

Plymouth Parks & Recreation  
**SPONSORSHIP PROGRAM**

Dear Business or Organization Representative,

The City of Plymouth hosts a variety of community events throughout the year, bringing people together to foster community identity and pride with fun and exciting activities. These events would not be possible without the support and partnership of local community businesses and organizations. This is an invitation for you to partner with us and promote your organization or business in conjunction with Plymouth events.

As an event sponsor, your organization will receive visibility through a variety of marketing materials, event signage and/or media coverage. Included in this mailing is a sponsorship opportunities flyer which indicates the different promotional benefits your company would receive at each sponsorship level. Also included, is a sponsorship pledge form for your convenience.

Hopefully, you will find a sponsorship opportunity that suits your company's vision and interest from those indicated. However, if what is presented doesn't fit with your organization's interests but you would like to partner in another way, please contact me at your earliest convenience. Sponsorship opportunities are limited in number. Therefore, we encourage you to contact us to discuss your sponsorship as soon as possible to ensure you receive the sponsorship level of your choice.

Note: Inclusion on marketing materials and press releases for individual events is dependent on the timeliness of the sponsorship pledge submission. Please contact me at your earliest convenience to determine availability and appropriate timelines for the sponsorship opportunity of your choice.

Thank you for your time and consideration.

Sincerely,



Regina Michaud

Recreation Manager

Plymouth Parks and Recreation Dept

763-509-5228

[rmichaud@plymouthmn.gov](mailto:rmichaud@plymouthmn.gov)

# Plymouth Parks & Recreation

## SPONSORSHIP PROGRAM

### mission statement

Enhancing the quality of life for all residents. Fostering individual and community development in all aspects: physical, mental, social & environmental.

### partnership opportunities

By partnering with public and private organizations, we are able to enhance our events and add to the quality of life for all residents while promoting and benefiting area businesses.

### 2014 Event Packages

(Event packages are grouped to provide sponsors equal exposure & promotional opportunities at respective sponsorship levels)

#### FALL

Plymouth on Parade  
Plymouth Arts Fair  
Pet Expo  
Halloween at the Creek

#### WINTER / SPRING

Old Fashioned Christmas  
New Years Eve Event  
Fire & Ice  
Primavera

#### SUMMER

Summer Package 1  
Summer Concert Series  
Kids Concerts  
Happy B-Day America Parade  
Summer Carnival  
  
Summer Package 2  
Water Ski Shows  
Prairie Fire Children's Theatre  
Movies in the Park  
Naturalists

#### FARMERS MARKET PROGRAM

Note: Concert series does not include Music in Plymouth.

LEVELS OF SPONSORSHIP	Platinum \$6000+	Gold \$3000+	Silver \$1500+	Bronze \$750+
Plaque and recognition before City Council	X			
Included in seasonal recognition of sponsors in the Parks & Recreation Activity Guide (mailed 3 times per year to 32,000+ households).*	X	X		
Sponsor tent/table at the event of your choice (limited to one sponsor at each event, first-come first-serve basis).*	X	X	X	
Included on sponsor banners displayed during each event (reach up to 40,000+ attendees, dependent on sponsorship level).*	X	X	X	
Included in all marketing materials including event mailers (mailed out for each individual event to 32,000+ households).*	X	X	X	X
Included on sponsor board listings and signage at events.*	X	X	X	X
Included in annual recognition of sponsors in Sun Sailor Newspaper.	X	X	X	X
Included in all press releases regarding sponsorship acknowledgement.*	X	X	X	X

\*Applies only to the events indicated in the sponsorship level package chosen. Inclusion of logo on banner and in the activity guide and mailers is dependent on timeliness of sponsorship and logo submission.

### thank you

Thank you in advance for your tax deductible donation! Deductible under 26USC170 (C).

please contact Regina Michaud, Recreation Manager at 763-509-5228 or rmichaud@plymouthmn.gov if you have any questions or would like further information.

PLYMOUTH PARKS & RECREATION  
www.plymouthmn.gov/sponsors

# Plymouth Parks & Recreation

# SPONSORSHIP PLEDGE FORM

## LEVELS OF SPONSORSHIP

### PLATINUM \$6000+

Includes all events listed except the Farmers Market Program.

- Fall, Winter / Spring,  
Summer Package 1 & 2

### GOLD \$3000+

Seasonal Events Package.  
Choose one of the following.

- Fall, Winter / Spring  
 Summer Package 1 & 2

### SILVER \$1500+

Choose one of the following.

- Fall  
 Winter / Spring  
 Summer Package 1  
 Summer Package 2  
 Farmers Market

### BRONZE \$750+

Individual Events. Choose one of the following.

- Pet Expo (Oct: TBD)  
 Halloween at the Creek (Oct 31)  
 Plymouth Art Fair (Nov: TBD)  
 Old Fashioned Christmas (Dec 7)  
 New Years Eve Event (Dec 31)

## 2014 Event Packages

(Event packages are grouped to provide sponsors equal exposure & promotional opportunities at respective sponsorship levels)

### FALL

Plymouth on Parade  
Plymouth Arts Fair  
Pet Expo  
Halloween at the Creek

### WINTER / SPRING

Old Fashioned Christmas  
New Years Eve Event  
Fire & Ice  
Primavera

### SUMMER

Summer Package 1  
Summer Concert Series  
Kids Concerts  
Happy B-Day America Parade  
Summer Carnival

### Summer Package 2

Water Ski Shows  
Prairie Fire Children's Theatre  
Movies in the Park  
Naturalists

### FARMERS MARKET PROGRAM

Note: Concert series does not include Music in Plymouth.

BUSINESS/ORGANIZATION NAME \_\_\_\_\_

BUSINESS/ORGANIZATION ADDRESS \_\_\_\_\_

MAIN CONTACT NAME \_\_\_\_\_

CONTACT PHONE NUMBER \_\_\_\_\_

CONTACT EMAIL ADDRESS \_\_\_\_\_

PAYMENT TYPE: (payment may be submitted by check or credit card)

AMOUNT \$ \_\_\_\_\_

CHECK: Make Checks payable to the "City of Plymouth"

CREDIT CARD: Circle One

Visa      MasterCardDiscover      American Express

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp Date \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

Please return form to:  
Plymouth Parks & Recreation  
Attn: Sponsorship Program  
3400 Plymouth Blvd  
Plymouth, MN 55447

Fax: 763-509-5207

thank you

Thank you in advance for your tax deductible donation! Deductible under 26USC170 (C).

please contact Regina Michaud, Recreation Manager at 763-509-5228 or rmichaud@plymouthmn.gov if you have any questions or would like further information.

PLYMOUTH PARKS & RECREATION

www.plymouthmn.gov/sponsors