2019 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.

Sincerely,

Parks & Recreation Staff
Village of Sussex
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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SEASON RATE</th>
<th>YEAR RATE</th>
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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

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$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.*

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$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”x6” recycled plastic post.
- Inclusion of business name on disc golf map.
- Recognition on the Village website.

*Sponsorship commitments accepted all year.*

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**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 13

Bunny Lunch is held the weekend before Easter. The event 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 March 1.
Classic Car Cruise Night

Focus: Adult
Estimated Attendance: 300
Date: Thursday, June 20

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.

$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.
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.

$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 and Mile Marker Sponsor benefits, plus sponsor name in media releases and 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.
  - A 2-unit ad in the fall Activity Guide, mailed to over 15,000 households.

Sponsorship commitment requested by April 1.
Fourth of July Celebration

Focus: Kid/Family

Estimated Attendance: Parade 500; fireworks 5,000.

Date: Thursday, 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 on the Village website.

$2,500 Firework Sponsor
- Ice Cream Sponsor benefits, plus:
  - Sponsor name and logo on banner at event.
  - A 2-unit ad in the summer Activity Guide, mailed to over 15,000 households.
  - Sponsor logo next to event in the summer Activity Guide, mailed to over 15,000 households.

Sponsorship commitment requested by March 1.
Outdoor Family Movie Night

Focus: Family
Estimated Attendance: 500
Date: Friday, September 13

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 Popcorn Sponsor
- Sponsor name on day-of-event signage.

$1,800 Movie Night Sponsor
- 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.
- Acknowledgment on the Village website.

Sponsorship commitment requested by March 1
Rock-A-Thon: “How Do You Like to Rock?”
Senior Celebration

Focus: Adult/Senior
Attendance: 200+
Date: Tuesday, May 21

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
- Name next to event in the summer Activity Guide, mailed to over 15,000 households.
- Sponsor name on day-of-event signage.

$250 Sponsor
- $100 level benefits, plus:
- Sponsor logo next to event in summer Activity Guide, mailed to 15,000 households.
- May distribute marketing materials at event.

$500 or Above Sponsor
- $100 and $250 benefits, plus:
- Sponsor logo on event banners in community.
- Recognition at Village Board Meeting.

Sponsorship commitment requested by March 1.

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, March Madness, 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
- Sponsor name next to event in Activity Guide.
- Sponsor name on day-of-event signage.

$250 Sponsor
- $100 level benefits, plus:
- Logo next to event in Activity Guide.
- 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 5

Seniors join us at the Lions Pavilion 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 Sponsor**
- Sponsor name on day-of-event signage.
- Sponsor logo next to event in summer *Activity Guide*, mailed to 15,000 households.

**$500 or Above Sponsor**
- $300 sponsor benefits, plus:
- 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.**

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Senior Picnic in the Park

**Focus:** Senior  
**Attendance:** 150-200  
**Date:** Wednesday, July 24

The **Senior Picnic in the Park**, held at the Lions Pavilion in Sussex Village Park, 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**
- Name next to event in summer *Activity Guide*, mailed to 15,000 households.
- Sponsor name on day-of-event signage.

**$250 Senior Shuttle Transportation Services Sponsor**
- $100 level benefits, plus logo next to event in summer *Activity Guide*.

**$500 or Above Sponsor**
- $100 and $250 sponsor benefits, plus recognition at Village Board meeting.

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

**Sponsorship commitment requested by May 1.**
Senior Holiday Swag

**Focus:** Senior  
**Attendance:** 100+  
**Date:** Wednesday, December 4

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 next to event in fall Activity Guide, mailed to 15,000 households.  
- Name on day-of-event signage.

**$250 Senior Shuttle Transportation Services Sponsor**
- $100 level benefits, plus logo next to event in fall Activity Guide.  
- May distribute marketing materials at event.

**$500 or Above Sponsor:**
- $100 and $250 benefits, plus recognition at Village Board meeting.

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

_Sponsorship commitment requested by August 1._

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Senior Dinner Parties

**Focus:** Senior  
**Attendance:** 80-125  
**Dates:** Wednesday, February 6; Thursday, April 4; Thursday, October 3; Wednesday, December 11.

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). Themes have included: Chinese New Year, Island Getaway, Oktoberfest, Christmas, and Western Roundup.

**$100 Sponsor**
- Name next to event in Activity Guide, mailed to 15,000 households.  
- Name on day-of-event signage.

**$250 Senior Shuttle Transportation Services Sponsor**
- $100 level benefits, plus:
  - Logo next to event in Activity Guide.  
  - May distribute marketing materials at event.

**$500 or Above Sponsor:**
- $100 and $250 benefits, plus recognition at Village Board meeting.

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

_Sponsorship accepted all year._
Spooky Sussex

Focus: Family
Estimated Attendance: 1,500
Date: Friday, October 18

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.

$2,500Naming Rights 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.
- Naming rights to event.

Sponsorship commitment requested by July 1.
Tree Lighting

Focus: Family
Estimated Attendance: 250
Date: Friday, December 6

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 logo next to event in the fall Activity Guide, mailed to over 15,000 households.

$250 Tree Lighting Sponsor Benefits
- $100 Tree Lighting Sponsor benefits, plus:
  - Sponsor name on event flyers and Village website.
  - Acknowledgment of the sponsorship at the event and at a Village Board Meeting
  - Sponsor logo on event banners in community.

Sponsorship commitment requested by July 1.

Zumbathon

Focus: Adult
Estimated Attendance: 60
Date: Saturday, May 4

The Zumbathon event at the Sussex Civic Center raises money for the Sussex Parks & Recreation Scholarship Fund.

$25 Basket Sponsor (Monetary or In-kind)
- Sponsor’s marketing materials can be included in basket.

$100 Level Sponsor
- Basket sponsor benefits, plus:
  - Sponsor name on day-of-event signage.
  - Acknowledgment in all advertisement flyers and on the Village website.

$250 Main Event Sponsor
- $100 Level Sponsor benefits, plus:
  - Listing as a sponsor in an email blast advertising the event to all recreation participants.
  - Sponsor logo on event T-shirts.

Sponsorship commitment requested by April 1.
Programs

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.

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.

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.

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

Volunteers for All Events
Wear your company gear and volunteer at any one of these events.