

SPONSORSHIP

*"EVENTS THAT
BUILD COMMUNITY"*



PARKLAND
PARKS AND RECREATION



FY 25-26

PARKLAND DASH

Sunday, October 12, 2025

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	✓	✓	✓	✓
Swag bag promotional inserts 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. 18 through Thu, Oct. 23, 2025

HALLOWEEN FESTIVAL - Fri, Oct. 24 2025

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

Tuesday, November 11, 2025

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 14, 2025

Event Profile

- Average attendance of 1500+
- 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 \$1500	Gold Sponsor \$1000	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	✓			



LIGHT UP THE PARK

Friday, December 12, 2025

Event Profile

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

Description & Overview

Our Annual Light Up the Park event is a free event filled with live music, food, 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 18, 2025

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.

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 9 through Sunday, January 11, 2026

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 the Parkland Equestrian Center, attracting approximately 2,000 attendees per day. This weekend celebration features rides, food, and entertainment for all ages, and brings the Parkland community together.

Sponsorship offers businesses the opportunity to be seen by thousands of attendees while actively participating in a well-loved local tradition.

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 19, 2025

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, January 31, 2026

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 7, 2026

Event Profile

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

Description & Overview

Parkland Day celebrates the city's anniversary with a community-wide event featuring a parade, rides, food, and live entertainment. With an average attendance of over 3,000, this event brings the entire Parkland community together for a day of fun and celebration.

Sponsorship offers excellent visibility and the opportunity to be part of one of the city's most anticipated annual traditions.

Sponsorship Levels & Perks	Platinum Sponsor \$3,000	Gold Sponsor \$1,800	Silver Sponsor \$900	Bronze Sponsor \$450
Logo on all promotional materials	✓	✓	✓	✓
Company shout-outs during parade & stage announcements	✓	✓	✓	✓
Space for promotional tent	✓	✓	✓	
Sponsor provided banner displayed	✓	✓		
Sponsor logo linked on event website	✓			
Parade entry & passes included	✓			
Sponsor Logo to appear on signs & throughout event	✓			



MOVIES IN THE PARK

Fridays, April 10, May 8, June 12, 2026

Event Profile

- Average attendance of 300+
- Changing movie choice each month
- Free popcorn provided

* Sponsorship is per individual movie

Description & Overview

Our Movies in the Park series invites Parkland families to enjoy three nights of blockbuster films each year at the Great Lawn Amphitheater. Residents gather for an outdoor movie experience on a 30-foot inflatable screen—complete with free popcorn and a relaxed, community atmosphere.

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	✓			



Eggstravaganza

Saturday, March 28, 2026

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

A beloved spring tradition, the Egg Hunt at Terramar Park draws hundreds of families for a fun-filled morning of community celebration. With nearly 800 children registered and more than 20,000 eggs hidden across multiple age-group zones, this highly anticipated event consistently reaches capacity and brings a vibrant energy to the park.

Families enjoy music from a live DJ, playful activities, and plenty of photo-worthy moments. For sponsors, this event offers close-up visibility and direct engagement with Parkland’s family audience in a short, high-impact setting. Sponsor mentions, on-site signage, and interactions throughout the event help build strong community connections—with just the right dose of egg-citement.

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 18, 2026

Event Profile

- Average attendance of 300+
- DJ & Live Music
- Arts and Crafts activities
- Educational resource booths
- Petting Zoo
- BSO and Fire Department participation

Description & Overview

Autism Awareness and Acceptance Day offers a meaningful opportunity to support and celebrate autistic individuals and their families. The event features music, arts and crafts, a petting zoo, and access to valuable educational resources—all while engaging with local vendors and organizations dedicated to raising awareness, promoting inclusion, and creating a safe space for individuals to be themselves.

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	✓		



EATS 'N' BEATS

Saturdays, May 2, June 6, July 11, August 1, 2026

Event Profile

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

* Sponsorship is per individual concert

Description & Overview

Eats 'N' Beats is a four-part summer series held at the Pine Trails Park Amphitheatre, where residents gather for evenings of live music, delicious food, and community connection. Each event draws over 800 attendees, offering sponsors a prime opportunity to engage with Parkland families, promote their brand, and enjoy visibility in a lively, open-air setting.

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 16, 2026

Event Profile

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

Description & Overview

Homes Fur Dogs is a community event focused on pet adoption and celebrating our four-legged friends. Held at Barkland Dog Park, it features local vendors, adoption agencies, fun contests, and pet-friendly activities. It's a great opportunity for sponsors to connect with pet-loving families in a high-energy, feel-good setting.

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 25, 2026

Event Profile

- Average attendance of 150
- Guest Speakers
- Musical presentations
- Presentation of the Wreath
- Missing Man Table

Description & Overview

Parkland's Memorial Day Ceremony offers a solemn and meaningful opportunity to honor and remember our fallen heroes. The event features guest speakers, musical performances, and a formal tribute to those who served. Following the ceremony, attendees are invited to gather for light refreshments and community reflection.

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 13, July 11, August 8, 2026

Event Profile

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

Description & Overview

There's nothing like a little friendly competition—and our Summer Fishing Derby series proves it. Held three times each summer, the event welcomes around 100 young anglers and their families. Kids compete for fun prizes like first fish, largest catch, and even the smallest fish.

This is a great opportunity for local sporting, camping, or fishing businesses to connect with a focused, family-oriented audience in a relaxed outdoor setting.

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	✓		



MEET YOUR SRO AT PARKLAND NIGHT OUT

Monday, August 3, 2026

Event Profile

- Average attendance of 1500+
- DJ w/ Music and Announcements
- P-REC Showcase - Displays & Demonstrations
- Food Trucks
- Police and Fire Emergency Vehicles

Description & Overview

Meet Your SRO at Parkland Night Out is a family-friendly event where residents can meet school resource officers and explore programs offered at the P-REC. With emergency vehicle displays, music, food trucks, and hands-on activities, it's a fun and informative evening to kick off the school year.

Sponsors have the opportunity to engage directly with local families, showcase their services, and align their brand with community safety, education, and recreation.

Sponsorship Levels & Perks	Platinum Sponsor \$1500	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250
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	✓			



SPLASH BASH

Saturday, September 19, 2026

Event Profile

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

Description & Overview

The annual Splash Bash gives Parkland students a chance to celebrate the start of a new school year with an afternoon full of food and fun. Held at the Equestrian Center, the event features multiple inflatables, a craft area, music, and live entertainment. With over 1,000 attendees, Splash Bash offers sponsors excellent visibility and the opportunity to engage with families as they enjoy one of the city’s most spirited back-to-school traditions.

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	✓			



FARMERS' MARKET

Sundays, Nov. 2, Nov. 16, Dec. 7, Dec. 21, Jan. 4, Jan. 18, Feb. 1, Feb. 15, Mar. 1, Mar. 15, Apr. 12, Apr. 26

Event Profile

- Average attendance of 3,000+
- Sponsorship includes all 12 market days

Description & Overview

Hosting over 100 vendors per market, a live DJ, free tote bags, and more, the City of Parkland Farmers' Market has become a top draw for marketgoers across South Florida. Each market welcomes over 3,000 attendees from across the tri-county area—including Broward, Palm Beach, and Miami-Dade—with over 80% of visitors coming from Broward County, particularly Parkland and Coral Springs.

Held on select Sundays from November through April at the Equestrian Center at Temple Park, the market offers 12 event days each season from 9:00 AM to 1:00 PM. The spacious, scenic venue allows attendees to enjoy a wide selection of goods including fresh produce, organic vegetables, pastries, jams, raw honey, sauces, guacamole, fresh pasta, cheeses, and piping hot, made-to-order apple cider doughnuts.

As a sponsor, you'll be front and center with the community—boosting your brand's visibility while engaging directly with thousands of residents. Sponsorship includes opportunities to feature your logo on reusable shopping tote bags, host a promotional tent space, and receive verbal recognition during each event. It's a strong, sustained way to connect with your target audience and support one of Parkland's most celebrated seasonal traditions.

Shopping Bag Sponsor: Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free at all 12 market days.

Booth Sponsor and Shopping Bag Sponsor: Space for one 10'x10' tent (provided by sponsor) at all 12 market days (promotional tent only, no sales. Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free at all 12 market days. Announcements of company name throughout the event.

Sponsorship Levels & Perks	Booth & Shopping Bag Sponsor \$2500	Shopping Bag Sponsor \$1200
Logo on all promotional materials	✓	✓
Announcement of company at event	✓	
Space for promotional tent	✓	





CITY OF PARKLAND

FY 25-26 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: Oct. 12, 2025

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$1000
- ☐ Gold Sponsorship - \$2750
- ☐ Platinum Sponsorship - \$4000

Amount: \$ _____

Snowfest: Dec. 18, 2025

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Eggstravaganza: Mar. 28, 2026

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Halloween/Pumpkin Patch: Oct. 18- Oct. 24, 2025

- ☐ Bronze Sponsorship - \$500
- ☐ Silver Sponsorship - \$1000
- ☐ Gold Sponsorship - \$2000

Amount: \$ _____

Family Fun Fest: Jan. 9-Jan. 11, 2026

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$900
- ☐ Gold Sponsorship - \$1800
- ☐ Platinum Sponsorship - \$3000

Amount: \$ _____

Autism Awareness: Apr. 18, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Veterans Day Ceremony: Nov. 11, 2025

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

MLK Jr. Tribute: Jan. 19, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Movies in the Park: Various Dates

- ☐ Bronze Sponsorship - \$150
- ☐ Silver Sponsorship - \$300
- ☐ Gold Sponsorship - \$500
- ☐ Platinum Sponsorship - \$800

☐ 4/10 ☐ 5/8 ☐ 6/12

Amount: \$ _____

Hayride & Bonfire: Nov. 14, 2025

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

Amount: \$ _____

Mayor's Chess Challenge: Jan. 31, 2026

- ☐ Bronze Sponsorship - \$100
- ☐ Silver Sponsorship - \$250
- ☐ Gold Sponsorship - \$500

Amount: \$ _____

Eats 'N' Beats: Various Dates

- ☐ Bronze Sponsorship - \$250
- ☐ Silver Sponsorship - \$500
- ☐ Gold Sponsorship - \$1000
- ☐ Platinum Sponsorship - \$1500

☐ 5/2 ☐ 6/6 ☐ 7/11 ☐ 8/1

Amount: \$ _____

Light Up the Park: Dec. 12, 2025

- ☐ Bronze Sponsorship - \$300
- ☐ Silver Sponsorship - \$600
- ☐ Gold Sponsorship - \$1200
- ☐ Platinum Sponsorship - \$2000

Amount: \$ _____

Parkland Day: Mar. 7, 2026

- ☐ Bronze Sponsorship - \$450
- ☐ Silver Sponsorship - \$900
- ☐ Gold Sponsorship - \$1800
- ☐ Platinum Sponsorship - \$3000

Amount: \$ _____

Homes Fur Dogs: May 16, 2026

- ☐ Bronze Sponsorship - \$150
- ☐ Silver Sponsorship - \$300
- ☐ Gold Sponsorship - \$600

Amount: \$ _____

Memorial Day: May 25, 2026

- ☐ Bronze Sponsorship - \$100
☐ Silver Sponsorship - \$250
☐ Gold Sponsorship - \$500

Amount: \$_____

**Youth Fishing Derby: All dates included
6/13, 7/11, 8/8**

- ☐ Bronze Sponsorship - \$100
☐ Silver Sponsorship - \$250
☐ Gold Sponsorship - \$500

Amount: \$_____

Meet Your SRO: Aug. 4, 2026

- ☐ Bronze Sponsorship - \$250
☐ Silver Sponsorship - \$500
☐ Gold Sponsorship - \$1000
☐ Platinum Sponsorship - \$1500

Amount: \$_____

Splash Bash: Sep. 6, 2026

- ☐ Bronze Sponsorship - \$250
☐ Silver Sponsorship - \$500
☐ Gold Sponsorship - \$1000
☐ Platinum Sponsorship - \$1500

Amount: \$_____

**Farmers Market: All dates included
11/2, 11/16, 12/7, 12/21, 1/4,
1/18, 2/1, 2/15, 3/1, 3/15, 4/12,
4/26**

- ☐ Shopping Bag Sponsorship - \$1200
☐ Booth & Shopping Bag Sponsorship - \$2500

Amount: \$_____

Other-Event/Program Name:

Total 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 reasonable 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 performance of Sponsor's activities in connection with its sponsorship of the applicable event 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, except to the extent such claim, cause of action or demand arises out of the gross negligence or willful misconduct of City, its employees, agents, servants, or officers. 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 reasonably satisfactory to 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, except to the extent such claim, causes of action or demand results from the negligence or willful misconduct of City, its employees, agents, servants, or officers.

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