Community Special Events
2020 Sponsorship Benefits Guide

(512) 930-3595
parks.georgetown.org
1101 N. College St.
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.

Together we can enhance the well being of our community! Thank you for considering this opportunity.

**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 event marketing materials*, where applicable, including, but not limited to:
  - Georgetown Parks and Recreation website
  - Social media (over 10,500 followers across 3 platforms)
  - Email newsletter (over 12,000 subscribers)
  - Event flyers
  - Onsite event signage
  - 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
  - Social media (over 10,500 followers across 3 platforms)
  - Event flyers
  - Onsite event signage
  - Logo 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
  - Social media (over 10,500 followers across 3 platforms)
  - Event flyers
  - Onsite event signage
  - 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
  - Social media (over 10,500 followers across 3 platforms)
  - Event flyers
  - Onsite event signage
  - 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.

**ORGANIZATION BOOTH - $35 PER EVENT**

- Company may be represented by a booth at the event. No sponsorship recognition will be given for this level. Organization booths are limited per event, and may not be available for all events. Vending/onsite sales is **not allowed**, unless approved by Georgetown Parks and Recreation. *Halloween Festival offers varying organization 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.
## Dances for Adults with Disabilities

**January 17 | April 3 | October 30**

The dances for adults with disabilities 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:**
- Presenting, Platinum, Gold, Silver, In-Kind

**In-Kind Sponsorship Ideas:**
- Entertainment (Dj), Food & Beverage, Decorations

**Est. Attendance:** 200-300 per dance

## Cupid's Chase 5K and Fun Run

**February 8**

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, In-Kind, Booth

**In-Kind Sponsorship Ideas:**
- Race Photography, Race Announcer, Race Timing, Shirts, Food & Beverage, Awards

**Est. Attendance:** 800 runners plus spectators

## Family Nature Fest

**April**

An Earth Day celebration at Garey Park with kid-friendly nature activities, crafts, food trucks and more!

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

## Sunset Movie Series

**May 15 | June 12 | July 24 | August 14**

Our free family-friendly summer movies are shown under the stars in a variety of Georgetown parks.

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

**In-Kind Sponsorship Ideas:**
- Movie Rental, Popcorn, Beverages

**Est. Attendance:** 500 per movie

## Water Safety Day

**May 2**

This free, fun-filled and educational family event is 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:**
- In-Kind, Booth

**In-Kind Sponsorship Ideas:**
- Shirts, Prizes/Giveaways, Scholarships

**Est. Attendance:** 250

## Pirate Party

**August 7**

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!

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

**In-Kind Sponsorship Ideas:**
- Prizes/Giveaways, Shirts, Decorations

**Est. Attendance:** 350
SWIM WITH SANTA
DECEMBER 11

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 cookie decorating is provided.

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

In-Kind Sponsorship Ideas:
- Photos with Santa, Movie Rental, Costumes, Decorations, Food & Beverage, Children’s Activities

EST. ATTENDANCE: 100

K-9 KERPLUNK
SEPTEMBER 12

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

Available Sponsorship Levels:
- Presenting, Platinum, Gold, Silver, In-Kind, Booth

In-Kind Sponsorship Ideas:
- Prizes/Giveaways, Shirts

EST. ATTENDANCE: 600

HAY DAY
OCTOBER 10

Celebrating fall at Garey Park with family-friendly activities, a hayride, pumpkin patch and more!

Available Sponsorship Levels:
- Presenting, Platinum, Gold, Silver, In-Kind, Booth

In-Kind Sponsorship Ideas:
- Activities/Entertainment, Pumpkins, Photo Station

EST. ATTENDANCE: TBD

HALLOWEEN FESTIVAL
OCTOBER 29

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

Available Sponsorship Levels:
- Presenting, Platinum, Gold, Silver, In-Kind
- Carnival Booth ($25 & $35)
- Trick or Treat Village Booth ($15)

In-Kind Sponsorship Ideas:
- Costume Contest, Candy, Food & Beverage

EST. ATTENDANCE: 2,500

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In-Kind Sponsorship Ideas:
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EST. ATTENDANCE: 2,500
Commitment Level

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

Event(s)

☐ Dances for Adults with Disabilities
  ☐ January 17  ☐ April 3  ☐ October 30
☐ Cupid's Chase 5K and Fun Run - February 8
☐ Sunset Movie Series
  ☐ May 15  ☐ June 12  ☐ July 24  ☐ August 14
☐ Water Safety Day - May 2
☐ K-9 Kerplunk - September 12
☐ Halloween Festival - October 29

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