

Wisconsin Dells & Lake Delton Parks and Recreation Department



"2013 Brewer Trip"

Sponsorship Program



608.254.7458

www.citywd.org

tmeister@dellsnet.com

SPECIAL EVENTS

- Glow-in-the-Dark Easter Egg Hunt
- Movies in the Park
- Winter Rec Fest (2015 event)
- Pool Party
- Rec Trek Amazing Race

YOUTH SPORTS/KIDZ KLUB

- Little League (Spring/Summer)
- Coach Pitch (Spring/Summer)
- Flag Football (Fall)
- Soccer (Fall/Spring)
- T-Ball (Summer)
- Youth Basketball (Fall/Winter)

Thank you for taking the time to review the sponsorship opportunities available with the Wisconsin Dells & Lake Delton Parks & Recreation Department. We hope that you find our sponsorship program to be a great way for your company and/or family to support the Parks & Recreation Department which continues to help make the Wisconsin Dells area a great place to live, work, and play.

Wisconsin Dells & Lake Delton
Parks & Recreation Dept.
722 Michigan Avenue
Wisconsin Dells, WI 53965



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**** Actual advertising banner at Baseball Field ****

PLATT'S GARAGE *Our business is picking up!*

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1003 Washington Ave.
Wisconsin Dells, WI 53965

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KIDZ KLUB



Kidz Klub

100 different children have attended the Kidz Klub Summer Day Camp or After School Program in 2013. There are many different ways that you can help sponsor the Kidz Klub Program. One way to sponsor would be to sponsor a child's fee to attend Kidz Klub. Your business would then be mentioned in an email to all parents, monthly newsletter, and newspaper. Otherwise, we accept many in-kind donations. We have several listed below. Please inquire on anything not listed!

****SPONSOR DEADLINE: Ongoing****

In-Kind Donations accepted for this event include:

- * Kidz Klub Reward Party (pizza party, bowling, etc.)
- * Arts and Craft Supplies (markers, crayons, paper, glue, etc.)
- * Active Play Equipment (gator balls, kickballs, hula hoops, etc.)
- * Candy/Prizes (For our B.U.G. reward program)
- * Board Games
- * Guest Speakers
- * Storage Equipment (buckets, cabinets)
- * Field Trips
- * There are many different things that we take for Kidz Klub. If you are unsure if we would take an item please call!

Sponsor a Child:

Would you like to sponsor a child to be able to participate in Kidz Klub? Our Sponsor a child program is listed below.

Option 1: \$50/month – sponsor 1 child at an average of 2.5 days a wk

Option 2: \$100/month – sponsor 1 child at an average of 5 days a wk

Option 3: \$175/month – sponsor 2 children at an average of 5 days a wk

Kidz Klub Program Mission:

Our mission is to provide a safe, fun, affordable and educational opportunity for the residents of the school district of Wisconsin Dells. All our activities will be designed to meet the needs of the families participating in the after school program. We will provide a variety of activities from homework time, free play, arts and crafts, group games and more. We will take advantage of the opportunity to develop socialization skills, cognitive growth, character, independence and a positive self-image.

SPECIAL EVENTS

Glow-in-the-Dark Easter Egg Hunt



Movies In The Park



Pool Party



EXCLUSIVE MULTI-SPECIAL EVENT SPONSOR

\$5,000 (Only 1 package available)

**** This exclusive sponsorship opportunity is for sponsoring all 5 of our special events. Your business would get the following exposure for all 5 events:**

Recognition at all 5 Events

- * Two (2) 8' x 3' custom banners with sponsor's name and company logo will be prominently displayed at all special events. (Banners provided by Dells/Delton Parks & Recreation artwork provided business)
- * One (1) 10' x 10' canopy with table and two chairs will be provided at the event for sponsor to distribute information about their company (if desired).
- * Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply).
- * Verbal recognition of sponsorship at event

Online Recognition

- * Sponsor's logo and a link to their website will be displayed on the Park & Recreation homepage and Special Event page of City website.
- * Recognition and link provided on Parks & Recreation Facebook Page.
- * Recognition, logo, and link on the one months e-newsletter going out to 1000 emails

Print Recognition

- * Inclusion in all press releases sent to print, radio, and TV two weeks prior to each event
- * Thank you letter to the editor written from the Parks & Recreation Dept in the Dells Events within 2 weeks of event.

Advertising

- * Two 3.5" full color advertisements in our Park & Rec Program Guide. One ad in Spring/Summer guide and one in Fall/Winter guide. **(\$450 Value)**
- * Two Advertising banners at two Baseball Fields for 3 years **(\$900 Value)**

VIP Benefits

- * 1 Free Dells/Delton Family Pool Pass
- * 50% off of any Youth Sports sponsorship package (Excluding little League)

SPECIAL EVENTS

- Glow-in-the-Dark Easter Egg Hunt
- Movies in the Park
- Winter Rec Fest (2015 event)
- Pool Party
- Rec Trek Amazing Race

Combination Sponsorship Packages Available

Would you like to sponsor both special events and Youth Sports Teams? Please inquire with the Park & Rec Department. 254-7458 or tmeister@dellsnet.com



PLATINUM SINGLE EVENT SPONSOR

\$1,000

Recognition at Event

- * One (1) 8' x 3' custom banner with sponsor's name and company logo will be prominently displayed at the event. (Banner provided by Dells/Delton Parks & Rec. artwork provided by business)
- * One (1) 10' x 10' canopy with table and two chairs will be provided at the event for sponsor to distribute information about their company (if desired).
- * Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply).
- * Verbal recognition of sponsorship at event

Online Recognition

- * Sponsor's logo and a link to their website will be displayed on the Park & Recreation homepage and Special Event page of City website.

Print Recognition

- * Inclusion in all press releases sent to print, radio, and TV two weeks prior to each event
- * Thank-you letter to the editor written from the Parks & Recreation Dept included in the Dells Events within 2 weeks of event.

Advertising

- * One Advertising banner at Baseball Field for 3 years (**\$500 Value**)

VIP Benefits

- * 1 Free Dells/Delton Family Pool Pass (**\$100-\$150 Value**)

GOLD SPONSOR

\$500

Recognition at Event

- * One half of 8' x 3' custom banner with sponsor's name and company logo will be prominently displayed at the event. You would share banner with another Gold Level Sponsor. (Banners provided by Dells/Delton Parks & Recreation artwork provided business)
- * Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply).
- * Verbal recognition of sponsorship at event.

Online Recognition

- * Sponsor's logo will be displayed on the Park & Recreation homepage and Special Event page of City website.

Print Recognition

- * Thank-you letter to the editor written from the Parks & Recreation Dept included in the Dells Events within 2 weeks of event.

SILVER SPONSOR

\$250

Recognition at Event

- * Verbal recognition of sponsorship at event

Online Recognition

- * Sponsor's logo will be displayed on the Park & Recreation homepage and Special Event page of City website.

Print Recognition

- * Thank-you letter to the editor written from the Parks & Recreation Dept included in the Dells Events within 2 weeks of event.

Glow-in-the-Dark Easter Egg Hunt

SPECIAL EVENTS

- Glow-in-the-Dark Easter Egg Hunt
- Movies in the Park
- Pool Party
- Winter Rec Fest (2015 event)
- Amazing Race

Over 500 people participated in this event in 2013. The event is designed for all families. This program is advertised to the local residents and tourists. Last year we had roughly 150 tourists at the event. Sponsorship in this event will help defray the cost of candy, eggs, crafts, Easter Bunny, and other activities at the event. This event is coordinated by the Wisconsin Dells Parks & Recreation Department.

This is a 3 hours event that has concessions, pictures with the Easter bunny, bounce house, easter egg dyeing, and other fun activities. Then we finish off with the Glow-in-the-Dark Easter Egg Hunt. This event takes place at Bowman Park. Gain exposure and visibility for your business at our special event.

****SPONSOR DEADLINE: MARCH 1****

In-Kind Donations accepted for this event include:

- * Inflatable jumping device
- * DJ/audio services at the park
- * Plastic Easter eggs
- * 1.5 in Glow Sticks
- * Bags of candy/Easter baskets
- * Door Prizes (gift certificates, give aways, etc.)
- * Food and/or drink
- * Volunteers for before, during, and after event.



Due to snow, we held the event at the Rec Center in 2013

SPECIAL EVENTS

- Glow-in-the-Dark Easter Egg Hunt
- Movies in the Park
- Pool Party
- Winter Rec Fest (2015 event)
- Amazing Race



Movies in the Park

Over 200 people participated in this event in 2013. The event is for families with children and takes place at Bowman park. We place a 20-30 ft. movie screen by the bandshell, and show a newer released family friendly movie based on community input.

Sponsorship of this event will help defray the cost of the movie license fee and the cost of outside company that comes in to put on the movie.

****SPONSOR DEADLINE: JULY 1****

In-Kind Donations accepted for this event include:

- * Inflatable jumping device
- * DJ/audio services at the park
- * Movie screen, projector, and audio equipment
- * Volunteers from your organization
- * Gift certificates for door prizes
- * Concessions



Pool Party

Over 50 people participated in the Pool Party in 2013. 2013 was our first pool party and it rained, so we are hoping for a better turnout. This event takes place at the Municipal Pool.

Sponsorship in this event will help defray the cost of the band, concessions, and contest prizes.

****SPONSOR DEADLINE: MAY 16****

In-Kind Donations accepted for this event include:

- * DJ/audio/band services at the park
- * Volunteers from your organization
- * Gift certificates for door prizes
- * Concessions

SPECIAL EVENTS

- Glow-in-the-Dark Easter Egg Hunt
- Movies in the Park
- Pool Party
- Winter Rec Fest (2015 event)
- Amazing Race



Winter Rec Fest

Winter of 2014 will be our first year putting on our Winter Rec Fest. We are expecting over 200 people to attend this event. This event will include an ice sculpting demonstration, broomball tournament, snowman building competition, jack wax, concessions, snow shoeing, sledding and more. This event takes place at Bowman Park.

Sponsorship in this event will help defray the cost of materials, concessions, ice sculpting, and contest prizes.

***If your business helps sponsor this event you will receive an ice sculpture designed specifically for you to be displayed at your business. (Must be Gold Level Sponsor or above).*

****SPONSOR DEADLINE: DECEMBER 15****

In-Kind Donations accepted for this event include:

- * Broomball equipment
- * Snow Shoes
- * Sleds
- * Concessions
- * Gift certificates
- * Snowman Building materials



Dells/Delton Amazing Race

Spring of 2014 will be our first year putting on the “Dells/Delton Amazing Race.” This program will take place just like the hit TV show. We will have teams drive around town performing different activities. The winners of the race will receive a prize. Our intent is to have participants visit a number of local businesses so volunteering your business as a “station” is a way to sponsor as well! We will partnering with Sauk Prairie, as well as advertising the event with Reedsburg and Baraboo Park and Rec Depts.

****SPONSOR DEADLINE: APRIL 12****

In-Kind Donations accepted for this event include:

- * Utilizing your place of business as a stop along the route
- * Door prizes/grand prize
- * Volunteers to help with the event

YOUTH SPORTS

- Little League (Spring/Summer)
- Coach Pitch (Spring/Summer)
- Flag Football (Fall)
- Soccer (Fall/Spring)
- T-Ball (Summer)
- Youth Basketball (Fall/Winter)



Youth Sports Team Sponsorships

Be part of the action with Wisconsin Dells & Lake Delton Parks & Recreation Department. Sponsoring Youth Sports teams helps display your community pride, defray the cost of uniforms and equipment, and advertise your business. All levels of sponsorship will receive the following recognition.

Sponsor Recognition

- * Sponsor's name or logo (if applicable) on participant t-shirts/jerseys
- * Recognition picture and frame to display at your business

Website Recognition

- * Inclusion in "Thank You to our Sponsors" on our website
- * Team pictures on our website.

Print Recognition

- * A Thank You to our Sponsors will be placed in the Dells Events Newspaper

Per Team/League Sponsorships

	<u>Per Team</u>	<u>League</u>
A. Little League	\$375/team	
B. Coach Pitch	\$250/team	
C. Flag Football	\$100/team	\$400
D. Youth Soccer	\$100/team	\$400
E. T-Ball	\$100/team	\$400
F. Youth Basketball	\$100/team	\$400

** A League Sponsorship will include all teams in that program. Your business would be on ALL shirts.

Multi-Sport Sponsorship Packages

**Please refer to the letter designations above.

A and B	\$575
A and C,D,E, or F	\$450
B and C,D,E, or F	\$325
C, D, E, and F	\$350

** Team only, not league sponsorship.

YOUTH SPORTS

- Little League (Spring/Summer)
- Coach Pitch (Spring/Summer)
- Flag Football (Fall)
- Soccer (Fall/Spring)
- T-Ball (Summer)
- Little Hoopers (Fall/Winter)



Future park projects that can be sponsored or built include:

- Batting cages
- Bull Pens/ Practice pitching mounds.



Little League/Coach Pitch

Over 125 kids participate in our Little League and Coach Pitch programs. Between Little League and Coach Pitch there are 10 possible teams to sponsor. This program begins in Spring of each year. With your sponsorship, your business logo will be placed on the team jersey. You may also help pick a jersey color that fits the color of your business.

****SPONSOR DEADLINE: MARCH 14****

In-Kind Donations accepted for this program include:

- * Baseball Bats/Baseball Gloves
- * Hitting T's
- * Bat racks and bat bags
- * Baseballs



T-Ball

Up to 100 kids every year have signed up for our Summer T-ball program in the last few years. With your sponsorship, your business logo will be placed on the jersey. As a sponsor you can either sponsor the whole program or an individual team.

****SPONSOR DEADLINE: JUNE 2****

In-Kind Donations accepted for this program include:

- * T-ball bats (foam)
- * Tennis Balls or foam balls
- * Hitting T's /Hula Hoops
- * Baseball Gloves
- * Throw Down Bases



Youth Basketball

84 children participated in the Little Hoopers Basketball program last year. This a 6 week program for grades 1st - 3rd boys and girls. With your sponsorship, your business logo will be placed on the jersey. As a sponsor you can either sponsor one team, one grade, or the entire program.

****SPONSOR DEADLINE: OCTOBER 17****

In-Kind Donations accepted for this event include:

- * Basketballs/Pinnies

YOUTH SPORTS

- Little League (Spring/Summer)
- Coach Pitch (Spring/Summer)
- Flag Football (Fall)
- Soccer (Fall/Spring)
- T-Ball (Summer)
- Little Hoopers (Fall/Winter)



Youth Flag Football

Over 60 kids take part in either our Little Gridders Flag Football or 3rd & 4th Grade Flag Football programs. Our Flag Football programs are for grades 1st - 4th. Our 3rd & 4th Grade league splits up and has separate practices and games days against one another. With your sponsorship, your business name will be written on the back of the shirt where the player name normally is placed.

**** SPONSOR DEADLINE: AUGUST 15****

In-Kind Donations accepted for this program include:

- * Junior Size Footballs
- * Kicking Tees
- * "Flag Tag" Flag Belts



Youth Soccer

Over 130 kids took part in our Pee-Soccer Camp, Little Kickers, U8 or U10 program last year. These programs include grades 4K - 4th. With your sponsorship, your business logo will be placed on the back of the shirt. As a sponsor you can either sponsor one team or an entire program. The U10 sponsorship costs more due to using a jersey instead of t-shirt. U10 plays other communities such as Baraboo, Poynette, Westfield and Montello.

**** SPONSOR DEADLINE: AUGUST 15****

In-Kind Donations accepted for this program include:

- * Size 3, 4, and 5 soccer balls
- * Corner Flags
- * Goals (ask park and rec for sizes)

