



Parkland Parks and Recreation

SPECIAL EVENT SPONSORSHIP

FY 24



PARKLAND DASH

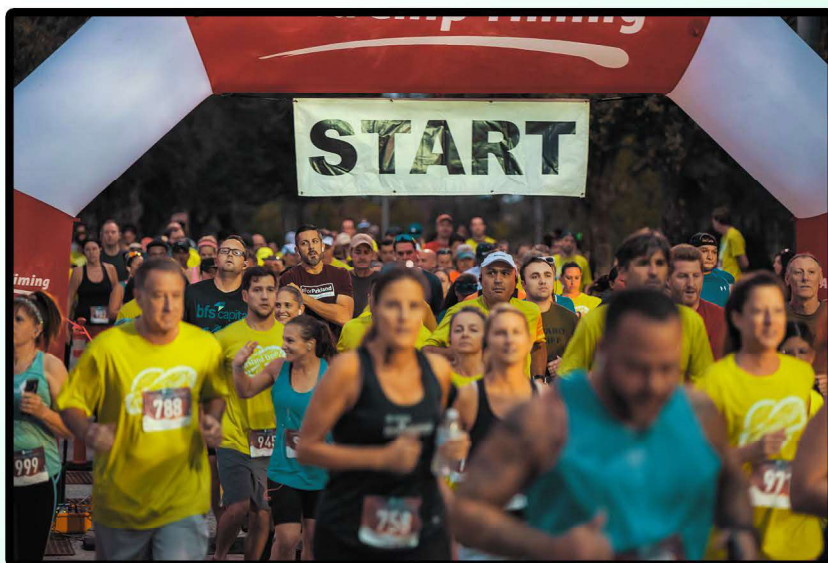
Sunday, October 8th, 2023

Event Profile

- Average attendance of 400+
- 5k/5 Mile/1 Mile Fun Run Options

Sponsorship Levels & Perks	Platinum Sponsor \$4,000	Gold Sponsor \$2,750	Silver Sponsor \$1,000	Bronze Sponsor \$450
Logo on event shirts and promotional materials	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	✓
Promotional materials included in swag bags for runners	✓	✓	✓	✓
Announcement of company name at event	✓	✓	✓	✓
Sponsor provided banner displayed during event	✓	✓	✓	
Sponsor name and logo on event website	✓	✓		
Large logo in prime location on event shirts	✓			
Sponsor logo incorporated into event logo	✓			
Number of free race entries	12	8	6	4

T-Shirt Sponsorship Example



PUMPKIN PATCH - Sat, Oct. 21st through Thu, Oct. 26th, 2023

HALLOWEEN FESTIVAL - Fri, Oct. 27, 2023

Event Profile

- Average attendance of 3,000+
- Live music
- Photo booth
- Crafts
- Food trucks
- Trunk or Treat lane with over 40 cars

Description & Overview

This is the City of Parkland's Annual Halloween Festival and Pumpkin Patch. There will be a pumpkin patch sale prior and during the Halloween Festival. The day of Halloween Festival we will offer the pumpkin patch, a pumpkin decorating craft station, live entertainment on stage, stilt walkers, food trucks, as well as local businesses, residents, and organizations who decorate their car trunks and hand out candy to event visitors.

Sponsorship Levels & Perks	Gold Sponsor \$2,000	Silver Sponsor \$1,000	Bronze Sponsor \$500
Logo on promotional flyer	✓	✓	✓
Vehicle space for Trunk or Treat	✓	✓	✓
Annoucements of company name at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		
Sponsor logo on signs throughout event	✓		



Veterans Day Ceremony

Saturday, November 11th, 2023

Event Profile

- Average attendance of 100
- Speeches
- Musical presentations
- Food Trucks

Description & Overview

Veterans Day is an opportunity for Parkland to reflect and honor all of our service members who have both served and are currently serving our country. The event has numerous speakers, a musical performance, as well as recognition of our veterans.

Sponsorship Levels & Perks

	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on on all promotional materials	✓	✓	✓
Announcement of company at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



Hayride & Bonfire

Friday, November 17th, 2023

Event Profile

- Average attendance of 500
- Hayrides
- Bonfire
- Music
- Arts and Crafts

Description & Overview

Our annual Hayride & Bonfire event is a chance for a limited number of Parkland families to enjoy a night of fall fun with music, hayrides, dancing and food.

Sponsorship Levels & Perks	Platinum Sponsor \$800	Gold Sponsor \$500	Silver Sponsor \$300	Bronze Sponsor \$150
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			



LIGHT UP THE PARK

Friday, December 8th, 2023

Event Profile

- Average attendance of 1,500+
- Community Contests
- Food Trucks
- Live entertainment

Description & Overview

Our Annual Light Up the Park event is a free event filled with live music, food trucks, and a wide variety of sponsor booths. We have an official countdown to turn on the holiday lights, alongside community contests such as Ugly Sweater and Holiday Home Decorating. This is a great opportunity to be a part of the holiday festivities.

Sponsorship Levels & Perks	Platinum Sponsor \$2,000	Gold Sponsor \$1,200	Silver Sponsor \$600	Bronze Sponsor \$300
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			



SNOWFEST

Thursday, December 14th, 2023

Event Profile

- Average attendance of 800+
- Snow Slides (with real snow!)
- Food trucks
- Snow Mounds
- Games
- Arts and Crafts
- Music
- *Event is for Parkland residents only

Description & Overview

Snowfest is all about bringing that winter feel to sunny south Florida through the use of real snow, holiday spirit, food, music, and fun. Parkland brings 1,000 visitors each year to join in the festivities for a night of fun a week before Christmas.

Sponsorship Levels & Perks	Platinum Sponsor \$1,500	Gold Sponsor \$1,000	Silver Sponsor \$500	Bronze Sponsor \$250
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			
Sponsor logo on signs at snow piles	✓			



FAMILY FUN FEST CARNIVAL

Friday, January 12th to Sunday January 14th, 2024*

Event Profile

- Average attendance of 5,000
- Carnival Rides
- Live Music
- Carnival Eats

- Crafts
- Games
- Live entertainment

* Sponsorship includes all three dates

Description & Overview

The Family Fun Fest Carnival is a three day event held at Pine Trails Park. The event sees an average attendance of approximately 2,000 people per day, and brings out the whole Parkland community for a fun-filled weekend of rides, food, and entertainment. This event not only gives sponsors a chance to be seen by thousands of people, it also gives them the opportunity to be a part of the fun and excitement themselves.

Sponsorship Levels & Perks	Platinum Sponsor \$3,000	Gold Sponsor \$1,800	Silver Sponsor \$900	Bronze Sponsor \$450
Logo on all promotional materials	✓	✓	✓	✓
Announcements of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			
Number of unlimited ride passes	8	6	4	2



MLK Jr. Tribute

Monday, January 15th, 2024

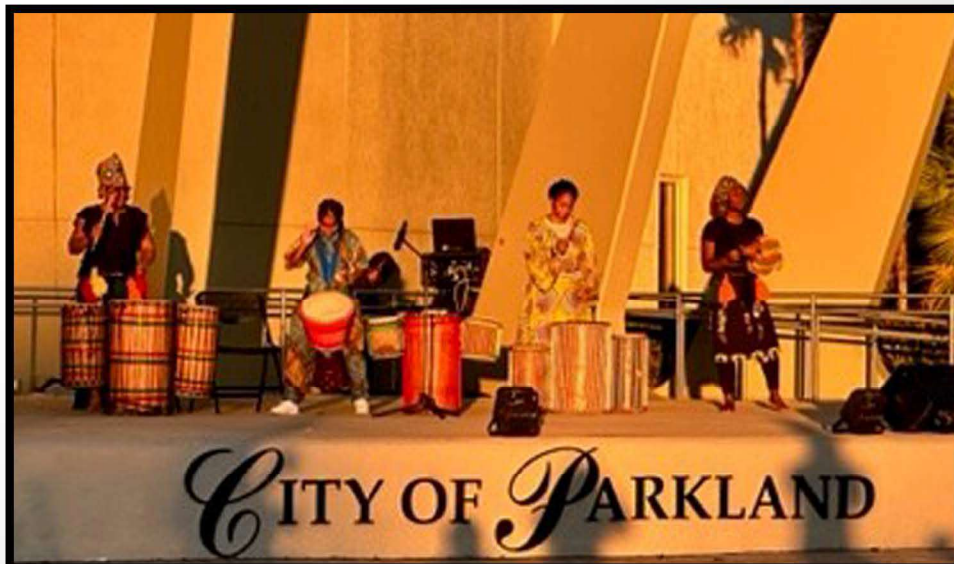
Event Profile

- Average attendance of 100+
- Community Tribute towards Martin Luther King, Jr.
- Musical performances
- Speakers

Description & Overview

Our yearly tribute towards Martin Luther King, Jr. is a chance to feature black history through music, numerous guest speakers, local performances, arts, crafts, and local food trucks.

Sponsorship Levels & Perks	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on all promotional materials	✓	✓	✓
Announcement of company at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



Mayor's Chess Challenge

Saturday, TBD, 2024

Event Profile

- Average attendance of 75
- Music
- Raffles

Description & Overview

Mayor's Chess Challenge is an opportunity to join families, the mayor and elected officials, and community leaders for free and friendly chess games in support of scholastic chess. Light refreshments provided to attendees.

Sponsorship Levels & Perks

	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on on all promotional materials	✓	✓	✓
Announcement of company at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



PARKLAND DAY - PARADE & EVENT

Saturday, March 9, 2024

Event Profile

- Average attendance of 3,000+
- Carnival Rides
- Live Music
- Food Trucks
- Crafts
- Games
- Live entertainment

Description & Overview

Our Parkland Day celebrates Parkland's Anniversary . The event sees an average attendance of approximately 3,000+ people and brings out the whole Parkland community for a fun-filled day of a parade, rides, food, and entertainment. This event not only gives sponsors a chance to be seen by thousands of people, it also gives them the opportunity to be a part of the fun and excitement themselves.

Sponsorship Levels & Perks	Platinum Sponsor \$3,000	Gold Sponsor \$1,800	Silver Sponsor \$900	Bronze Sponsor \$450
Logo on all promotional materials	✓	✓	✓	✓
Announcements of company at parade & event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			
Parade: Complimentary entry & Passes	✓			
Sponsor Logo to appear on signs & throughout event	✓			



Eggstravaganza

Saturday, March 23rd, 2024

Event Profile

- Average attendance of 1,000+
 - DJ w/ Music and Announcements
 - Arts and Crafts
 - Age divided Egg Hunts
 - Concessions
 - Games
- *Event is for Parkland residents only

Description & Overview

Each year our residents flock to Terramar park to enjoy a massive egg hunt event with close to 15,000 eggs hidden for a variety of age groups. Great event that reaches our Parkland families.

Sponsorship Levels & Perks	Platinum Sponsor \$1,500	Gold Sponsor \$1,000	Silver Sponsor \$500	Bronze Sponsor \$250
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			



AUTISM AWARENESS & ACCEPTANCE DAY

Saturday, April 13th, 2024

Event Profile

- Average attendance of 300+
- DJ
- Arts and Crafts
- Educational Resources
- Petting Zoo

Description & Overview

Our Autism Awareness and Acceptance Day is an opportunity to raise awareness and gain support for the families and friends on the autism spectrum. Our people will enjoy music, arts and crafts, educational resources and a petting zoo while learning about Autism through our many vendors and educators.

Sponsorship Levels & Perks	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on all promotional materials	✓	✓	✓
Announcement of company at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



MOVIES IN THE PARK

Fridays, April 19th, June 21st, July 19th, 2024

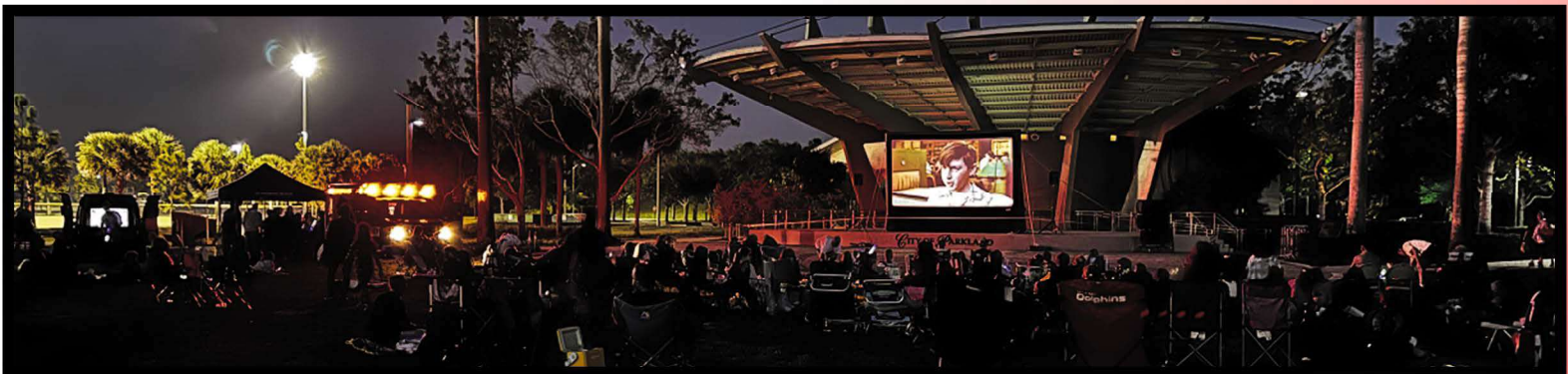
Event Profile

- Average attendance of 300+
- Changing movie choice each month
- Free popcorn provided
- Different food truck each event
- Sponsorship is per individual movie

Description & Overview

Our Movies in the Park Series attracts our Parkland families three nights out of the year to come enjoy great blockbuster movies at our great lawn amphitheater area. Our residents enjoy an outdoor viewing experience on our large, 30ft inflatable screen alongside popcorn and rotating food trucks

Sponsorship Levels & Perks	Platinum Sponsor \$800	Gold Sponsor \$500	Silver Sponsor \$300	Bronze Sponsor \$150
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			
Up to a 30 second ad (provided by sponsor) shown as movie preview	✓			



EATS 'N' BEATS

Saturdays, May 4th, June 1st, July 6th, August 3rd, 2024

Event Profile

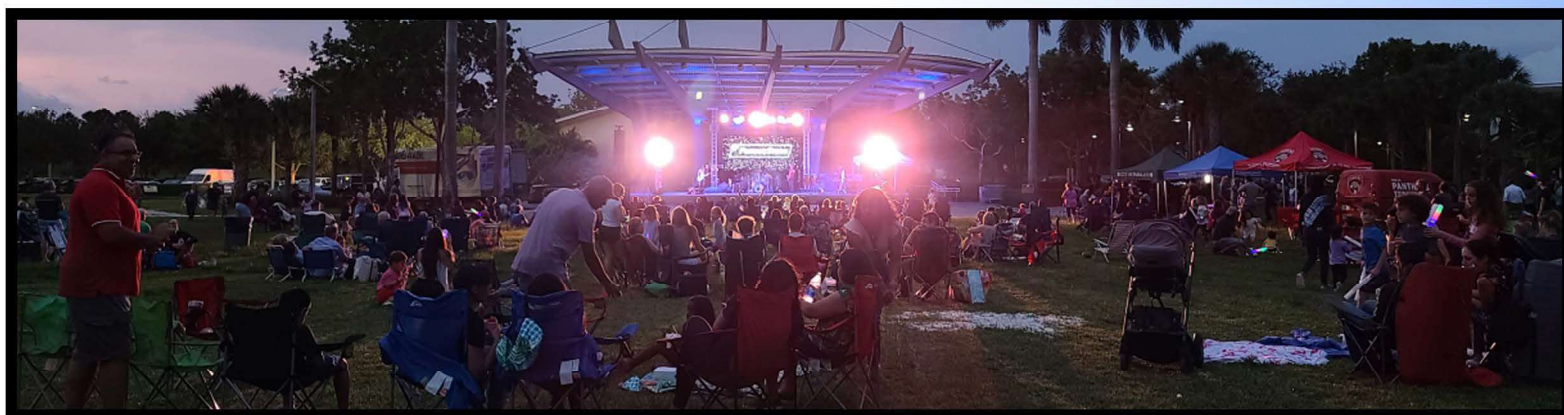
- Average attendance of 800+
- Changing band lineup each month
- Array of food trucks each event

* Sponsorship is per individual concert

Description & Overview

Our Eats 'N' Beats Series is a hit amongst our community. Upwards of 1,000 people gather each and every month to enjoy a variety of music while simultaneously enjoying food supplied by one of the many vendors we have on site. This event is the perfect opportunity to take advantage of the crowd coming to and from the eating area to promote yourself and engage with our residents.

Sponsorship Levels & Perks	Platinum Sponsor \$1,500	Gold Sponsor \$1,000	Silver Sponsor \$500	Bronze Sponsor \$250
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			



Homes Fur Dogs Expo

Saturday, May 18th, 2024

Event Profile

- Estimated attendance of 250
- Held at our Parkland “Barkland” Dog Park
- Dog business expo
- Contests

Description & Overview

The Parkland Furry Friends Meet and Greet is an opportunity for our residents to get out and meet their fellow dog lovers, as well as give a chance for their dogs to meet and greet as well! Held at the Barkland Dog Park, the event will be home to multiple vendors, contests, and activities. If your target audience is pet lovers, there’s no better place to be than here!

Sponsorship Levels & Perks	Gold Sponsor \$600	Silver Sponsor \$300	Bronze Sponsor \$150
Logo on all promotional materials	✓	✓	✓
Announcements of company event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



Memorial Day Ceremony

Monday, May 27, 2024

Event Profile

- Average attendance of 150
- Speeches
- Musical presentations
- Food Trucks

Description & Overview

Memorial Day is an opportunity for Parkland to reflect and honor our fallen heroes with a formal ceremony. Following the ceremony, the event has speakers, a musical performance, and food trucks.

Sponsorship Levels & Perks	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on on all promotional materials	✓	✓	✓
Announcement of company at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



Youth Fishing Derby

Saturdays, June 8th, July 13th, August 10th, 2024*

Event Profile

- Average attendance of 100
- Fishing Contests
- Trophies
- Sponsorship includes all three events

Description & Overview

There's nothing like a little competition, and this event proves that fact. Throughout the summer, we run three Fishing Derbies, each with great attendance and regular return participants. Children compete for the first fish caught, largest fish caught, and smallish fish caught. This is the perfect opportunity for any local sporting, camping, or most importantly a fishing business to reach our dedicated fishing residents.

Sponsorship Levels & Perks	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
Logo on on all promotional materials	✓	✓	✓
Announcement of company name at event	✓	✓	✓
Space for promotional tent	✓	✓	
Sponsor provided banner displayed	✓		
Sponsor logo linked on event website	✓		



SPLASH BASH

Saturday, September 7th, 2024

Event Profile

- Average attendance of 1,000+
- Bounce houses
- Food trucks
- Lawn games
- Arts and Crafts
- Waterslides

Description & Overview

The annual Splash Bash is all about giving Parkland students the chance to celebrate the beginning of a new school season with food and fun. Our Equestrian Center houses multiple inflatables, a craft area, as well as music and entertainment.

Sponsorship Levels & Perks	Platinum Sponsor \$1,500	Gold Sponsor \$1,000	Silver Sponsor \$500	Bronze Sponsor \$250
Logo on all promotional materials	✓	✓	✓	✓
Announcement of company at event	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			





CITY OF PARKLAND

FY 24-SPONSORSHIP APPLICATION

Sponsor Information

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Contact Name: _____ Title: _____

Description of how company supports the Parks and Recreation Department's mission: _____

Financial Sponsorships

Parkland Dash

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Halloween Festival

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Veterans Day Ceremony

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Hayride & Bonfire

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Light Up the Park

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Snowfest

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Family Fun Fest Carnival

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

MLK Jr. Tribute

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Mayor's Chess Challenge

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Parkland Day

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Eggstravaganza

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Autism Awareness & Acceptance

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Movies in the Park

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship
- ☐ 4/19 ☐ 6/21 ☐ 7/19

Eats 'N' Beats

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship
- ☐ 5/4 ☐ 6/1 ☐ 7/6 ☐ 8/3

Homes Fur Dogs

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Memorial Day

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Youth Fishing Derby

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship

Splash Bash

- ☐ Bronze Sponsorship
- ☐ Silver Sponsorship
- ☐ Gold Sponsorship
- ☐ Platinum Sponsorship

Other-Event/Program Name: _____ Amount: _____

In-Kind Donation

Event/Program Name: _____ Event/Program Date: _____

Product/Goods/Services donating (include quantity of items and estimated retail value):

Sponsorship Policies

The City of Parkland (City) has many committed sponsors who support multiple events. For those sponsors who wish to do so, we offer the below discount opportunity for financial sponsorships.

- 5% off when sponsoring 3 events
- 10% off when sponsoring 6 events
- 15% off when sponsoring 10 events or more

The City of Parkland (City) also extends a 10% discount to members of the Parkland Chamber of Commerce.

Sponsorship Policies

Guidelines:

In general, businesses and organizations are eligible for sponsorships if they meet the following criteria:

1. Support the Parks and Recreation Department's mission;
2. Relates to the intent/purpose of the program, event, or project;
3. Provide a positive and desirable image to the community;
4. Enhance the standards and visual integrity of the program, event, or project;
5. Does not create a conflict of interest of the Department or City;
6. Does not sell products or services at program, event, or project.

Financial Sponsorships:

A financial sponsorship is a monetary support for a specific program, event or project in exchange for tangible or intangible benefits. All benefits for an approved Sponsor are as defined in the sponsorship packet.

In Kind Donations:

In-Kind donations is a gift of goods, products or services (other than money) freely given to the City for a specific program, event or project. In-Kind donations may be considered. The donated product or service must be relevant and beneficial to the event. Sponsors who provide an in-kind donations will receive the sponsorship level equivalent to the retail value of the donation.

Advertising:

Advertising is the signage created and paid for by the sponsor to promote a business, organization, product, or service. Advertising generally is not allowed within City parks and facilities. The permanent placement of a corporate logo, brand, product, or service in a park facility is considered advertising and not allowed. However, temporary display of a Sponsor banner is allowed only during the event hours at the event location if defined in the Sponsors benefit level.

Sponsor Trademarks/Sponsor Materials:

The Sponsor grants the City a limited license and right to use Sponsor's trademarks, trade names, logo designs, and company description as submitted to the Parks and Recreation Department in any medium of advertising, marketing materials and/or promotional goods distributed solely in conjunction with the event(s).

Company Identification and Logo:

In order to be included within our marketing materials, the Sponsor's logo must be received no later than 45 days prior to the event. Please provide a high-resolution logo to ParklandEvents@cityofparkland.org. Please note, some events may require materials 60 days prior to event to receive full benefit. When the Sponsor is required to provide the City with a banner for display, the size of the banner should not exceed 3-foot X 6 foot.

Cancellation and Termination:

All requests for cancellation or refunds must be in writing and received by the City at least (90) days prior to the sponsored event/program. If request is received within this timeframe, a full refund minus an administrative fee of \$50 will be issued. The city may terminate any time for any reason and will notify the Sponsor in writing. Upon such termination, the City shall return to the Sponsor any materials donated and the fee minus any incurred expenses.

Indemnification:

General Indemnification: Sponsor shall at all times indemnify and hold harmless the CITY, its officers, agents, servants, and employees from and against any and all causes of action, demands, claims, losses, liabilities and expenditures of any kind, including attorney fees, court costs, and expenses, caused or alleged to be caused by intentional or negligent act of, or omission of, Sponsor, its employees, agents, servants, or officers, or accruing, resulting from, or related to the subject matter including, without limitation, any and all claims, losses, liabilities, expenditures, demands or causes of action of any nature whatsoever resulting from injuries or damages sustained by any person or property. In the event any lawsuit or other proceeding is brought against City by reason of any such claim, cause of action or demand, Sponsor shall, upon written notice from City, resist and defend such lawsuit or proceeding by counsel satisfactory to City or, at City's option, pay for an attorney selected by City Attorney to defend City. Nothing shall be deemed or treated as a waiver by the City of any immunity to which it is entitled by law, including but not limited to the City's sovereign immunity as set forth in Section 768.28, Florida Statutes.

Patent and Copyright Indemnification: Sponsor shall indemnify, save and hold harmless, the City, its officers, agents and employees from all claims, damages, losses, liabilities, and expenses arising out of an alleged infringement of copyrights, patent rights, the unauthorized or unlicensed use of any material, property or other work in connection with the sponsorship and/or event.

Signature

The below signee for the Sponsor acknowledges that they are fully authorized to represent the company for the terms above. Additionally, he/she has the authority to provide names, logos, and copyright or trademarked materials to the City on behalf of the Sponsor.

The undersigned have read, understood, and agrees to the policies and regulations contained herein:

Sponsor:

City of Parkland Parks & Recreation:

Authorized Signature

Date

Parks and Recreation Director

Date

Printed Name

Date

Printed Name

Date

☐

Approved

☐

Denied

Please return form and payment to:

City of Parkland

Attn: Parks and Recreation Sponsorships

6600 University Drive

Parkland, FL 33067

Ph: (954) 757-4107

ParklandEvents@cityofparkland.org