



2023 Community Activities Sponsorship Guide


WILLIAMSON COUNTY
PARKS & RECREATION



Dear Community Members,

In September of this year, Williamson County Parks & Recreation decided to develop a Sponsorship Initiative for 2023. These sponsorships are intended to defray the costs associated with the development and implementation of events and programs. It is with your help and support that we can continue to provide and grow these exciting opportunities to the residents of Williamson County and the surrounding areas.

Williamson County Parks and Recreation's sponsorship initiative is designed to effectively market local businesses while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorship program allows your organization to be actively associated with community programs/events and the positive benefits resulting from them. We will work with you in developing visibility by advertising through our website, social media, county owned facilities, and more.

Our division works tirelessly throughout the year to plan and hold a variety of events and activities for our community to enjoy. We are continually looking for new ideas to generate interest within parks and recreation. If you have an idea of your own, please feel free to contact us.

Thank you for considering our invitation to become part of our Sponsorship Initiative and helping to make a positive impact within your community!

HOW SPONSORSHIP WORKS

At each level of sponsorship, you or your company/organization will show your community spirit and support these special events that bring us together. Browse this packet to see which event(s) you feel would align with your company/organization, the cost of each sponsorship level, and the benefits you will receive. Complete the form on page 11 and submit it via mail, email, or in person to WCPR Community Activities Division located at 1120 Hillsboro Road, Franklin, TN 37064. Together we can make great events!

IN-KIND DETAILS

Many of our events allows sponsors the option of providing a donation of goods or services to help enhance the event. This could be a specific item listed in the packet that we already know the event needs, i.e. prizes, t-shirts, and/or something to help make an event even better that we have not yet imagined. All in-kind donations **MUST BE APPROVED BY WCPR'S COMMUNITY ACTIVITIES DIVISION BEFORE BEING ACCEPTED**. This is a great way to give back at a higher level with potentially a smaller monetary commitment by utilizing your resources and connections.

Sponsorship/In-Kind Donation may be tax deductible! Upon completion of required agreement and/or payment, we will provide a letter of recognition for documentation purposes to submit to your tax professional.



WINTER BALL SPONSORSHIP OPPORTUNITIES

DATE:
Saturday, February 11, 2023

TIME:
3:30pm-5:30pm &
6:30pm-8:00pm

LOCATION:
Enrichment Center -
110 Everbright Ave.

AVERAGE ATTENDANCE:
450

SPONSORSHIP DEADLINE:
FEBRUARY 1, 2023

EVENT DETAILS:
GIRLS, GRAB YOUR DAD (STEP-DAD, UNCLE, GRANDPA OR SPECIAL PERSON) & JOIN US FOR OUR BEAUTIFUL WINTER BALL. THERE WILL BE LIGHT REFRESHMENTS TO ENJOY WHILE A DJ PLAYS THE LATEST HITS AND PROVIDES ENTERTAINMENT YOU ARE SURE TO LOVE.



PREMIER SPONSOR: \$800 (max 1)

Help offset the cost of the DJ, attendee's memorable take-away item & etc.

- Online presence including hyperlinked logo on community events page under event.
- Social media recognition (pre-event, during event, and post-event).
- Company/Organization logo used on all print, web, and social media promotions.
- Verbal recognition during event.
- On-site presences to interact with attendees + opportunity to give 1 announcement during event.
- Complimentary tickets to attend either ball (1 ticket= father+daughter)

SNACK BAR SPONSOR: \$600 or In-Kind Donation (max 2)

Help offset the cost of food & beverages for attendees.

- Online presence including hyperlinked logo on community events page under event.
- Social media recognition (pre-event, during event, & post-event).
- Logo signage at the buffet.
- Verbal recognition during event.
- 4 complimentary tickets to attend ball (1 ticket= father+daughter)

CANDY BAR SPONSOR: \$400 or In-Kind Donation (max 1)

Help offset the cost of the candy we provide at our candy bar for attendees to enjoy.

- Online presence including hyperlinked logo on community events page.
- Social media recognition (pre-event, during event, and post-event).
- Logo signage at candy bar.
- Verbal recognition during event.
- 2 complimentary tickets to attend ball (1 ticket= father+daughter)

PHOTOGRAPHY/VIDEOGRAPHY SPONSOR: In-Kind Donation (max 1)

For more details visit page 9. Donate your time to build your portfolio during this special event or help offset the cost of the photo booth & professional photographer.

- Logo printed on fun photo booth background (when applicable).
- Online presence including hyperlinked logo on community events page under event.
- Social media recognition (pre-event, during event, and post-event).
- Verbal recognition during event.
- 2 complimentary tickets to attend ball (1 ticket= father+daughter)

CONTACT: EVAN SMITH
OFFICE: 615-790-5719 EXT.2028 | EMAIL: EVAN.SMITH@WILLIAMSONCOUNTY-TN.GOV



KITE FESTIVAL SPONSORSHIP OPPORTUNITIES

DATE:
Sunday, March 5, 2023

TIME:
1:00pm - 4:00pm

LOCATION:
Franklin Recreation Center

AVERAGE ATTENDANCE:
3,000+

SPONSORSHIP DEADLINE:
TBD

EVENT DESCRIPTION:
JOIN WCPR IN PARTNERSHIP WITH CHICAGO KITE FESTIVAL FOR OUR FREE, FAMILY FUN, KITE FESTIVAL!

CHILDREN'S ACTIVITY SPONSOR: \$500 or In-Kind Donation (max 4)

Your company name and logo placed on signage in front of activity (i.e. bounce houses, craft station, snacks, etc.)

- On-site booth space the day of event.
- Online presence including hyperlinked logo on community events page under event.
- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.
- Logo included on marketing materials - flyers, posters, etc.

PROMOTIONAL VENDOR : \$250

(requires additional vendor liability paperwork + copy of certificate of insurance)

Day of event presence to interact + sell goods to attendee's.

- On-site booth space the day of event.
- Name displayed on event sponsor or donor sign at event.
- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.

BOOTH SPONSOR: \$100

Day of event presence to hand out interact + provide informational goods to attendee's.

- On-site booth space the day of event.
- Name displayed on event sponsor or donor sign at event.
- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.

PHOTOGRAPHY/VIDEOGRAPHY SPONSOR: In-Kind Donation (max 1)

For more details visit page 9. Donate your time to build your portfolio during this special event or help offset the cost of the photo booth & professional photographer.

- Logo printed on fun photo booth background (when applicable).
- Online presence including hyperlinked logo on community events page under event.
- Social media recognition (pre-event, during event, and post-event).
- Verbal recognition during event.



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HOPPIN' HOUNDS SPONSORSHIP OPPORTUNITIES

DATE:

Saturday, April 1st, 2023

TIME:

2:00pm - 4:00pm

LOCATION:

Franklin Recreation Center

AVERAGE ATTENDANCE:

100+

SPONSORSHIP DEADLINE:

MARCH 12TH, 2023

EVENT DESCRIPTION:

DOG-GONE IT, DON'T LEAVE YOUR PUP OUT OF THE FUN THIS EASTER! ALL PUPS AND THEIR HUMAN COMPANIONS ARE INVITED TO OUR 2ND ANNUAL "EGGCITING" EASTER EGG HUNT FOR DOGS! TO ENSURE EVERY PUP ENJOYS AN INTIMIDATION FREE EGG HUNT, WE ARE OFFERING TWO TIMES - UNDER 30LBS & OVER 30LBS. ALL PET-LOVING FRIENDS AND FAMILIES ARE WELCOME TO JOIN TOO! PROCEEDS FROM EGG HUNT REGISTRATION WILL GO TO BENEFIT THE WILLIAMSON COUNTY ANIMAL CENTER.

TREAT SPONSOR: **Cost of Donation**

In-kind donation of small treats to be placed inside eggs for pups to collect during egg hunt.

- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.

GOLDEN EGG PRIZE SPONSOR: **Cost of Donation**

In-kind donation of goods awarded to the pups who sniff out a golden egg during each egg hunt.

- Your contribution will be acknowledged with your logo displayed on the prize at the event. Neutral size prizes are preferred or two prizes, one for each weight group (under 30lb. & over 30lb), can be provided. Items such as -
 - Pet treats or chews
 - Dog food
 - Toys
 - Beds
 - Clothes
 - And other pet related goods/prizes
- Name mentioned on thank you post on Facebook event page featuring your donation.

PROMOTIONAL VENDOR : **\$250**

(requires additional vendor liability paperwork + copy of certificate of insurance)

Day of event presence to interact + sell goods to attendee's.

- On-site booth space the day of event.
- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.

SOLD TOP-DOG SPONSOR: **\$400**

(max 1)

Your organization or company will be listed as the presenting sponsor of this event. Help offset the cost of additional event operations/supplies such as, volunteers, craft station, prize wrapping, and etc.

- On-site booth space the day of event.
- Online presence including hyperlinked logo on event page.
- Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.
- Logo included and listed as presenting sponsor on all marketing materials - flyers, posters, etc.
- Verbal recognition during event.

PHOTOGRAPHY/VIDEOGRAPHY SPONSOR: **In-Kind Donation**

(max 1)

For more details visit page 9. Donate your time to build your portfolio during this special event or help offset the cost of the photo booth & professional photographer.

WILLIAMSON COUNTY
PARKS & RECREATION



CONTACT: RACHEL CROSSLIN

OFFICE: 615-377-6530 EXT.2118 | EMAIL: RACHEL.CROSSLIN@WILLIAMSONCOUNTY-TN.GOV



POWER WHEELS JR. RALLY SPONSORSHIP OPPORTUNITIES

DATE:
Saturday, June 24, 2023

TIME:
9:00am - 2:00pm

LOCATION:
Franklin Recreation Center

SPONSORSHIP DEADLINE:
MAY 1ST, 2023

EVENT DESCRIPTION:
JOIN US FOR OUR FIRST ANNUAL POWER WHEELS JR. RALLY! CHILDREN AGES 2-7 ARE INVITED TO BRING THEIR PERSONAL POWER WHEEL & COMPETE IN A FRIENDLY RACE! BE SURE TO BRING YOUR "PIT CREW" TO CHEER YOUR RACER ON TO VICTORY! ALL REGISTERED PARTICIPANTS WILL START THEIR MORNING WITH "INSPECTIONS" WHERE OUR MECHANICS WILL VERIFY THAT THERE HAVE BEEN NO ENGINE MODIFICATIONS.



SOLD

PRESENTING SPONSOR : \$1,500

(max 1)

- Prominent logo and 'presented by' recognition placed on all print, web, and social media promotions.
- Company/organization logo largest on event t-shirt.
- On-site presence/booth space in prime location; must provide own tent.
- Verbal recognition during event.
- Max of 5 banners (company must provide) to display at event around the race track.
- X5 Power Wheels with logo to give to raffle winner(s).
 - Opportunity to present x5 power wheels with company/organization logo to raffle winner(s).
- Social media recognition (pre-event, during event, and post-event).
- Online presence including website logo with hyperlink + direct email blast recognition.
- Opportunity to present 1st place trophies to race winners (if company chooses).
- Opportunity to provide additional prize (approved by WCPR staff) for race winner(s).
- Opportunity to host games/activities for youth during event.
- Opportunity for company/organization to include promotional material (of WCPR's approval) in racer's goodie bag.

SOLD

STAGE SPONSOR : \$1,000

(max 1)

- Company/Organization logo/ used on all print, web, and social media promotions.
- Company/organization medium logo on event t-shirt.
- Naming right of stage + On-site presence/booth space; must provide own tent.
- Verbal recognition during event.
- Max of 3 banners (company must provide) to display at event around the race track.
- X3 Power Wheels with logo to give to raffle winner(s).
 - Opportunity to present x3 power wheels with company/organization logo to raffle winner(s).
- Social media recognition (pre-event, during event, and post-event).
- Online presence including website logo with hyperlink on event page + e-blast recognition in event related emails.
- Opportunity to present 2nd & 3rd place trophies to race winners (if company chooses).
- Opportunity to host games/activities for youth during event.
- Opportunity for company/organization to include promotional material (of WCPR's approval) in racer's goodie bag.

CONTACT: RACHEL CROSSLIN

OFFICE: 615-377-6530 EXT.2118 | EMAIL: RACHEL.CROSSLIN@WILLIAMSONCOUNTY-TN.GOV

JR. RALLY SPONSORSHIP OPPORTUNITIES CONT'D

DATE:
Saturday, June 24, 2023

TIME:
9:00am - 2:00pm

LOCATION:
Franklin Recreation Center

SPONSORSHIP DEADLINE:
MAY 1ST, 2023

EVENT DESCRIPTION:
JOIN US FOR OUR FIRST ANNUAL POWER WHEELS JR. RALLY! CHILDREN AGES 2-7 ARE INVITED TO BRING THEIR PERSONAL POWER WHEEL & COMPETE IN A FRIENDLY RACE! BE SURE TO BRING YOUR "PIT CREW" TO CHEER YOUR RACER ON TO VICTORY! ALL REGISTERED PARTICIPANTS WILL START THEIR MORNING WITH "INSPECTIONS" WHERE OUR MECHANICS WILL VERIFY THAT THERE HAVE BEEN NO ENGINE MODIFICATIONS.



PIT SPONSOR: \$800 (max 1)

- Company/Organization logo used on all print, web, and social media promotions.
- Company/organization medium logo on event t-shirt
- Naming right of Pit area + On-site presence/booth space; must provide own tent.
- Verbal recognition during event.
- Max of 2 banners (company must provide) to display at event around the race track.
- X2 Power Wheels with logo to give to raffle winner(s).
 - Opportunity to present x2 power wheels with company/organization logo to raffle winner(s).
- Social media recognition (pre-event, during event, and post-event).
- Online presence including website logo with hyperlink on event page.
- Opportunity to host games/activities for youth during event.
- Opportunity for company/organization to include promotional material (of WCPR's approval) in racer's goodie bag.

SUPPORTING SPONSOR: \$500 (max 3)

- Company/Organization logo/ used on all print, web, and social media promotions.
- Company/organization medium logo on event t-shirt
- Verbal recognition during event.
- On-site presence/booth space; must provide own tent.
- X1 Power Wheels with logo to give to raffle winner(s).
 - Opportunity to present x1 power wheels with company/organization logo to raffle winner(s).
- Max of 1 banners (company must provide) to display at event around the race track.
- Social media recognition (pre-event, during event, and post-event).
- Online presence including website logo with hyperlink on event page.
- Opportunity to host games/activities for youth during event.
- Opportunity for company/organization to include promotional material (of WCPR's approval) in racer's goodie bag.

FRIENDS OF WCPR: \$250

- On-site presence/booth space; must provide own tent.
- Company/organization small logo on event t-shirt.
- Social media recognition (pre-event, during event, and post-event).
- Opportunity to host games/activities for youth during event.
- Opportunity for company/organization to include promotional material (of WCPR's approval) in racer's goodie bag.
- Online presence including website logo with hyperlink on event page.

BOOTH SPONSOR: \$150

- Day of event presence to hand out, interact + provide informational goods to attendee's.
- On-site booth space the day of event.
 - Name displayed on event sponsor or donor sign at event.
 - Name mentioned on thank you to sponsors on Facebook event page pre-event & post-event.

PHOTOGRAPHY SPONSOR: In-Kind Donation (max 1)

- For more details visit page 10. Donate your time to build your portfolio during this special event or help offset the cost of the photo booth & professional photographer.
- Logo printed on fun photo booth background.
 - Online presence including hyperlinked logo on event page.
 - Social media recognition (pre-event, during event, and post-event).
 - Verbal recognition during event.

CONTACT: RACHEL CROSSLIN

OFFICE: 615-377-6530 EXT.2118 | EMAIL: RACHEL.CROSSLIN@WILLIAMSONCOUNTY-TN.GOV




TOUCH-A-TRUCK SPONSORSHIP OPPORTUNITIES

DATE:
October 2023

EVENT DESCRIPTION:
THIS FREE, FAMILY, FRIENDLY EVENT WILL GIVE PEOPLE OF ALL AGES THE OPPORTUNITY TO SEE NEARLY 30 DIFFERENT KINDS OF LARGE-SCALE CONSTRUCTION AND PUBLIC SERVICE VEHICLES UP CLOSE.

DON'T MISS THIS FAVORITE HANDS-ON OPPORTUNITY FOR CHILDREN AND ADULTS TO EXPLORE ALL TYPES OF BIG CONSTRUCTION AND COMMERCIAL VEHICLES AND HEAR ALL OF THEIR BELLS AND WHISTLES.


WILLIAMSON COUNTY
PARKS & RECREATION

SPONSOR INFORMATION COMING SOON!

TOUCH-A-TRUCK SPONSORSHIP OPPORTUNITIES CONT'D

DATE:
October, 2023

TIME:
TBD

LOCATION:

AVERAGE ATTENDANCE:

SPONSORSHIP DEADLINE:

EVENT DESCRIPTION:

--- SPONSOR: \$
(max 1)

SUPPORTING SPONSOR: \$
(max 3)

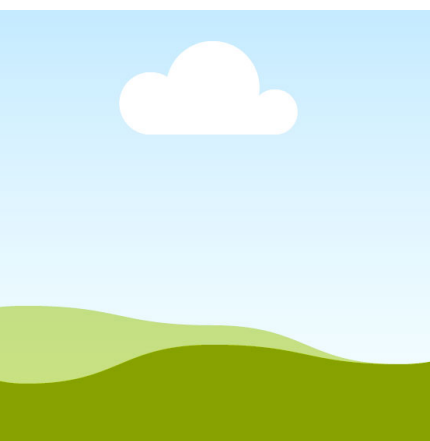
FRIENDS OF WCPR: \$ or In-Kind Donation

BOOTH SPONSOR: \$

PHOTOGRAPHY SPONSOR: In-Kind Donation
(max 1)

For more details visit page 10 Donate your time to build your portfolio during this special event or help offset the cost of the photo booth & professional photographer.

- Logo printed on fun photo booth background.
- Online presence including hyperlinked logo on event page.
- Social media recognition (pre-event, during event, and post-event).
- Verbal recognition during event.



CONTACT: EVAN SMITH

OFFICE: 615-790-5719 EXT.2028 | EMAIL: EVAN.SMITH@WILLIAMSONCOUNTY-TN.GOV

PHOTOGRAPHY SPONSOR:

This sponsorship is an in-kind sponsorship. Williamson County Parks and Recreation will offer the below benefits in exchange for professional photos. Each photography sponsor will set up their individual agreement with the sponsorship coordinator. All photographs taken as part of the sponsorship will be owned by Williamson County Parks and Recreation. All photos should be provided without a watermark or branding on them. Photographers will be recognized through the sponsorship benefits.

- *Logo printed on fun photo booth background (when applicable).*
- *Online presence including hyperlinked logo on event page.*
- *Social media recognition (pre-event, during event, and post-event).*
- *Verbal recognition during event.*

FOOD & BEVERAGE VENDOR/TRUCK:

If interested in selling food & beverages at one of our events - please review and submit the interest application located on the last page to Rachel.Crosslin@williamsoncounty-tn.gov. Once application is received, you will be contacted directly to complete remaining vendor agreement paperwork.

Event Fee's for Food & Beverage Vendors -

- *0-2 hours \$35.00*
- *2-4 hours \$70.00*
- *4+ hours \$100.00*



I'm interested in WCPR Community Activities Sponsorships!

ORGANIZATION

NAME OF CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Monetary Donation(s):

- 1)

EVENT	SPONSORSHIP LEVEL	\$ AMOUNT
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- 2)

EVENT	SPONSORSHIP LEVEL	\$ AMOUNT
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- 3)

EVENT	SPONSORSHIP LEVEL	\$ AMOUNT
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In-Kind Item(s):

1) EVENT:

ITEM DESCRIPTION:
ESTIMATED VALUE:

2) EVENT:

ITEM DESCRIPTION:
ESTIMATED VALUE:

Use this form to (a) express interest in and learn more about sponsorship opportunities, and/or to (b) specify the sponsorship opportunities you're interested in. If you're ready to be a sponsor, please complete the appropriate sponsorship information above and email copy of the completed form to: Rachel.Crosslin@williamsoncounty-tn.gov

To receive ALL benefits listed under selected event & sponsorship level chosen - we must receive completed contract and payment by deadline. We can not guarantee all sponsorship benefits listed will be met if we receive contract and payment after deadline.

Vendor Interest Application!

VENDOR NAME

NAME OF CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Event(s) Interested In:

- 1) _____
EVENT
- 2) _____
EVENT
- 3) _____
EVENT

Vendor Service(s) and/or Good(s):

1) EVENT:

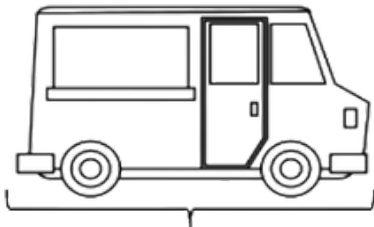
DESCRIPTION OF GOOD(S)/SERVICE(S) BEING SOLD:

Event specific questions for ALL VENDORS:

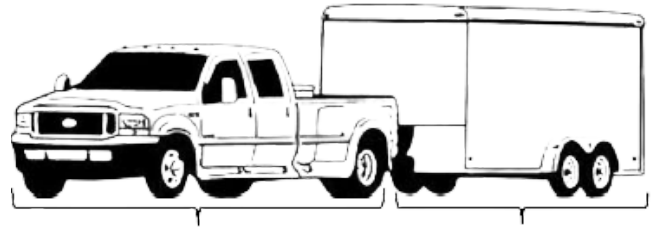
- Do you take Credit Cards? Yes No
- If selling food & beverage please, attach copy of menu you plan to serve during event.

Questions/diagram for FOOD TRUCKS ONLY:

- Your food truck must be self-sufficient. We do not have electrical nor potable water hook ups available. Will you be bringing a generator? Yes No
- Where is your generator located?
Front Back Driver Side Passenger Side
- Where do you serve from?
Back Driver Side Passenger Side
- Please circle the diagram that best represents your truck, and write the length (ft.).



Length (ft.): _____



Truck Length (ft.): _____ Trailer Length (ft.): _____

- If your food truck is pulled by a vehicle, does it de-attach when parked? Yes No

Use this form to (a) express interest in and learn more about vendor opportunities, and/or to (b) specify the event you're interested in. If you're ready to be a vendor, please complete the appropriate vendor information above and email a copy of the completed form to: Rachel.Crosslin@williamsoncounty-tn.gov

Thank You for your consideration!



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