

2025 Sponsorship & Advertising

These offerings are not firm nor comprehensive, but merely a guideline of suggested ways that we can bring exposure to your business and value to your marketing/community engagement dollars. Let us know what works best for you so that we may find a mutually beneficial path!



Facility Signage

Sharp Athletic Complex 4' x 6' Fence Banner: \$600/3 years

Provide us with a print-ready design and we will hang the banner for three years! The SAC plays host to adult slow pitch leagues & various youth fast pitch events such as the NSA World Series from April - Oct.

Lincoln Community Center 5' x 5' Fieldhouse Banner: \$900/3 years

Provide us with a print-ready design and we will hang the banner for three years! The fieldhouse sees annual traffic of approximately 200,000 through special events, daily users, & various programs.

Lincoln Community Center Television Ad

Your advertisement will be added to our looping 50" digital displays in our lobby and Fitness Center with an annual traffic flow of approximately 250,000.

O \$500 / year

O \$150 / quarter (3 months: _____, _____, _____)



Print Ads

Seasonal Program Brochure

Our main form of advertisement with 13,000 copies distributed to Highland residents three times per year. Issue deadlines are: Summer: March 15, Fall: July 15, and Winter/Spring: November 15. Ads are full color and pending page availability.

Business card size (3.5" x 2") \$105

Quarter page (4.25" x 5.5") \$263

Half page (8.5" x 5.5") \$500

Summer Theater Program (Summer 2025 production TBD)

Your ad will be featured in the programs sold throughout the production attended by 300-500 people nightly. Pages are 8 1/4" x 5 1/2". Deadline: June 23

Half page \$100

Inside front cover \$200 - limit 1

Full page \$150

Inside back cover \$250 - limit 1

Back cover \$250 - limit 1

Official production T-shirt sponsorship: \$150



Event opportunities reverse side ➡

SPONSOR INFORMATION - complete and bring / mail with check to Lincoln Center.

Make check payable to Highland Parks & Recreation

Send a digital copy of your finished ad or logo and desired text to dbyers@highland.in.gov.

Company: _____ Contact: _____

Address: _____

Phone: _____ E-mail: _____

Receipt #: _____ Date: _____

Highland Parks & Recreation
2450 Lincoln Street
Highland, IN 46322
www.highlandparks.org



Special Event and Program Partnerships

___ **Summer Concert Series:** (June 4 and 11, June 18, 25, and 16, August 6, and 13. Bands are TBD)

A series of 7 concerts held at Main Square Park on Wednesdays. Your contribution will help with entertainment costs for this free community event. **Deadline: 3/15 to be included in summer brochure.**

Partner: \$700 Booth space or sign and verbal recognition at concert, logo on publicity: summer brochure, flyers, and social media highlight for each concert.

Supporter: \$400 Logo on publicity: summer brochure, flyers, and social media highlight for each concert.

___ **Movies in the Park Series:** (May 30, July 11, August 22, and Sept. 26. Movies are TBD)

Four family-friendly summer movies held at Main Square Park. **Deadline: 3/15 to be included in summer brochure.**

Partner: \$400 Booth space or sign on-site and a pre-movie slideshow or commercial (sponsor will need to produce/provide), logo on publicity: summer brochure, flyers, and social media highlight for each movie.

Supporter: \$250 Logo on publicity: summer brochure, flyers, and social media highlight for each concert.

___ **Youth Track & Field: \$250** (Program held at Highland High School on Wednesdays throughout summer)

Logo prominently featured on all 60-100 participant shirts, social media highlight, table at one date. **Deadline 5/15**

___ **Youth Basketball Leagues**

Your logo will be featured on league uniforms. Optional info table at one day of games.

Middle School (6th-8th grade, 40-80 players), boys spring/girls fall: **\$100/league. Deadlines 3/1 & 6/15**

Youth Basketball (K-5th grade, 400+ players), held November through February: **\$250. Deadline 11/1**



___ **Highland Fright Ride: \$250** (Family friendly 7.75 mile bike ride held on the second Friday in October)

Logo featured on the backs of all 100+ shirts, on social media highlight, and mentioned at event announcements. Signage and optional info table at event. Two (2) complimentary registrations. **Deadline 9/14**

___ **All-American Mile** on July 3 to kick off parade. 538 runners in 2024, thousands of spectators. **Deadline 6/1**

Gold: \$550 Top billed company logo on event shirt, registration page, social media highlight, and event banner. Verbal recognition at event, table on race day/packet pickup and three (3) complimentary registrations.

Silver: \$400 Company logo on event shirt, registration page, social media highlight, and event banner. Two (2) complimentary registrations.

Bronze: \$225 Company name listed on shirt, registration page, & event banner. One (1) complimentary registration.

___ **Pumpkin Plod 10K/5K** on Thanksgiving morning. 994 runners & walkers in 2024. **Deadline 10/26**

Gold: \$625 Top billed company logo on event shirt, registration page, social media highlight, and event banner. Verbal recognition at event, table on race day/packet pickup and three (3) complimentary registrations.

Silver: \$450 Company logo on event shirt, registration page, social media highlight, and event banner. Two (2) complimentary registrations.

Bronze: \$250 Company name listed on shirt, registration page, & event banner. One (1) complimentary registration.

Other (No donation is too small!)

We're always looking for in-kind donations of goods or services to improve our programs and events. such as swag/prizes for participants! We would be happy to work with you to design a sponsorship package that benefits YOU!

Amount/ in-kind item or service: _____

to go toward: _____