussex.org](http://www.villagesussex.org)**

# Advertising

## Activity Guide

Three *Activity Guides* are prepared each year (winter/spring, summer and fall). They include a listing of our programs, special events, and facilities offered by Sussex Parks & Recreation, as well as the Pauline Haass Public Library.

The *Activity Guide* is mailed to residents and businesses in the 53089 zip code, as well as to residents in Lisbon, Lannon, Colgate, and portions of Hartland and Pewaukee (over 15,000 households). The guide is also available at the Sussex Civic Center, Pauline Haass Public Library and online.

***Year-long advertising commitments are accepted January through March (summer-winter/spring). Individual season commitments are accepted all year long.***



AD SIZE	SEASON RATE	YEAR RATE
1 UNIT 1.812"x2.0714" (3.75 sq inch.)	\$43	\$113
BUSINESS CARD/2 UNIT HORIZONTAL 3.625"x2.0714" (7.51 sq inch)	\$85	\$225
4 UNIT VERTICAL 3.625"x4.1428" (15.018 sq inch)	\$170	\$450
4 UNIT HORIZONTAL 7.5"x2.0714" (15.04 sq inch)	\$170	\$450
6 UNIT VERTICAL 6.2142"x3.625" (22.53 sq inch)	\$225	\$675
6 UNIT HORIZONTAL 5.436"x4.1428" (22.68 sq inch)	\$225	\$675
8 UNIT HORIZONTAL 7.5"x4.1428" (33.10 sq inch)	\$340	\$900
8 UNIT VERTICAL 8.2856"x3.625" (30.04 sq inch)	\$340	\$900
12 UNIT 6.2142"x7.5" (46.61 sq inch)	\$510	\$1,350
16 UNIT 8.2856"x7.5" (62.14 sq inch))	\$680	\$1,800

## Ball Diamond Banner Sponsor

Your banner will be displayed on the outfield fence of the lighted ball diamond at Sussex Village Park from May 1–October 31. The field is directly adjacent to, and viewable from, the park's concession stand, restroom facilities, and playground.

Sponsors furnish the banner, at their expense, which shall adhere to the following specifications:

- ▶ **Size:** 5' X 8'
- ▶ **Material:** Minimum 13 oz. vinyl
- ▶ **Grommets:** At 12" intervals around the entire perimeter of banner
- ▶ **Hem:** Sewn or Fold-over



## \$300 Banner Sponsor

- Visibility in one of the most frequently used public spaces in the park.
- Exposure to 6–10 adult softball teams and spectators all summer long.
- Additional exposure to participants of the following events:
  - » Lions Flag Football practices
  - » 4th of July fireworks and activities
  - » Lions Daze

**Sponsorship commitment requested by April 1.**

## \$500 Advertising Package

- Softball Banner Sponsor benefits, plus:
- 2-Unit sized ad in all three Activity Guides.

**Sponsorship commitment requested by March 1.**



## Disc Golf Hole Sponsor

The Village of Sussex maintains an 18-hole disc golf course at Sussex Village Park. The course is open year-round (weather permitting). Disc golf is a free amenity in the park.

Each tee has an engraved post with the hole number, direction to the basket, and an inlaid sponsor logo. The tee areas 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

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

### \$100 Disc Ongoing Sponsor

- Eligible for this once after your first year.

***Sponsorship commitments accepted all year.***



## Youth Sports T-shirt Sponsor

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

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

- Sponsor name and logo on the T-shirt.

***Sponsorship commitment requested by March 15.***



# Events

## Bunny Lunch

**Focus:** Kid/Family

**Estimated Attendance:** 300

**Dates:** Saturday, April 4

**Bunny Lunch** includes lunch, a craft, and games.

Sponsors are needed for the main event, craft, and games, along with financial donations or carnival game prize items (candy, balloons, pencils, and small toys).

### \$100 Games Sponsor

- Sponsor name on day-of-event signage.

### \$250 Craft Sponsor

- Games Sponsor benefits, plus sponsor logo on event banners in community.

### \$500 Main Event Sponsor

- Games and Craft Sponsor benefits, plus:
- May distribute marketing materials at event.
- Acknowledgment on the Village website.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.

***Sponsorship commitment requested by February 1 in order to be guaranteed all sponsorship benefits.***



# Classic Car Cruise Night

**Focus:** Adult

**Estimated Attendance:** 500

**Date:** Thursday, June 18

Our **Cruise Night** event is for classic car owners and enthusiasts to share their passion for classic cars while listening to live music and enjoying food and beverages. This event is held on Main Street in front of the Civic Center.

## \$250 Classic Cruiser Sponsor

- Sponsor name on day-of-event signage.
- Acknowledgement on Village website.

## \$500 Sportster Sponsor

- Classic Cruiser benefits, plus:
- Sponsor logo on event banners in community.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.

## \$1,000 Hot Rod Sponsorship

- Classic Cruiser and Sportster benefits, plus:
- Naming rights to event.
- Logo next to event in the summer *Activity Guide*, mailed to over 15,000 households.

**Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.**





## 5K Run/Walk: "I Run the Village"

**Focus:** Adult/Family

**Estimated Attendance:** 400

**Date:** Saturday, July 11

The "I Run the Village" 5K Run/Walk is an annual event in conjunction with Lions Daze to raise money for the Sussex Parks & Recreation Scholarship Fund.

### \$50 Goodie Bag Sponsor

- Marketing materials and/or product samples in runners' goodie bags.

### \$150 Mile Marker Sponsor

- Goodie Bag Sponsor benefits, plus:
- Sponsor name displayed along the race course (sponsor must provide own mile marker sign).
- Recognition at the award ceremony.

### \$250 Bronze Sponsor

- Goodie Bag, recognition at award ceremony, plus acknowledgement on Village website.

### \$500 Silver Sponsor

- All Bronze Sponsor benefits, plus sponsor logo displayed on race participant gift.

### \$1,000 Gold Sponsor

- All Silver Sponsor benefits, plus:
- Sponsor logo on event banners in community.
- Sponsor logo next to event in the Activity Guide, mailed to over 15,000 households.

***Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.***



# Fourth of July Celebration

**Focus:** Kid/Family

**Estimated Attendance:** Parade 500; fireworks 5,000.

**Date:** Saturday, July 4

The annual **Fourth of July** celebration takes place at Sussex Village Park. The event kicks off with a Kiddie Bike Parade to Village Park. Kids can enjoy games, ice cream, and crafts. Fireworks are set off in the evening.

## \$100 Craft Sponsor

- Sponsor name on craft area signage.

## \$250 Game Sponsor

- Sponsor name on game area signage.

## \$500 Ice Cream Sponsor

- Sponsor name on ice cream signage.
- Listing as a sponsor in an email blast advertising event to all recreation participants.
- Promotion on event flyers, media releases, and on Village website.
- Sponsor logo on media releases, event banners, and acknowledgement on Village website.

## \$2,500 Firework Sponsor

- Ice Cream Sponsor benefits, plus:
- Sponsor name and logo on banner at event.
- Sponsor logo next to event in the summer *Activity Guide*, mailed to over 15,000 households.

***Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.***





## Main Street Block Party

**Focus:** Adult/Family

**Estimated Attendance:** 2,500

**Date:** Sunday, August 16

The **Main Street Block Party** is the premier event of the summer. This event features an artisan market, food trucks, beer vendors, a band and activities for children. This event is held in partnership with the Sussex Farmer's Market and Sussex Outreach Services. Sponsorship is needed to offset the costs of stage and tent rentals, band, signage and kid's activities.

### \$250 Block Level Sponsor

- Sponsor name on day-of event signage
- Acknowledgement during event announcements

### \$500 Street Level Sponsor

- Block Level Sponsor benefits plus:
- Sponsor logo on day-of event signage
- Sponsor logo on event banners in community

### \$1,000 Avenue Level Sponsor

- All of the above benefits plus:
- Acknowledgement on Village website
- Listing as a sponsor in an email blast advertising the event to all recreation participants

### \$2,000 Boulevard Level Sponsor

- All of the above benefits plus:
- Logo next to event in Summer Activity Guide, mailed to over 15,000 households
- A booth for your business or organization at the event

### \$3,000 Presenting Sponsor

- All of the above benefits plus:
- Name and logo displayed along with the name of the event as a "Presenting Sponsor" on all signage, flyers, banners, the Village website, media releases and our Summer Activity Guide, mailed to over 15,000 households.
- Opportunity to speak to attendees from our stage at the event

**Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.**



# National Night Out

**Focus:** Family

**Estimated Attendance:** 1,000

**Date:** Wednesday, August 5



The Village of Sussex **National**

**Night Out** is held on Main Street on the first Wednesday of August. It is a free family event that promotes police-community partnerships and camaraderie to make our neighborhoods safer places to live.

## \$0 Deputy Sponsor

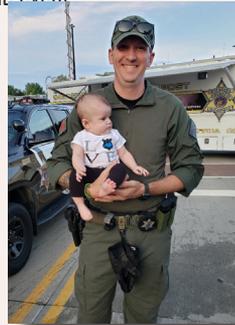
- Sponsorship in the form of participation in the event is welcome. If you think your business or organization would qualify as a partner in the mission of police-community relations, please let us know and we will work with you on how you can get involved!
- Exposure and interaction with community members at the event

## \$100 Sergeant Sponsor

- Sponsor name on day-of event signage
- Acknowledgement on Village website

## \$300 Ice Cream Sponsor

- \$100 level sponsor benefits plus:
- Promotion on event flyers and media releases
- Logo on event banners in the community



## \$500 Food Sponsor

- All of the above benefits plus:
- Listing as a sponsor in an email blast advertising the event to all recreation participants
- Sponsor logo next to the event in the Summer Activity Guide, mailed to over 15,000 households

## \$1,000 Bike Helmet Sponsor

- This sponsorship would pay for bike helmets for the 1st 100 kids at this event
- Your organization would receive all of the above benefits plus:
- Listing as a "Presenting Sponsor" for this event in all publications and media releases
- Opportunity for your organization to have a table at this event in order to distribute promotional materials and interact with community members.

***Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.***



# Outdoor Family Movie Night

**Focus:** Family

**Estimated Attendance:** 500

**Date:** Friday, August 28

The **Outdoor Family Movie Night** on the Sussex Civic Center Plaza typically features a newer children's film, as well as games to kick off the night.

## \$200 Matinee Sponsor

- Sponsor name on day-of-event signage.

## \$400 Preview Sponsor

- Matinee Sponsor benefits plus:
- Acknowledgement on Village website

## \$1,800 Feature Sponsor

- All of the above benefits plus:
- Sponsor logo on event banners in community.
- Listing as a sponsor in an email blast advertising the event to all recreation participants.
- Logo next to event in the summer *Activity Guide*, mailed to over 15,000 households.

***Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.***



## Rock-A-Thon: "How Do You Like to Rock?" Senior Celebration

**Focus:** Adult/Senior

**Attendance:** 200+

**Date:** Tuesday, May 19



**Rock-a-Thon** is a fundraiser for senior programming held in honor of **Older Americans Month**, held rain or shine at the Sussex Civic Center. There is musical entertainment, a bake sale, a senior information table, a picnic lunch for purchase and, of course, the kind of rocking you enjoy!

### \$100 Sponsor

- Sponsor name on day-of-event signage.

### \$250 Sponsor

- \$100 level benefits, plus:
- Acknowledgement on Village website
- May distribute marketing materials at event.

### \$500 or Above Sponsor

- \$100 and \$250 benefits, plus:
- Sponsor logo on event banners in community.
- Sponsor logo next to event in summer *Activity Guide*, mailed to 15,000 households.
- Recognition at Village Board Meeting.

**Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.**

## Senior Special Year-Round Lunchtime Holiday Events

**Focus:** Senior

**Attendance:** 50-100

**Dates:** Throughout the year

The Village of Sussex partners with the Waukesha County Nutrition-Sussex Site to enhance many celebrations, such as holidays and summer festivals, Valentine's Day, Mardi Gras, Back to School and Veterans Day.

The Village coordinates and seeks help with entertainers/activities, paper products, decorations, and volunteers. Scout troops, businesses, and community groups are welcome.

### \$100 Sponsor

- Acknowledgement on Village website
- Sponsor name on day-of-event signage.

### \$250 Sponsor

- \$100 level benefits, plus:
- Logo next to event in *Activity Guide*, mailed to over 15,000 households.
- May distribute marketing materials at event.

**In-kind Sponsorship Opportunities:** Presenters related to wellness, information and/or entertainment, volunteers, snacks, beverages, door and bingo prizes.

**Sponsorship accepted all year.**

# Senior Green Thumb Planting Day

**Focus:** Senior

**Attendance:** 100

**Dates:** Wednesday, June 10

Seniors join us at Sussex Village Park to plant a tabletop planter to brighten their homes with the help of volunteers. All supplies are provided for these take-home planters and are **FREE** for seniors.

## \$300 Transportation Sponsor

- Sponsor name on day-of-event signage.
- Acknowledgement on Village website

## \$500 or Above Sponsor

- \$300 sponsor benefits, plus:
- Sponsor logo next to event in summer *Activity Guide*, mailed to over 15,000 households.
- Recognition at Village Board meeting.
- May distribute marketing materials at event.



**In-kind Sponsorship Opportunities:** Snacks, beverages, volunteers, and planter decorations.

*Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.*

# Senior Picnic in the Park

**Focus:** Senior

**Attendance:** 150-200

**Date:** Wednesday, July 22

The **Senior Picnic in the Park**, held at the Sussex Village Park Pavilion, celebrates seniors and our great summer weather and includes lunch, games, prize baskets, and entertainment! The Village partners with the Waukesha County Senior Dining–Sussex Site to provide a nutritious picnic meal.

## \$25 Raffle Basket Sponsor (Monetary or In-kind)

- May distribute marketing materials at event.

## \$100 Sponsor

- Sponsor name on day-of-event signage.

## \$250 Senior Shuttle Transportation Services Sponsor

- \$100 level benefits, plus acknowledgement on the Village website.

## \$500 or Above Sponsor

- \$100 and \$250 sponsor benefits, plus recognition at Village Board meeting.
- Logo next to event in summer *Activity Guide*, mailed to over 15,000 households.

**In-kind Sponsorship Opportunities:** Beverages, volunteers to run games, entertainment, themed decorations, and outdoor games.

*Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.*

## Senior Holiday Swag

**Focus:** Senior

**Attendance:** 100+

**Date:** Wednesday, December 2

All supplies and volunteer help are provided for seniors to assemble a fresh green holiday swag for their door. This event is held at the Sussex Civic Center. Monetary and volunteer help is always needed; what a great opportunity to give back to our seniors at the holiday season!

### \$100 Sponsor

- Name on day-of-event signage.
- Acknowledgement on Village website.

### \$250 Senior Shuttle Transportation Services Sponsor

- \$100 level benefits, plus:
- May distribute marketing materials at event.

### \$500 or Above Sponsor:

- \$100 and \$250 benefits, plus recognition at Village Board meeting.
- Logo next to event in fall *Activity Guide*, mailed to over 15,000 households.

**In-kind Sponsorship Opportunities:** Snacks, beverages, decorations, and volunteers.

**Sponsorship commitment requested by July 1 in order to be guaranteed all sponsorship benefits.**



## Senior Dinner Parties

**Focus:** Senior

**Attendance:** 80-125

**Dates:** Wednesday, February 5; Wednesday, April 29; Thursday, October 1; Thursday, December 10.

The Village of Sussex holds four evening senior dinner parties per year, which include dinner, games/activities, entertainment and door prizes. We attempt to offer **FREE** transportation from two local residential communities during the winter months (based on sponsorship).

### \$100 Sponsor

- Name on day-of-event signage.
- Acknowledgement on Village website.

### \$250 Senior Shuttle Transportation Services Sponsor

- \$100 level benefits, plus:
- May distribute marketing materials at event.

### \$500 or Above Sponsor:

- \$100 and \$250 benefits, plus recognition at Village Board meeting.
- Logo next to event in *Activity Guide*, mailed to over 15,000 households.

**In-kind Sponsorship Opportunities:** Food, beverages, entertainment, and gift baskets/prizes.

**Sponsorship accepted all year.**

# Spooky Sussex

**Focus:** Family

**Estimated Attendance:** 2,000

**Date:** Friday, October 23

**Spooky Sussex** is held at Sussex Village Park and includes a trick-or-treat trail, wagon rides, pumpkin decorating, caramel apple station, craft, entertainment, bonfire, hot chocolate station and concessions.



## \$100 Fun & Games Sponsor

- Sponsor name on day-of-event signage.

## \$250 Ghouls & Goblins Sponsor

- Fun & Games Sponsor benefits, plus:
- Promotion on event flyers, media releases and the Village website.

## \$500 Trick-or-Treat Sponsor

- All of the above benefits, plus:
- Listing as a sponsor in an email blast advertising the event to all recreation participants.
- Sponsor logo on event banners in community.

## \$2,500 Presenting Sponsor

- All above benefits, plus:
- Sponsor logo next to the event in the fall *Activity Guide*, mailed to over 15,000 households.
- Scheduled, exclusive interaction at event.
- Name and logo on all publications, media releases, and signage as "Presenting Sponsor".

**Sponsorship commitment requested by July 1 in order to be guaranteed all sponsorship benefits.**



# Touch-A-Truck

**Focus:** Kids

**Estimated Attendance:** 800

**Date:** Friday, September 11

**Touch-A-Truck** provides an opportunity for kids to get up close and personal with some of the coolest vehicles from our local businesses and organizations such as the Sheriff's department, Fire Department, Armed Forces and our Public Works department. The event also includes kid's activities, games and crafts in partnership with Pauline Haas Library.

## \$0 "Take the Wheel" Sponsor

- If your business or organization has a vehicle or vehicles that you believe would be a good fit for this event, please let us know and we will work with you on how you can get involved.
- Exposure and interaction with community members at the event

## \$100 "Buckle Up" Sponsor

- Sponsor name on day-of event signage
- Acknowledgement on Village website

## \$250 "Road Trip" Sponsor

- \$100 level benefits plus:
- Promotion on event flyers and media releases
- Sponsor logo on event banners in community

## \$500 "Truck Stop" Sponsor

- All of the above benefits plus:
- This sponsorship will provide funds for a snack item or items at the event
- Listing as a sponsor in an email blast advertising the event to all recreation participants
- Sponsor logo next to the event in the fall Activity Guide, mailed to over 15,000 households

## \$750 "Tiny Traveler" Sponsor

- All of the above benefits plus:
- This sponsorship will provide the funds for a book give-away to the first 500 kids at the event.
- All books will be labeled as being provided by your company or organization.

**Sponsorship commitment requested by March 1 in order to be guaranteed all sponsorship benefits.**



## Tree Lighting

**Focus:** Family

**Estimated Attendance:** 350

**Date:** Friday, December 4

The Sussex Civic Center's annual **Tree Lighting** is held on the first weekend of December to celebrate the holiday season. The tree is lit, a local musical group performs, Santa visits, and hot chocolate and cookies are served.

### \$100 Tree Lighting Sponsor Benefits

- Sponsor name on day of event signage

### \$250 Tree Lighting Sponsor Benefits

- \$100 Tree Lighting Sponsor benefits, plus:
- Acknowledgement on Village website
- Sponsor logo next to event in the fall *Activity Guide*, mailed to over 15,000 households.
- Sponsor logo on event banners in community.

**Sponsorship commitment requested by June 1 in order to be guaranteed all sponsorship benefits.**



## Volunteers for All Events

The Recreation Department is in need of volunteers for nearly all of the special events listed. We love working with employee groups interested in giving back to their community. The groups are welcome to wear your company gear while volunteering.

# Programs

## 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

Does your business do something great that you want to share with younger generations (grades 1-6)? Visit our day camp program that operates each summer June-August.

- You'll be our guest of honor for a week, with scheduled interaction with campers.
- Receive a picture of the camp participants from the theme week to post at your business.



***Sponsorship commitment requested by March 1.***

## Village of Sussex 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

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.***

## Ongoing Requests

### Big Bucks Bingo Prizes (\$100)

- Donate ten \$10 bingo prizes
- Volunteer to run the bingo game

### Raffle Baskets or Prizes (\$5-\$50 value)

- Gift cards
- Food, snacks, candies, nuts
- Movie, concert, play tickets
- Apparel
- Home good items

