

2024 SPONSORSHIP & ADVERTISING

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 sees annual traffic of approximately 125,000 through leagues & over a dozen weekend tournaments 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. Each of the 15-20 looping slides has a 5 second duration.

○ \$500 / year

○ \$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 2024 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**

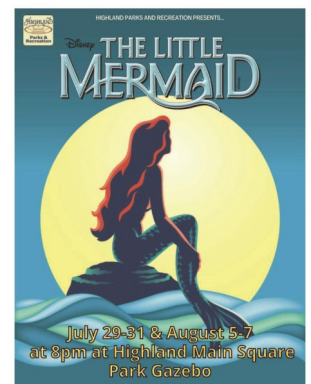
___ Full page **\$150**

___ Inside front cover **\$200** - limit 1

___ Inside back cover **\$250** - limit 1

___ Back cover **\$250** - limit 1

___ Official production T-shirt sponsorship: \$150



Seating: Bring your Lawn Chair or Blankets
"The Little Mermaid"

is presented through special arrangement with Music Theatre International (MTI).
All authorized performance materials are also supplied by MTI.
423 West 55th Street, New York, NY 10019
Tel: (212) 641-4864 Fax: (212) 367-4864 www.MTIshows.com

\$2.00

SPONSORED EVENTS & PROGRAMS

___ Summer Concert Series: \$500 per concert

Concert series held at Main Square Park on Wednesdays. Your sponsorship will help with entertainment costs for this free community event. Partner benefits include: booth space and verbal recognition at concert, logo on all publicity: our summer brochure, flyers, and social media posts, **Deadline: 3/23 to be included in summer brochure.**

___ Youth Track & Field: \$250 (Program held at Highland High School on Wednesdays throughout summer) Logo prominently featured on all 60-100 participant shirts. Optional info table on one date. **Deadline 5/15.**

___ Movies in the Park: \$500 per movie (May 31 & July 12. Movies are TBD)

Two family-friendly summer movies held at Main Square Park. Partner benefits include: a pre-movie slideshow or commercial (sponsor will need to produce/provide), info table at event, recognition on all publicity: our summer brochure, flyers, and social media posts. **Deadline: one week prior to movie or 3/23 to be included in summer brochure.**

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

Logo featured on the backs of all 100+ shirts, on social media recognition (approximately 3 posts to our 8,000+ followers), and mentioned at event announcements. Signage and optional info table at event. **Deadline 9/14.**

___ Youth Basketball Leagues

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

○ Middle School League (6th-8th grade, 60+ players), held March-June: \$150. **Deadline 3/1.**

○ Youth Basketball (K-5th grade, 350+ players), held November through February: \$250: **Deadline 11/1.**



Races - Your logo featured on the backs of all shirts, on social media recognition (approximately 3 posts to our 8,000+ followers), and on race day signage (logo sizes vary based on level). Silver and Gold receives an optional info table on race day and/or packet pickup day. Sponsorship includes race entries (3 for Gold, 2 for Silver, 1 for Bronze).

___ All-American Mile on July 3 to kick off parade. Over 300 runners, thousands of spectators. **Deadline 6/1.**

Mile Sponsor Levels: ___ **Bronze: \$220** ___ **Silver: \$385** ___ **Gold: \$550**

___ Pumpkin Plod 10K/5K on Thanksgiving morning. Over 1,000 runners & walkers. **Deadline 10/26.**

Plod Sponsor Levels: ___ **Bronze: \$220** ___ **Silver: \$385** ___ **Gold: \$550**

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: _____

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

