

SPONSORSHIP OPPORTUNITIES



2012



SBCPRD Sponsorship Opportunities

MAKING YOUR \$\$\$ WORK FOR YOU

For many, many years, the Statesboro-Bulloch County Parks and Recreation Department has provided this community with recreational activities, sports programs, special events and much more that has brought the department and this community statewide acclaim. The quality of service that we provide is unrivaled. We care about our customers and we care about our community. However, we cannot provide many of our programs without the support of companies like you. You will find all of our sponsorship opportunities in the pages that follow. These opportunities are designed to benefit both our department as well as your company in regards to marketing. Please take these opportunities into consideration as your new budget year arises. Thank you in advance for your support. Please let us know of any questions you may have by calling (912) 764-5637 or by email at mail@bullochrec.com.

All about Sponsoring

THIS BROCHURE

This brochure is designed to inform potential sponsors of all the opportunities available with the Statesboro-Bulloch County Parks and Recreation Department (SBCPRD) and Splash in the Boro Family Waterpark and Aquatic Center.

How to become a sponsor:

- Read this booklet about all available sponsorships.
- Complete the Recreation/Event Sponsorship Commitment Form. (available as an attachment to this booklet or online at www.bullochrec.com or at the Honey Bowen Building)
- Mail with payment to: Broni Gainous, SBCPRD • P O Box 408 • Statesboro, GA 30459 OR fax signed copy to (912) 764-2425, attention: Broni. If faxed, we will invoice you for the sponsorship amount.
- Receive your confirmation of sponsorship from SBCPRD.

Payment: Checks are payable to SBCPRD. We also accept Visa/Mastercard. SBCPRD does allow billing for most sponsorships.

Proposals: SBCPRD can build your company a customized sponsorship proposal. This allows your company to get the “best bang for your buck.” Call Broni at (912) 764-5637 or email mail@bullochrec.com to discuss proposal options.

Sponsorships are granted on a first-come, first-serve basis. Returning sponsors will be given first opportunity to retain their sponsorship of specific programs. Sponsors may request that their child (or grandchild) be on the company team. SBCPRD does it’s best to grand these requests based on the circumstances...however, it may not always be possible. Only one child per sponsor is allowed.

SBCPRD OPPORTUNITIES

- BASEBALL/SOFTBALL TEAM
- SOCCER TEAM
- FOOTBALL BOWL GAME
- BASEBALL/SOFTBALL TOURNAMENTS
- BASKETBALL TOURNAMENTS
- TENNIS TOURNAMENTS
- T-SHIRT AD SPOTS
- MILL CREEK PARK BANNER SPOT
- SWING INTO SPRING SPECIAL EVENT
- FIRECRACKER FEST SPECIAL EVENT
- TRICK OR TREAT SPECIAL EVENT
- SCARE IN THE BORO SPECIAL EVENT
- FALL KICKOFF SPECIAL EVENT
- THERAPEUTIC HORSEBACK RIDING OPS
- SPLASH IN THE BORO YOUTH TRIATHLON
- SPLASH IN THE BORO AD SPOTS

LOCAL YOUTH ATHLETIC OPTIONS

BASEBALL OR SOFTBALL TEAM

SOCCER TEAM

FOOTBALL BOWL GAMES

SEE NEXT PAGE FOR OTHER ATHLETIC OPTIONS

BASEBALL OR SOFTBALL TEAM

Benefits:

- Your business name on major league baseball/softball replica uniform jerseys
- Recognition at the annual Swing into Spring season opener at Mill Creek Park
- Team name listed on www.bullochrec.com and included in all marketing—announcing of scores, standings in local media outlets.
- A team plaque for you to hang at your place of business.

Cost:

- \$300 per team

FALL OR SPRING SOCCER TEAM

Benefits:

- Your business name on soccer jerseys
- Recognition at the annual Swing into Spring season opener or the Fall Kickoff season opener at Mill Creek Park depending on the season (or both!)
- Team name listed on www.bullochrec.com and included in all marketing—announcing of scores, standings in local media outlets.
- A team plaque for you to hang at your place of business.

Cost:

- \$250 per season per team (or \$400 for both Spring and Fall teams)

FOOTBALL BOWL GAME

Benefits:

- Your business name on bowl game title
- Your business name on bowl game t-shirts that are provided to each team member
- Team name listed on www.bullochrec.com and included in all marketing of bowl game schedules and results in local media outlets
- Two sponsor t-shirts with the bowl game name and teams

Cost:

- \$250 per bowl game (two football teams go head to head in your bowl)

Preferences:

For these teams and bowl games, we ask that you choose a team location (area), and list the name(s) and birthdate(s) of your child(ren) playing baseball or softball that you wish to be on your company's team (one team...one child—unless they are siblings and are playing in the same league). The child must be your child or grandchild (or one of the company's employees child or grandchild) to be placed on your team. Please be sure to complete this information, along with the Commitment Form.

TOURNAMENT OPTIONS

BASEBALL/SOFTBALL TOURNAMENT

BASKETBALL TOURNAMENT

TENNIS TOURNAMENT

SEE NEXT PAGE FOR
AD SPOT OPPORTUNITIES

YOUTH OR ADULT BASEBALL/SOFTBALL TOURNAMENT

ADULT BASKETBALL TOURNAMENT

Benefits:

- SBCPRD hosts more than 50 adult and youth baseball/softball tournaments every year over a span of 22 weekends. Teams and fans from across Georgia, South Carolina and Florida come to participate! This provides an excellent opportunity to promote your business and products to thousands.
- Title Sponsorship of Tournament (i.e., Loco's Final Fling)
- Access to setup displays/booths during your tournament.
- Signage space during tournament.
- Logo/name of business on tournament that is mailed to thousands each year.
- Name of business/tournament on tournament awards

Cost:

- \$500 for baseball/softball tournament
- \$250 for basketball pre- or post-season tournament (includes all of the above benefits with the exception of the tournament brochure)

JUNIOR OPEN TENNIS TOURNAMENT

Several levels of sponsorship make up this exciting tournament that will be held at the NEW Mill Creek Tennis Complex.

TITLE SPONSOR

- Company name in tournament title.
- Premier logo recognition in all marketing materials
- Placement of company logo banner at court during tournament (company provides banner)
- Logo placement on website at www.bullochrec.com
- Access to setup booth with signage and giveaway products during tournament

Cost:

- \$500 for title sponsorship

BANNER SPONSOR

- Recognition in marketing materials
- Placement of company logo banner at court during tournament (company provides banner)

Cost:

- \$100 for banner sponsorship (does not include banner)

TENNIS BALL SPONSOR

- Recognition in marketing materials
- Company logo on tubes of tennis balls supplied to players

Cost:

- \$50 for Tennis ball sponsorship

TSHIRT AD OPTIONS

TOURNAMENT TSHIRT

LOCAL TRACK MEET TSHIRT

TENNIS TOURNAMENT TSHIRT

MILL CREEK BANNER SPOT

SCOREBOARDS

SEE NEXT PAGE FOR
SPECIAL EVENTS

TSHIRT AD SPOTS

Benefits:

- Tournament Tshirt: Company's logo included on tournament tshirts given to more than 800 players who come to play in baseball/softball tournaments most spring weekends at Mill Creek Park.
- Local Track Meet Tshirt: Company's logo included on Track Meet tshirt given to the first 250 participants at the local meet planned in early Spring.
- Junior Open Tennis Tournament Tshirt: Company's logo included on Junior Open Tennis Tournament tshirt given to all participants. Recognition at the tournament and in all marketing materials.
- These tshirts have a long life span and are viewed by a variety of demographic groups; therefore, they can provide your company with great exposure.

Cost:

- \$250 for Tournament Tshirts; \$500 for the Title Spot on Tournament Tshirts
- \$200 for Track Tshirts
- \$200 for Junior Open Tennis Tournament Tshirts

MILL CREEK BANNER SPOT

Benefits:

- Mill Creek Regional Park hosts thousands of people every year. Many park visitors are from Statesboro, while many are from surrounding areas.
- Banner spots provide an incredible amount of exposure for sponsors. The banner remains in the park during the entire year, which includes park special events, youth and adult practices/games seven days a week and tournaments during the weekends.
- The banner spot provides visibility for your business throughout the year. Only one banner per field provides exclusive exposure. There are 11 baseball/softball fields to choose from at Mill Creek Park.

Cost:

- \$750 (banner not included—company must provide banner)

SCOREBOARD AD

Benefits:

- Mill Creek Regional Park hosts thousands of people every year. Many park visitors are from Statesboro, while many are from surrounding areas.
- Banner spots provide an incredible amount of exposure for sponsors. The banner remains in the park during the entire year, which includes park special events, youth and adult practices/games seven days a week and tournaments during the weekends.
- Only one scoreboard per field provides exclusive exposure.
- 10 field available at Mill Creek Park and many others throughout Bulloch County including Portal, Stilson, Nevils and Brooklet.

Cost:

- \$1000 (includes artwork made for scoreboard)

SPECIAL EVENTS

SWING INTO SPRING

FIRECRACKER FEST

TRICK OR TREAT

SCARE IN THE BORO

FALL KICKOFF

SEE NEXT PAGE FOR MORE
SPECIAL EVENTS

SWING INTO SPRING

Swing into Spring is the official opening of the baseball/softball and soccer season in Bulloch County. This event provides a free and fun night for families. Being a Swing into Spring sponsor means great exposure for your company because of the diversity of regional and local visitors that attend. There are four levels of sponsorship—Title, Homerun, Double and Single Levels.

Benefits:

- VIP Hospitality Passes (25 for Title; 14 for Homerun; 8 for Double; 4 for Single)
- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event. Title sponsor also receives a Baseball or Softball team for the season.
- Homerun Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; in radio and television and print advertisements.
- Double Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; and in radio advertisements.
- Homerun Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; and in news releases.

Cost:

- \$5,000 for Title Sponsorship
- \$1000 for Homerun Sponsorship
- \$500 for Double Sponsorship
- \$300 for Single Sponsorship

Date for 2012: March 23, 2012

SPECIAL EVENTS

FIRECRACKER FEST

FALL KICKOFF

TRICK OR TREAT

SCARE IN THE BORO

SEE NEXT PAGE FOR MORE
SPECIAL EVENTS

FIRECRACKER FEST

Firecracker Fest and 4th of July Celebration, held at Mill Creek Park, annual attracts more than 15,000 regional and local visitors. This celebration is known as having the biggest fireworks display in southeast Georgia! With new events added each year, this venue continues to grow. With it's longstanding tradition and free, family fun, sponsorship of this event is considered prestigious! There are five levels of sponsorship—Title, Fireworks, Flag, Stars, and Stripes.

Benefits:

- VIP Hospitality Passes (25 for Title; 15 for Fireworks; 12 for Flag; 8 for Stars and 6 for Stripes)
- VIP Parking Passes (5 for Title; 5 for Fireworks; 4 for Flag; 3 for Stars and 2 for Stripes)
- Event Tshirts (25 for Title; 20 for Fireworks; 12 for Flag; 8 for Stars and 6 for Stripes)
- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event. Title Sponsorship includes the annual coloring contest as well. Title sponsor also receives a Fall Soccer team for the season.
- Fireworks Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; in radio and television and print advertisements; in posters of event; and mentioned during introduction of Fireworks Display.
- Flag Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; and in radio, television and print advertisements.
- Stars Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; and in radio advertisements.
- Stripes Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; and in news releases.

Cost:

- \$9,000 for Title Sponsorship
- \$5,000 for Fireworks Sponsorship
- \$2,500 for Flag Sponsorship
- \$1,000 for Stars Sponsorship
- \$500 for Stripes Sponsorship

Date for 2012: July 4, 2012

SPECIAL EVENTS

FALL KICKOFF

TRICK OR TREAT

SCARE IN THE BORO

SEE NEXT PAGE FOR MORE
SPECIAL EVENTS

FALL KICKOFF

Fall Kickoff is the official opening of the football, cheerleading and fall soccer season in Bulloch County. This event provides a free and fun Saturday morning for families. There are three levels of sponsorship—Title, Touchdown and Goal Levels.

Benefits:

- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event. Title sponsor also receives a fall soccer team for the season.
- Touchdown Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; booth space at the event; in radio and television and print advertisements.
- Goal Sponsors receive their company name/logo: on the www.bullochrec.com website; in event emails; sponsor signage during event; in Rec Report on ESPN 850; in news releases; and in radio and print advertisements.

Cost:

- \$1,000 for Title Sponsorship
- \$400 for Touchdown Sponsorship
- \$200 for Goal Sponsorship

Date for 2012: September 8, 2012

SPECIAL EVENTS

TRICK OR TREAT

SCARE IN THE BORO

SEE NEXT PAGE FOR THERAPEUTIC HORSEBACK

TRICK OR TREAT AT MILL CREEK

Trick or Treat at Mill Creek Regional Park is a free, fun family event filled with games, activities, inflatables and a candy trail. There are three levels of sponsorship—Title, Inflatable Sponsor, and Candy Trail Sponsor.

Benefits:

- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event.
- Inflatables Sponsors receive their company name/logo in the radio/tv and print advertisements, as well as, a sign in front of the inflatables.
- Candy Trail Sponsors receive their company name/logo in the radio/tv and print advertisements, as well as, a sign in front of the their candy table.

Cost:

- \$1,000 for Title Sponsorship
- \$350 for inflatables Sponsorship
- Candy Trail Sponsorship: Cost of Candy (Company hosts a table in the Candy Trail and must provide the candy that is given to participants.) This is a great chance for you to promote your business while having a great time! No selling is allowed, but business cards/flyers may be given with candy to participants.

Date for 2012: October 26, 2012

SCARE IN THE BORO HAUNTED WATERPARK

SBCPRD and Splash in the Boro hosts “Scare in the Boro” which is a haunted walk through the Lazy River. During the winter, the Lazy River is drained and transforms into an 800 ft. long haunted house! There are four levels of sponsorship—Title, Section, River.

Benefits:

- Title Sponsor receives their company name/logo in ALL marketing collaterals including the title of the event.
- Section Sponsors receive their company name/logo in the radio/tv and print advertisements, as well as, a sign in front of the ticket window and at each section.
- River Sponsors receive their company name/logo in the radio/tv and print advertisements.

Cost:

- \$1,000 for Title Sponsorship
- \$300 for Section Sponsorship
- \$100 for River Sponsorship

Dates for 2012: October 26-27, October 29-31, 2012

OTHER OPPORTUNITIES

THERAPEUTIC HORSEBACK RIDING

SEE NEXT PAGE FOR
SPLASH IN THE BORO OPPORTUNITIES

THERAPEUTIC HORSEBACK RIDING

“Stirrup Some Fun” offers children with disabilities and special needs a “fun” way to learn and develop horsemanship skills. It offers these children a new physical and visual perspective of the world that lets them experience the many benefits of riding. With horseback riding, the movement of the horse gently and rhythmically moves the rider’s body in a manner than mimics the human gait. Therefore, the riders with physical disabilities often show improvement in flexibility, balance, and muscle strength. Additionally, the unique bond formed between students and horses can lead to increased confidence, patience, and self-esteem.

Ways you can help:

- **Adopt-A-Horse:** All of our programs have one thing in common—upkeep. Donations will help feed, shoe and provide routine medical care for the horse of your choice. Sponsors receive an adoption certificate, t-shirt, plaque on the stall of your horse, photo of your horse, and an ad/mention on website.
Cost: \$300
- **Student Scholarship:** Our commitment is focused on those in the community with disabilities and those from disadvantaged backgrounds. For our students who cannot afford to participate, corporate and individual donations enable us to offer them scholarships with the chance to live a dream. Sponsors receive an ad/mention on website as a Scholarship Sponsor.
Cost: \$80 per session
- **Program Development and Endowment:** Our bright future requires an Endowment Fund to provide us with the ability to successfully operate an excellent program for years to come. Please help us continue to grow our therapeutic program as we reach out to more people who require this service. Sponsors receive their logo/company name on side of barn and an ad/mention on website.
Cost: \$100

OTHER OPPORTUNITIES

SPLASHY'S YOUTH TRIATHLON

SPLASH IN THE BORO AD SPOTS

Please contact us if you have any questions at (912) 764-5637 or mail@bullochrec.com.

SPLASHY'S YOUTH TRIATHLON

This endurance-showcasing competition is open to boys and girls ages 7 to 15 where they swim, bike and run based on age groups. The age groups equalize the field while distances are adjusted to create a more safe and fun-filled experience for every participant.

Benefits:

- T-shirt Spot: Company provides logo to be placed on participants and volunteer tshirts. Approximately 100+ shirts.
Cost: \$75
- Banner Spot: Company provides logo to be placed on banner that will be displayed at the event as the backdrop to the Awards Ceremony.
Cost: \$25
- Both T-shirt and Banner Spot Cost: \$100
- In kind donations: Companies may provide items that can be used as door prizes or as a benefit to the event (such as apparel or other goody bag items for the participants). Company logo will be placed on either the tshirt, banner or both depending on the value of the donation(s).

SPLASH IN THE BORO AD SPOTS

Splash in the Boro is pleased to present a unique advertising opportunity to your business for the 2012 summer season. The 2012 season is shaping up to be our biggest and best yet at *Splash in the Boro*, and we believe your business can benefit greatly by advertising on our exciting new **Splash Radio**.

Your business will be able to gain valuable exposure to the **150,000+** area residents who will spend time at *Splash in the Boro* this summer. **Splash Radio** is an in-park entertainment system that sounds just like a real radio station – with DJ's, great music and commercials for businesses like yours. **Splash Radio** has a great mix of upbeat, family-friendly music and can be clearly heard throughout our park. Best of all, our visitors are guaranteed to hear your commercials because they can't change the channel!

As a **Splash Radio** advertiser at *Splash in the Boro*, your business would receive the following:

1. **Splash Radio Commercials** – Minimum of 3x :30 commercials per day 10:00AM – 6PM. You can provide your pre-produced commercials to us or we can produce the commercials for you! Total commercials in 2012 = 250+.
Commercial Value = \$2,500 (\$10 each / based on 83 day operating season).
2. **Tickets** – As a **Splash Radio** advertiser, your business would receive 10x single-day tickets to *Splash in the Boro* for use in 2012.
Ticket Value = \$120. (\$12 each).

Splash Radio Value
\$2,620
Total Cost to you:
\$1,000