



## 2014 Summer Sponsorships

### Who We Are

We are Richmond Parks and Recreation. Over many years, we have grown in park space across the city, and host a variety of events within our parks for families to enjoy. Glen Miller Park is the most popular of the parks, but we also tend to Springwood Park, Mary Scott Park, and Middlefork Reservoir, among others.

### What We Do

The Richmond Parks and Recreation department provides for the positive development and well being of the Richmond community through the provision of parks, greenways, trails and recreational programming and facilities. We work in cooperation with other service providers and partners in the community to maximize all available resources to make our family-friendly events even better.

### Why the Parks and Recreational Activities are Important

There are a variety of reasons that parks and recreational activities are important and beneficial to a community. We've decided to list just a few of them here:

- ◆ Parks provide residents with the opportunity to be physically active, which is essential to staying healthy, fighting obesity, and preventing chronic health conditions.
- ◆ Parks and recreational areas have economic benefits that improve the quality of life for current residents and make our community desirable for new business and homeowners.
- ◆ Parks keep our living environment healthy, provides vital green space, and preserves critical wildlife habitat.
- ◆ The social interactions facilitated by parks and recreational activities are critical for maintaining community cohesion and prides.
- ◆ Recreational programs led by trained leaders offer children in our community healthy role models and valuable lessons to help steer them toward a promising future.
- ◆ Leisure activities in parks improve moods, reduce stress, and enhance a sense of wellness.

### How You Can Help

We strive to serve Richmond and the surrounding area, but need YOUR help. We're looking for business to sponsor some of upcoming events. Community members will surely appreciate your support! Read on to learn more about what events we have to offer this summer.



## About JUKO

Just Us Kids Outdoors (JUKO) is a free six-week camp (June 2 - July 11) for children in first-sixth grade. We do not cap enrollment and have no deadlines to sign up. Every child has the opportunity to attend our fun camp! We play games, meet new friends, swim at the pool, make crafts, go on field trips, have fire sprays, and spend time outside! Every day, children are also served a free lunch.

Little JUKO is for the younger children – ages 3-5. Again, it's a free camp for the children and runs from July 21 - August 1. Here, we will also have fire sprays, play games, meet new friends, make crafts, and spend time outside! This camp also receives a free lunch everyday.

## Sponsor JUKO

We have the following sponsorships available to be a JUKO Sponsor. Please contact us if you would like to donate in a different way than listed.

### Play Sponsor \$300

Become a Play Sponsor and help us provide sports equipment, art supplies, and games to get the kids moving and having fun!

#### *Benefits:*

- ◆ Business name listed as a sponsor on all print and online advertisements
- ◆ Business name on our website
- ◆ Business name in all press releases to local media

### Field Trip Sponsor \$1,500

Every Friday we take a field trip to somewhere fun - whether it's to the Skate, or bowling, the kids love going! Your donation funds each child's admission and transportation to the location.

#### *Benefits:*

- ◆ Business logo listed as a sponsor on all print and online advertisements
- ◆ Business logo on our website
- ◆ Business name in all press releases to local media and radio commercials
- ◆ Business logo on back of JUKO T-shirt, distributed to all campers at JUKO
- ◆ Business logo included in JUKO Newsletter, given to all children at JUKO camp



# 2014 Neighborhood Movie Series



## About the Neighborhood Moives

Everyone in the Neighborhood is invited! We're showing movies at local elementary schools every Saturday in June. That's four nights of free family fun! All the movies we show at this event will be G or PG so all ages can enjoy them. Some will be new releases, while others will be fun older movies. We encourage people within the neighborhood to walk to the event. These movies are shown in hopes to bring neighbors and families together. Watching a movie outside is a completely different experience, and one that we hope everyone will enjoy.

This year's line up includes: The Incredibles at Elizabeth Starr Academy, Despicable Me 2 at Vaile Elementary, Monsters Inc. at Fairview Elementary, and Frozen at Westview Elementary.

## Sponsor the 2014 Neighborhood Movie Series

In order to show these movies to the public, we must pay licensing fees, shipping and handling fees for each movie, janitorial staff at the elementary locations, and maintenance staff to set up the movie screen. It totals about \$1,400 for this series. You can help make this great family-fun night out a reality!

### Single Movie Sponsor \$300

Sponsor one movie of the series (your choice, or first come, first serve) and help us provide a great night under the stars for families!

#### *Benefits:*

- ◆ Business logo listed as sponsor on all print and online advertisements for choice movie
- ◆ Business name on our website
- ◆ Business name in all press releases to local media and recognized at event
- ◆ Booth space available at choice movie location for business to distribute information

### Double Feature Sponsor \$600

Sponsor two of the movies in the series (your choice, or first come, first serve) and entertain more than one neighborhood with a fun night out!

#### *Benefits:*

- ◆ Business logo listed as a sponsor on all print and online advertisements
- ◆ Business logo on our website
- ◆ Business name in press releases to local media, mention in radio commercials, and recognized at choice movies
- ◆ Booth space available at choice movie locations for business to distribute information
- ◆ Business included in Park Monthly Newsletter, distributed to families across Richmond

### Feature Presentation Sponsor \$1,200

Sponsor all of the movies in the series and entertain all of Richmond with a fun night out!

#### *Benefits:*

- ◆ All benefits included in being a Double Feature Sponsor
- ◆ Sponsor name will be part of the series name for 2014
- ◆ Banner with business logo displayed at all movie locations

# 2014 Summer Concert Series



## About the Summer Concert Series

Every year Richmond Parks and Recreation hosts concerts in the heart of Glen Miller Park to provide free access to popular music for all ages, build collaborations for special causes and events, and preserve a sense of community through a quality, family friendly event.

Every concert we hold in our park is **FREE** to the public! Our average attendance is about 750 per concert, but with every year that passes, our attendance grows. This year, our park will come alive with a concert every Saturday in July (exception of July 5, saved as a Fourth of July fireworks rain date)!

## Sponsor the Summer Concert Series

Concerts are a lot of fun, but also need quite a bit of funding in order to host. We need to pay bands, sound and lighting crews, and maintenance staff for set up. It totals about \$6,000 for this series. You can help make this lively family-fun night out a reality!

### Single Concert Sponsor \$1,000

Sponsor one concert of the series (your choice, or first come, first serve) and help us provide a lively night out for families!

#### *Benefits:*

- ◆ Business logo as sponsor on all print and online advertisements for choice concert
- ◆ Business name on our website, in all press releases to local media and recognized at event
- ◆ Booth space available at choice concert location for business to distribute information

### Ensemble Sponsor \$2,000

Sponsor two of the concert in the series (your choice, or first come, first serve) and entertain Richmond on more than one night!

#### *Benefits:*

- ◆ All benefits of Single Concert Sponsor and...
- ◆ Business included in Park Monthly Newsletter, distributed to families across Richmond

### Big Band Sponsor \$3,500

Sponsor the entire series!

#### *Benefits:*

- ◆ All benefits of Ensemble Sponsor and...
- ◆ Sponsor name will be part of the series name for 2014
- ◆ Banner with business logo displayed at concerts

# 2014 Movies in the Glen

## About the Movies in the Glen

Movies right here in the Park! We're showing movies at Glen Miller Park every Saturday in August. That's five nights of free family fun! We will show a variety of movies – some will be for the young kids, and some will be for the teens. Some will be new releases, while others will be fun older movies. These movies are shown in hopes to bring the community and families together. Watching a movie outside is a completely different experience, and one that we hope everyone will enjoy.



This year's line up includes: The Blind Side, The LEGO Movie, Pitch Perfect, Man of Steel and Toy Story 3.

## Sponsor the 2014 Movies in the Glen

In order to show these movies to the public, we must pay licensing fees, shipping and handling fees for each movie, janitorial staff at the elementary locations, and maintenance staff to set up the movie screen. It totals about \$1,800 for this series. You can help make this great family-fun night out a reality!

### Single Movie Sponsor \$300

Sponsor one movie of the series (your choice, or first come, first serve) and help us provide a great night under the stars for families!

#### *Benefits:*

- ◆ Business logo listed as sponsor on all print and online advertisements for choice movie
- ◆ Business name on our website
- ◆ Business name in all press releases to local media and recognized at event
- ◆ Booth space available at choice movie location for business to distribute information

### Double Feature Sponsor \$600

Sponsor two of the movies in the series (your choice, or first come, first serve) and entertain more than one neighborhood with a fun night out!

#### *Benefits:*

- ◆ Business logo listed as a sponsor on all print and online advertisements
- ◆ Business logo on our website
- ◆ Business name in press releases to local media, mention in radio commercials, and recognized at choice movies
- ◆ Booth space available at choice movie locations for business to distribute information
- ◆ Business included in Park Monthly Newsletter, distributed to families across Richmond

### Feature Presentation Sponsor \$1,200

Sponsor all of the movies in the series and entertain all of Richmond with a fun night out!

#### *Benefits:*

- ◆ All benefits included in being a Double Feature Sponsor and...
- ◆ Sponsor name will be part of the series name for 2014
- ◆ Banner with business logo displayed at all movie locations

# Thank You for Your Interest in Becoming a Sponsor!

Please fill out the Partnership Agreement form:

\_\_\_\_\_ agrees to sponsor Richmond Parks and Recreation as a  
(Business Name)

## JUKO Sponsorships:

**JUKO Play Sponsor**  
with a donation of \$300

**JUKO Field Trip Sponsor**  
with a donation of \$1,500

## Concert Sponsorships:

**Single Concert Sponsor**  
with a donation of \$1,000

**Ensemble Sponsor**  
with a donation of \$2,000

**Big Band Sponsor**  
with a donation of \$3,000

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*\*Donations are  
tax-deductible.\**

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## Movie Sponsorships:

**Single Movie Sponsor**  
with a donation of \$300

**Double Feature Sponsor**  
with a donation of \$600

**Feature Personation Sponsor**  
with a donation of \$1,200

## Other:

I would like to sponsor programs of  
Richmond Parks and Recreation with a  
donation of \$ \_\_\_\_\_  
\*\*\*Benefits can be discussed.

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Business Address: \_\_\_\_\_  
Address City State Zip

Contact Email: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



\*\*\*Please make checks payable to the **City of Richmond** and send to:

Alisha Estabrook, Community Recreation Coordinator  
50 North 5th Street  
Richmond, IN 47374

If you would like to receive more information about other programs or events, or to set up a meeting to discuss what Richmond Parks and Recreation is doing in our community, please contact Alisha Estabrook, Community Recreation Coordinator at 765.983.7426 or by email at aestabrook@richmondindiana.gov.