

2024

# Sponsorship Packet

*Enriching our  
community through*



*people, parks and programs!*

*City of* **KELLER**

**Parks and Recreation**

# City of **KELLER**

## Parks and Recreation

The City of Keller features 426 total acres of parkland with 336 developed acres at 11 different park sites and more than 23 miles of hike and bike trails. Our Parks and Recreation Department also runs The Keller Pointe, a popular fitness and aquatics facility; keeps older residents having fun at the Keller Senior Activities Center; and organizes more than 25 special community events annually.

This is why we need your help as a community partner to fulfill our goal of continuing to provide our community with the highest level of service and fun, what Parks & Rec is about! Sponsorships and donations aid in delivering.....

### *Our Mission*

*Enriching our community through people, parks and programs!*

This is not just a job for us here at KPARD, it's our life. We eat, sleep, breath service. That service does not stop with how we plan and execute an event so that attendees enjoy themselves, we strive to make our vendors and sponsors happy. We pride ourselves on giving back as much as we can, in marketing and recognition, to those that support our department and events. The impact of your contribution stems much further than meets the eye. Funding goes toward additional opportunities such as park programs and activities.

Now I know what you're thinking, this is just another form of marketing that may or may not actually bring me new or more business. This isn't true! We design our sponsorships to effectively market you or your business in a non-traditional way that the community recognizes your positive support.

We stand beside our core values - excellence, integrity, service, creativity, and communication - and use them as a foundation to build our partnerships around. These are reasons why partnering with KPARD is a win-win-win; benefiting your business, our community, and our department.

### *Be A Friend Of The Park*

Invest in a sponsorship or donate today to KPARD. Your assistance helps to support, preserve the legacy, and enhance our parks, programs, and events in more ways than we can say THANK YOU!

— *Jordan Dawson*  
*Recreation Supervisor*





## Fishing For Fun

**Date:** January 13 and June 1

**Time:** 9 am to 11:30 am

**Location:** Bear Creek Park (January) and Keller Town Hall Pond (June)

**Estimated Attendance:** 2,000 (total)

**Supplies/Purchases:** Trout, Catfish, prizes and fishing supplies.

**Sponsorship Level:** Prize Sponsor - \$250 (per month)

**Fish Stocking Sponsor - \$2,000**

**Sponsor Benefits:** Logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Daddy Daughter Dance

**Date:** February 2 and 3

**Time:** 6 pm to 10 pm

**Location:** Keller Senior Activities Center

**Estimated Attendance:** 800

**Supplies/Purchases:** Food, decor, DJ and rentals such as pipe and drape.

**Sponsorship Level:** Event Sponsor - \$2,000

**Entertainment Sponsor - \$1,000**

**Food Sponsor - \$800 or in-kind**

**Sponsor Benefits:** Logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Mother Son Game Night

**Date:** March 16

**Time:** 5:00 pm to 10:00 pm

**Location:** Keller Senior Activities Center

**Estimated Attendance:** 400

**Supplies/Purchases:** Food, games, nerf guns, and bounce houses.

**Sponsorship Level:** Event Sponsor - \$1,000

**Nerf Sponsor - \$800**

**Food Sponsor - \$800 or in-kind**

**Bounce House Sponsor - \$500**

**Game Sponsor - \$500**

**Sponsor Benefits:** Logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Egg Scramble

**Date:** March 23

**Time:** 8 am to 11:30 am

**Location:** Bear Creek Park

**Estimated Attendance:** 6,000

**Supplies/Purchases:** Plastic eggs, candy, prizes, bounce houses, restrooms and bunny costume.

**Sponsorship Level:** Prize Sponsor - \$800

**Pictures with the Easter Bunny Sponsor - \$600**

**Kids Zone Sponsor - \$500**

### **Sponsor Benefits:**

**Prize Sponsor receives** - Signage at prize canopy, logo inside all prize eggs and logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Pictures with Easter Bunny Sponsor receives** - Signage at pictures with the Easter Bunny, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Kids Zone Sponsor receives** - Signage at kids zone, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Family Camp Out

**Date:** April 13-14

**Time:** 5 pm to 10 am

**Location:** Keller Town Hall

**Estimated Attendance:** 800

**Supplies/Purchases:** Scavenger hunt prizes, s'more supplies, story-tellers, plates and silverware.

**Sponsorship Level:** First Aid Sponsor - provide staff to camp at event and provide first aid

**S'more Sponsor - \$500**

**Scavenger Hunt Sponsor - \$500**

**Breakfast Sponsor - \$800**

### **Sponsor Benefits:**

**First Aid Sponsor receives** - Signage at first aid station, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**S'more Sponsor receives** - Signage at s'more station, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Scavenger Hunt Sponsor receives** - Signage at event headquarters, logo on all scavenger hunt sheets, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Breakfast Sponsor receives** - Signage at event headquarters and breakfast area, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Trash Bash

**Date:** April 27 & October 19

**Time:** 9 am to 11 am

**Location:** Bear Creek Park

**Estimated Attendance:** 500

**Supplies/Purchases:** Trash bags, lunch, t-shirts, vests and gloves.

**Sponsorship Level:** T-Shirt Sponsor - \$800 (per month)

Food Sponsor - \$500 (per month)

### **Sponsor Benefits:**

**T-Shirt Sponsor receives** - Signage at event, large scale logo on t-shirt, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Food Sponsor receives** - Signage at event, medium scale logo on t-shirt, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Keller Summer Nights

**Date:** June 6, 13, 20, & 27

**Time:** 7 pm to 11 pm

**Location:** Keller Town Hall

**Estimated Attendance:** 2,500 (each week)

**Supplies/Purchases:** Entertainment, movie rights, movie screen, banners, restrooms and generators.

**Sponsorship Level:** Stage Sponsor - \$4,000

Movie Sponsor - \$1,500 per week

Entertainment Sponsor - \$1,000 per week

### **Sponsor Benefits:**

**Stage Sponsor receives** - Logo on stage banner for 5 weeks, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Movie Sponsor receives** - Signage in front of movie screen during the week(s) sponsored, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Entertainment Sponsor receives** - Signage in front of stage during the week(s) sponsored, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.





## Keller Lights

**Date:** July 3

**Time:** 5 pm to 10 pm

**Location:** Keller Town Hall

**Estimated Attendance:** 30,000

**Supplies/Purchases:** Entertainment, fireworks, banners, restrooms and generators.

**Sponsorship Level:** Presenting Sponsor - \$15,000

**Firework Sponsor - \$5,000 (up to 4)**

**Stage Sponsor - \$2,500 (up to 4)**

**Entertainment Sponsor - \$1,500 (up to 4)**

### **Sponsor Benefits:**

**Presenting Sponsor receives** - Exclusive sponsorship with the event being called Keller Lights presented by "Your Business", logo on upper stage banner, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Firework Sponsor receives** - Logo on stage banner, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Stage Sponsor receives** - Logo on stage banner, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Entertainment Sponsor receives** - Signage in front of stage during the event, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Yappy Hour

**Date:** Thursdays in September

**Time:** 5:30 pm to 7 pm

**Location:** K-9 Pointe

**Estimated Attendance:** 3,000 (per month)

**Supplies/Purchases:** Cups, beverages, restrooms and signage.

**Sponsorship Level:** \$200 per week

**Sponsor Benefits:** Logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Date Night In The Park

**Date:** October 5

**Time:** 6 pm to 10 pm

**Location:** Bear Creek Park

**Estimated Attendance:** 400

**Supplies/Purchases:** Entertainment, food, beverages, decor, up-lighting, tables and chairs.

**Sponsorship Level:** Entertainment Sponsor - \$1000

Event Sponsor - \$500 (limited to 4)

### **Sponsor Benefits:**

**Entertainment Sponsor receives** - Signage at entertainment area, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Haunted Camp Out

**Date:** October 19-20

**Time:** 12 pm to 10 am

**Location:** Bear Creek Park

**Estimated Attendance:** 1,500

**Supplies/Purchases:** Costume contest prizes, tent decorating prizes, s'more supplies, and restrooms.

**Sponsorship Level:** Costume Contest Sponsor - \$500

Tent Decorating Contest Sponsor - \$500

Scavenger Hunt Sponsor - \$500

Breakfast Sponsor - \$800

S'more Sponsor - \$1000

Movie Sponsor - \$1,000

### **Sponsor Benefits:**

**Costume Contest Sponsor receives** - Signage at stage, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Tent Decorating Contest Sponsor receives** - Signage at stage, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Scavenger Hunt Sponsor receives** - Signage at tent, special scavenger hunt mission specific to you, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Haunted Camp Out Cont.

**S'more Sponsor receives** - Signage at s'more station, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Breakfast Sponsor receives** - Signage at event headquarters and breakfast area, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Movie Sponsor receives** - Signage at and on the movie, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.



## Flannel Fest

**Date:** November 2

**Time:** 10 am to 8 pm

**Location:** Bear Creek Park

**Estimated Attendance:** 7,500

**Supplies/Purchases:** Generators, tents, restrooms, beverages, production, entertainment, t-shirts and banners.

**Sponsorship Level:** Cornhole Tournament Sponsor - \$1,000 (limited to 2)

**First Aid Sponsor** - Provide first aid with supplies during event

**Entertainment Sponsor** - \$1,000 (limited to 4)

**Kid Zone Sponsor** - \$1,000 (limited to 2)

**Koozie/Cup Sponsor** - \$1,000 (limited to 2)

**Stage Sponsor** - \$2,500

### **Sponsor Benefits:**

**Cornhole Tournament Sponsor receives** - Signage at tournament area, logo on swag/prizes, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**First Aid Sponsor receives** - Signage at first aid station, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Entertainment Sponsor receives** - Signage at entertainment area, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Kids Zone Sponsor receives** - Signage at kids zone, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Koozie/Cup Sponsor receives** - Signage at beverage tent, logo on koozies/cups, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Stage Sponsor receives** - Logo on stage banner, logo on event t-shirt, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.





# Holly Days

**Date: December 6**

**Time: 6 pm to 10 pm**

**Location: Keller Town Hall**

**Estimated Attendance: 10,000**

**Supplies/Purchases: Laser show, kid zone, fencing, restrooms, generators, stage, lights, production, entertainment, banners, and decor.**

**Sponsorship Level: Santa Scurry Sponsor - \$500 (up to 4)**

**Parade Sponsor - \$800**

**Kid Zone Sponsor - \$1,000 (up to 4)**

**Main Stage Sponsor - \$1,000**

**Pictures with Santa Sponsor - \$1,000**

**Fireworks Sponsor - \$5,000 (up to 4)**

## **Sponsor Benefits:**

**Santa Scurry Sponsor receives** - Logo on event t-shirt, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Parade Sponsor receives** - Signage at the beginning of the parade, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Kid Zone Sponsor receives** - Signage at attraction picked, logo on flyer and all event marketing material including email blasts, website, and social media, and exclusive event presence with complimentary booth space.

**Main Stage Sponsor receives** - Signage at main stage, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Pictures with Santa Sponsor receives** - Signage at Santa's Stage, logo on flyer and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

**Fireworks Sponsor receives** - Signage and logo at all stages, flyers and all event marketing material including email blasts, website, and social media and exclusive event presence with complimentary booth space.

# Sponsorship Application

## Fishing For Fun

- January Prize Sponsor- \$250
- June Prize Sponsor- \$250
- Fish Stocking Sponsor - \$2,000

## Daddy Daughter Dance

- Entertainment - \$1000
- Food Sponsor - \$800
- Event Sponsor - \$2,000

## Mother Son Game Night

- Event Sponsor - \$1,000
- Nerf Sponsor - \$800
- Food Sponsor - \$800
- Bounce House Sponsor - \$500
- Game Sponsor - \$500

## Egg Scramble

- Kids Zone: \$500
- Pictures with Easter Bunny: \$600
- Prize Sponsor: \$800

## Family Camp Out

- S'more Sponsor - \$500
- Scavenger Hunt Sponsor - \$500
- Breakfast Sponsor - \$800

## Trash Bash

- T-shirt Sponsor April - \$800
- Food Sponsor April - \$500
- T-shirt Sponsor October - \$800
- Food Sponsor October - \$500

## Keller Summer Nights

- Stage Sponsor - \$4,000
- June 6:  Entertainment  Movie
- June 13:  Entertainment  Movie
- June 20:  Entertainment  Movie
- June 27:  Entertainment  Movie

## Keller Lights

- Presenting: \$15,000
- Firework: \$5,000
- Stage: \$2,500
- Entertainment: \$1,500

## Yappy Hour

- September Sponsor - \$200 per week
- Week 1  Week 2
- Week 3  Week 4

## Date Night

- Entertainment Sponsor - \$1,000
- Event Sponsor - \$500

## Haunted Camp Out

- Costume Contest Sponsor - \$500
- Tent Decortating Contest Sponsor - \$500
- Scavenger Hunt Sponsor - \$500
- Breakfast Sponsor - \$800
- S'more Sponsor - \$1,000
- Movie Sponsor - \$1,000

## Flannel Fest

- Cornhole Tournament Sponsor - \$1,000
- Entertainment Sponsor - \$1,000
- Koozie/Cup Sponsor - \$1,000
- Kid Zone Sponsor - \$1,000
- Stage Sponsor - \$2,500

## Holly Days

- Santa Scurry Sponsor - \$500
- Parade Sponsor - \$800
- Kid's Zone Sponsor - \$1,000
- Main Stage Sponsor - \$1,000
- Pictures with Santa Sponsor - \$1,000
- Firework Sponsor: \$5,000

Vendor/Business Name

Contact Name

Address

City State Zip

Phone Number

Email

**Total Due:** \_\_\_\_\_

Payment Information:

- Visa  MC  Check  Cash

Card # \_\_\_\_\_

EXP: \_\_\_\_\_ CVC: \_\_\_\_\_ Check #: \_\_\_\_\_

### For Department Use Only:

Date Received: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Type of Payment: \_\_\_\_\_

Received By: \_\_\_\_\_

For questions or more information about pricing or specific event information, please contact Jordan Dawson, Recreation Supervisor, at 817-743-4054 or at [jdawson@cityofkeller.com](mailto:jdawson@cityofkeller.com)

# City of **KELLER**

## Parks and Recreation

# Submitting Application



### Electronically

FAX: 817-743-4193

EMAIL: [jdawson@cityofkeller.com](mailto:jdawson@cityofkeller.com)



### By Mail

Keller Parks & Recreation

ATTN: Sponsorship Packet 2020

P.O. Box 770

Keller, TX 76244



### Delivered

Keller Town Hall

Keller Parks & Recreation Department

1100 Bear Creek Parkway

Keller, TX 76248

## Keller Parks & Recreation Sponsorship Waiver:

The undersigned sponsor warrants that sponsor is the sole owner of the merchandise or brand exhibited at event. It is understood that the City of Keller merely arranges for the exhibition and sale of merchandise and assumes no responsibility for safekeeping or protection of it. In consideration of and to induce the arranging by the city for exhibition and sale of this merchandise, the undersigned vendor does hereby release the city from any claim, action, demand, or liability arising out of any conduct of any nature of the city, or its agents, including its asserted failure to exercise ordinary care, and does hereby indemnify, assume the responsibility for and by, any person for expense or damage arising from the exhibition and/or sale of the merchandise.

It is understood that the City of Keller is giving space to the sponsor for the display and sale of merchandise and the city assumes no responsibility for the supervision or guarding of the rented space or protection of same.

No refunds will be granted after 45 days prior to event's registered for. Request for refund must be in writing.

All information subject to change.

I \_\_\_\_\_ understand that all decisions of Keller Parks & Recreation are made in keeping with the overall objectives and quality of the events and that all decisions are final.

Signature \_\_\_\_\_ Date \_\_\_\_\_