Live & Play
2019 SPECIAL EVENT
SPONSORSHIP OPPORTUNITIES
GEORGETOWN PARKS AND RECREATION
The City of Georgetown Parks and Recreation Department presents a number of annual special events that bring our community together. Through these events, we strive to make a positive impact on citizens of all ages, building traditions and a sense of community for our residents and their families, neighbors and friends.

Georgetown Parks and Recreation is dedicated to delivering diverse recreational opportunities, making Georgetown one of the best cities in Texas to live and play. Sponsors play an important role in these special events, allowing us to provide top-notch programming at little to no cost to our community members.

Our Special Events Sponsorship Program provides unique and rewarding opportunities for local businesses to partner with us to provide community events throughout the year. Don't miss this valuable opportunity to reach out to new customers in Georgetown and surrounding communities across Central Texas.

Why Partner with Georgetown Parks and Recreation?

- Year-round exposure at events, parks, and recreation facilities.
- Show your support for programs and events that promote a healthy, active lifestyle.
- Align your message with more than 250,000 people annually.
- Grow your community by funding special events that can be enjoyed by everyone.

Secure your partnership today!
Contact Melissa Trahan-Pecorino | melissa.pecorino@georgetown.org | (512) 930.8459
### Presenting Sponsor - $1,000 Per Event (Only One Per Event)

- Recognition in marketing materials* for the event, including, but not limited to:
  - Georgetown Parks and Recreation website (avg. 7,500 monthly views)
  - Special event webpage
  - Social media (over 9,250 followers)
  - Press release
  - Event flyers
  - Printed and/or online advertising
  - Logo on digital ads at Georgetown Recreation Center
  - Onsite event signage
  
*Submission deadlines apply

- Full-color logo placed prominently on the event t-shirt (if applicable).
- Company name will be recognized in announcements throughout the event.
- Complementary vendor booth in prominent location at event with opportunity to distribute promotional materials (if applicable).

### Platinum Sponsor - $750 Per Event

- Recognition in marketing materials* for the event, including, but not limited to:
  - Georgetown Parks and Recreation website (avg. 7,500 monthly views)
  - Special event webpage
  - Social media (over 9,250 followers)
  - Event flyers
  - Onsite event signage
  
*Submission deadlines apply

- Company logo placed prominently on the back of the event t-shirt (if applicable).
- Company name will be recognized in announcements throughout the event.
- Complementary vendor booth in prominent location at event with opportunity to distribute promotional materials (if applicable).

### Gold Sponsor - $500 Per Event

- Recognition in marketing materials* for the event, including, but not limited to:
  - Georgetown Parks and Recreation website (avg. 7,500 monthly views)
  - Special event webpage
  - Social media (over 9,250 followers)
  - Event flyers
  - Onsite event signage
  
*Submission deadlines apply

- Company logo placed on back of the event t-shirt (if applicable).
- Company name will be recognized in announcements throughout the event.

### Silver Sponsor - $250 Per Event

- Recognition in marketing materials* for the event, including, but not limited to:
  - Georgetown Parks and Recreation website (avg. 7,500 monthly views)
  - Special event webpage
  - Social media (over 9,250 followers)
  - Event flyers
  - Onsite event signage
  
*Submission deadlines apply

- Company name included in Live & Play Georgetown Activity Guide, published twice annually.
- Company name placed on back of the event t-shirt (if applicable).
- Company name will be recognized in announcements throughout the event.

### Vendor - $35 Per Event*

- Company may be represented by a booth at the event. No sponsorship recognition will be given for this level. Vendor sponsorships are limited per event, and may not be available for all events.

*Halloween Festival offers varying vendor booth levels.

### In-Kind

- Benefits will be determined based on the value of items or services received.
- Subject to approval by Georgetown Parks and Recreation.

Customized sponsorship packages are available upon request.
## Adults with Disabilities Dances
### January 4 | May 24 | October 25

The Adults with Disabilities Dances are offered to adults ages 18 and up with special needs. We offer a fun environment to socialize with dancing and a meal. All dances take place at the Georgetown Community Center.

### Available Sponsorship Levels:
- Gold
- Silver
- In-Kind

### In-Kind Sponsorship Opportunities Include:
- Entertainment (DJ)
- Food & Beverage
- Decorations

### Est. Attendance: 300 per dance

## Cupid's Chase 5K and Fun Run
### February 2

The annual Cupid’s Chase 5K and Fun Run is a Georgetown community tradition! The chip-timed run/walk highlights the Most Beautiful Town Square in Texas, along with some of Georgetown's best parks.

### Available Sponsorship Levels:
- Presenting
- Platinum
- Gold
- Silver
- Vendor
- In-Kind

### In-Kind Sponsorship Opportunities Include:
- Race Photography
- Race Announcer
- Race Timing
- Shirts
- Food & Beverage
- Shuttles
- Awards

### Est. Attendance: 800 runners plus spectators

## Sunset Movie Series
### May 17 | June 14 | July 19 | August 16

Promote your business at our family-friendly Sunset Movies Series. Movie are shown under the stars in a variety of locations throughout Georgetown.

### Available Sponsorship Levels:
- Presenting
- Platinum
- Gold
- Silver
- Vendor
- In-Kind

### In-Kind Sponsorship Opportunities Include:
- Movie Rental
- Food & Beverage
- Prizes/Giveaways

### Est. Attendance: 350-500 per movie

## Eggstravaganza
### April 13

Children ages 8 and under are invited to participate in the annual Easter egg hunt, featuring candy and toy-filled eggs, along with a grand prize egg for each age division. This free event also includes a visit from the Easter Bunny! In 2019, the event will be held in Garey Park.

### Available Sponsorship Levels:
- Presenting
- Platinum
- Gold
- Silver
- Vendor
- In-Kind

### In-Kind Sponsorship Opportunities Include:
- Candy and Toy-Filled Eggs
- Grand Prizes
- Easter Bunny Photos
- Children’s Activities/Entertainment
- Food & Beverage

### Est. Attendance: 1,200

## Water Safety Day
### May 11

We’re kicking off the summer swim season with a free, fun-filled and educational family event designed to increase public awareness about drowning prevention and water safety. Visitors will learn important safety topics such as: drowning prevention, water rescue skills, proper life jacket use and more. Booths will be set up with games, activities and prize giveaways!

### Available Sponsorship Levels:
- Gold
- Silver
- In-Kind

### In-Kind Sponsorship Opportunities Include:
- Shirts
- Prizes/Giveaways
- Scholarships

### Est. Attendance: 250

All event dates are subject to change.
## PIRATE PARTY
**AUGUST 9**

This end-of-summer celebration for children ages 2 to 8 always draws a crowd. This carnival-like event includes pirate-themed games, prizes and a treasure hunt!

**In-Kind Sponsorship Opportunities Include:**
- Food & Beverage
- Prizes/Giveaways
- Volunteer/Lifeguard Shirts
- Decorations

**Available Sponsorship Levels:**
- Gold
- Silver
- In-Kind

**EST. ATTENDANCE:** 350

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## K-9 KERPLUNK
**SEPTEMBER 7**

This end-of-summer event is just for our four-legged friends and their owners!

**Available Sponsorship Levels:**
- Gold
- Silver
- Vendor
- In-Kind

**In-Kind Sponsorship Opportunities Include:**
- Vendor Booths
- Prizes/Giveaways

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## HALLOWEEN FESTIVAL
**OCTOBER 24**

Families and their young children love attending this annual event at the Georgetown Community Center, complete with costumes, food, music, games and candy! Local businesses and organizations pass out goodies along the Trick or Treat Village trail, and we offer carnival games and food vendors indoors.

**Available Sponsorship Levels:**
- Presenting
- Platinum
- Gold
- Silver
- Vendor
- In-Kind

**In-Kind Sponsorship Opportunities Include:**
- Costume Contest
- Candy
- Food & Beverage
- Carnival Booths ($35 & $25)
- Trick or Treat Village Booths ($15)

**EST. ATTENDANCE:** 2,500

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## YOUTH FISHING DERBY
**NOVEMBER 10**

This family-friendly fishing derby is a great way to enjoy the outdoors. We’re stocking the fishing ponds at Garey Park and any fish caught wins a prize! This event is wildly popular with local families and fishing enthusiasts, and attracts attendees from a variety of surrounding communities as well.

**Available Sponsorship Levels:**
- Presenting
- Platinum
- Gold
- Silver
- Vendor
- In-Kind

**In-Kind Sponsorship Opportunities Include:**
- Fish
- Prizes
- Food & Beverage

**EST. ATTENDANCE:** 350

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## SWIM WITH SANTA
**DECEMBER 13**

We dive into the holiday season at the Georgetown Recreation Center Indoor Pool. The entire family is invited for a chance to swim with Santa himself, while watching a holiday movie on the big screen! Hot chocolate and candy canes are provided.

**Available Sponsorship Levels:**
- Presenting
- Platinum
- Gold
- Silver
- In-Kind

**In-Kind Sponsorship Opportunities Include:**
- Movie Rental
- Photos with Santa
- Food & Beverage
- Costumes
- Decorations

**EST. ATTENDANCE:** 100
Commitment Level

☐ Presenting Sponsor - $1,000
☐ Platinum Sponsor - $750
☐ Gold Sponsor - $500
☐ Silver Sponsor - $250
☐ Vendor Booth - $35
☐ In-Kind Item description: ____________________________________________________________________________________________

Event(s)

☐ Adults with Disabilities Dances  
☐ January 4  ☐ May 24  ☐ October 25
☐ Cupid’s Chase 5K and Fun Run - February 2
☐ Sunset Movie Series  
☐ May 17  ☐ June 14  ☐ July 19  ☐ August 16
☐ Easter Eggstravaganza - April 13
☐ Water Safety Day - May 11  
☐ Halloween Carnival Booth - $25 ☐ Halloween Trick or Treat Village - $15  
☐ Pirate Party - August 9  
☐ Fishing Derby - November 10
☐ K-9 Kerplunk - September 7  
☐ Swim with Santa - December 13

Contact Information

Business or Organization _______________________________________________________________________________________________

Address ________________________________________________________________________________________________________________

City __________________________ State _______________ Zip __________________________

Contact Name _____________________________________________________________________________________________________________

Phone __________________________ Email _____________________________________________________________________________________

Website _________________________________________________________________________________________________________________

Company Description ______________________________________________________________________________________________________

Payment

☐ Enclosed is my check in the amount of $__________________.

☐ If you would like to pay by credit card, please call Georgetown Parks and Recreation Administration at (512) 930-3595.

Please return this form to:
Georgetown Parks and Recreation, Attn: Melissa Trahan-Pecorino
1101 N. College Street
Georgetown, TX 78626
melissa.pecorino@georgetown.org | (512) 930-8459