



CITY OF LOCUST PARKS & RECREATION

Sponsorship Opportunities



Help make Locust a great place to live, work and play.



PARKS & RECREATION STAFF

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186 Ray Kennedy Drive

PO Box 190

Locust, NC 28097

(704) 888-5260

www.locustnc.com

SPONSORSHIP OPPORTUNITIES

It is through the generous sponsorships provided by local businesses that the City of Locust Parks & Recreation department is able to create events and programs for our residents. Sponsorships are available for programs and business signs displayed in our athletic complex. In addition to the events, programs and athletics listed here, we are always looking to add new programming for our community.

If your business is interested in being a sponsor, please contact Jessica Honeycutt, Program Coordinator, at jhoneycutt@locustnc.gov for more details.



WHY SHOULD YOU CHOOSE SPONSORSHIP?

Is your business seeking an opportunity to connect with the Locust community?

Sponsorship marketing offers a unique approach to reaching your target audience in innovative ways while enhancing brand awareness. By partnering with Locust Parks & Recreation to sponsor events and/or athletic programs, you demonstrate your commitment to improving the quality of life for both residents and visitors in our city.

This packet includes a variety of sponsorship options at different price points. We value our sponsors and are committed to working closely with you to design a campaign that effectively reaches your target audience through our wide range of sponsorship opportunities. Aligning your business with our already popular and successful events and athletic programs will help you maximize your marketing investment.

EVENT SPONSORSHIPS START AT \$50 AND GO UP TO \$2,000

**The benefits noted below are dependent on sponsorship level chosen*

Brand visibility including:

- Logo placement on marketing materials
- Logo at event
- Logo & link on event webpage

Directly connect with your target market:

- Booth at event to create company visibility
- Speak on stage at event

Define how people perceive your company - connecting your brand with Locust Parks & Recreation gives you credibility and association with memorable experiences:

- Tagging your business on social media in event marketing (combined 10K followers)
- Showcasing your community responsibility

Where you put your logo makes a difference:

- Logo placement ties directly back into how people see your brand and how memorable your company is
- Drive brand awareness
- Generate positive public relations
- Align your company with our high quality events and programs



PROGRAMS & SPECIAL EVENTS

All programs & special events listed below are free to attend, with the exception of Breakfast with Santa.



Movie Night Series

This is one of our most popular programs, perfect for families, taking place in the beautiful backyard of City Hall. There is no admission charge. Food trucks are on-site, providing an option for patrons to purchase dinner.



Summer Concert Series

Concerts are held each 4th Saturday in June-September, in the backyard of City Hall, with the final concert boasting a post-show fireworks display. Food, drink and craft vendors are present at all.



Hands on Locust

This is a Touch-A-Truck event where we invite families to get their "hands on" all types of experiences, including businesses with service related vehicles and many other professions.



Sprinkle & Splash

Children are invited to come play in the sprinklers at the Locust Athletic Complex. We provide outdoor equipment for kids to play with while enjoying some water fun!



PROGRAMS & SPECIAL EVENTS



Christmas Tree Lighting

A special event is held to celebrate the lighting of the Christmas tree in Town Center. There will be an assortment of holiday activities, as well as food and craft vendors.



Christmas Parade

We invite local business, churches and organizations to participate in our Christmas parade through town.



Breakfast with Santa

This is a fun holiday breakfast party, featuring our guest of honor, Santa Claus, including breakfast, crafts, and a photo opportunity with Santa!



Reindeer Bells

Children can go on a scavenger hunt in Officer Jeff Shelton Memorial Park to help find Santa's lost reindeer bells. All participants receive a prize after the first of the year.



Light Up Locust

Homes with festive lights can be showcased on our interactive map and website, inviting residents to enjoy their dazzling decorations throughout December.



Letters to Santa

Kids are invited to mail their letters to Santa using the special North Pole Express Mailbox located in front of Locust City Hall. If received in time, they will receive a personalized response back from Santa!



SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are tiered into three levels: Gold, Silver, and Bronze. Each tier offers a different perk package relative to the sponsors' financial commitment. Please read below for general details of each tier's perk package. Most events have nuances to each tier's general perks; ask about a specific event/program and we'll be happy to explain.

GOLD SPONSORS

Gold Sponsors will have a prominent banner at the event, sponsorship recognition in event news and/or radio release, Public Service Announcement during the event and the opportunity to speak on the stage at the event(s), sponsorship recognition/logo on City of Locust website, in any printed publication materials and social media content, and a booth location at event to advertise merchandise, product, and information.

SILVER SPONSORS

Silver Sponsors will be included in a sponsorship recognition Public Service Announcement during the event, sponsorship recognition on City of Locust website, in any printed publication materials, and a booth location to advertise merchandise, product, and information.

BRONZE SPONSORS

Bronze Sponsors will receive sponsorship recognition on City of Locust website and in any printed publication materials and a booth location to advertise merchandise, product, and information.

EVENT/SERIES	GOLD	SILVER	BRONZE
MOVIE NIGHT SERIES	\$750*	\$500	\$250
SUMMER CONCERT SERIES	\$2000	\$1000	\$500
CHRISTMAS TREE LIGHTING	\$1000	\$500	\$250
OTHER SPECIAL EVENTS (HANDS ON LOCUST, SPRINKLE & SPLASH, ETC.)	\$250	\$100	\$50

The **Gold Level** Movie Night Series sponsorship offers dual benefits:

- 1) "Presenting Sponsor" for one movie night, meaning your company name will be prominently featured in the event title for your night.
- 2) Recognition as a sponsor for the *entire Movie Night Series* with all other Gold Level benefits.

There are (7) Gold Level sponsorships available (one for each movie night) and dates are chosen on a first-come, first-served basis.



SPONSORSHIP OPPORTUNITIES




PERK	GOLD	SILVER	BRONZE
Sponsor-provided banner displayed at event	X ABOVE STAGE	X BESIDE STAGE	
Sponsorship recognition in event news release (newspaper, radio)	X		
Sponsorship recognition PSA during event	X	X	
Sponsor ability to speak on stage at event	X		
Sponsorship recognition on website (separated out by sponsorship level)	LOGO AND HYPERLINK	LOGO AND HYPERLINK	NAME AND HYPERLINK
Sponsorship recognition on any printed publication materials	LARGE COMPANY LOGO	SMALL COMPANY LOGO	COMPANY NAME
Sponsor tagged in social media posts	X		
Opportunity to set up booth at event	X	X	X



ATHLETICS

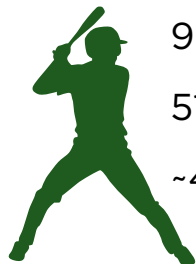


Spring Sports:

- **Baseball (Age 4-12)**
- **Babe Ruth Baseball (Age 13-15)**
- **Softball (Age 4-15)**
- **Soccer (Age 3-18)**


	161 players 88 home games ~7,000 attendees		47 players 24 home games ~13,900 attendees		216 players 250 home games ~18,000 attendees
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Fall Sports:

- **Baseball (Age 3-12)**
- **Soccer (Age 3-15)**
- **Volleyball (Girls in grades 5-8)**

	99 players 51 home games ~4,000 attendees		56 players 38 home games ~2,750 attendees		175 players 193 home games ~13,900 attendees
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Winter Basketball (Grades K-5)

	141 players 79 home games ~5,000 attendees
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ATHLETICS SPONSORSHIP OPTIONS

EVENT/SERIES	GOLD	SILVER	BRONZE
BANNER SPONSORSHIP*	\$600	\$400	\$200
COACHES' JERSEY SPONSORSHIP**	\$850 ONE YEAR	\$400 ONE SEASON	\$150 BASKETBALL ONLY
PERK	GOLD	SILVER	BRONZE
Banner Size	4'x8'	4'x4'	18"x24"
Recognition on website	X		
Location	Outfield	Outfield	Backstop or Soccer Field
Length of banner visibility	One Year (3 year contract)	One Year (3 year contract)	Sports Season (~3 months/season)
Tagged in social media post	X		

*Banner Sponsorship: Sponsor will provide banner design and City of Locust will cover initial cost. If the sponsor chooses to change design or replace banner at any point, that cost is the responsibility of the sponsor. Banner sponsorships are entered into as a 3-year contract. These banners will stay up for the duration of the calendar year(s) that the sponsorship is active, with the exception of the Bronze Level sponsorships, which will be up during each respective sports season (~6 months total, with 3 months in spring and 3 months in fall).

**Coaches' Jersey Sponsorship

- One year (GOLD) will cover all eight sports' seasons
- One season (SILVER) will cover your choice of Spring sports (soccer, baseball, Babe Ruth, softball) or Fall sports (soccer, baseball, volleyball).



NEXT STEPS



If you are interested in partnering with us and impacting our community in a meaningful way, please fill out the **Sponsorship Commitment Form and/or Banner Commitment Form** on the previous pages.

Forms can be submitted via email
(jhoneycutt@locustnc.gov)

or at our office

(186 Ray Kennedy Drive, Locust, NC 28097)

or by mail

(PO Box 190, Locust, NC 28097)

We will contact you once forms are received.

If you have any questions, please contact us:

(704) 888-5260

jhoneycutt@locustnc.gov

Visit our website and socials to see what we do for the community everyday!



[facebook.com/CityofLocust](https://www.facebook.com/CityofLocust)

locustnc.com

[instagram.com/CityofLocust](https://www.instagram.com/CityofLocust)



*Thank
you!*



SPONSORSHIP OPPORTUNITIES

If your business is interested in partnering with the City of Locust to be an Events or Athletics Sponsor, please complete the corresponding application on the following pages.

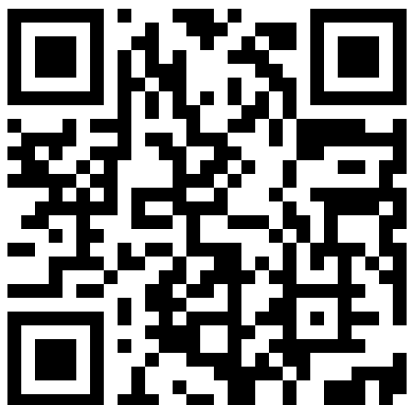
To submit forms:

Events: Email to Jessica Honeycutt at jhoneycutt@locustnc.gov

Athletics: Email to Hunter Williams at hwilliams@locustnc.gov,
drop off at City Hall: 186 Ray Kennedy Drive,
or mail to City Hall: PO Box 190, Locust NC 28097

If you prefer to complete the application digitally, scan or click the corresponding QR code below.

Events



Athletics



CITY OF LOCUST PARKS & RECREATION



EVENT SPONSORSHIP COMMITMENT FORM

Business/Organization Name: _____

Contact Name: _____

Email: _____

Address: _____

City/State/Zip: _____

Contact Phone Number: _____

Sponsorship Opportunities

(Circle One)

<u>Event/Program</u>	<u>Gold</u>	<u>Silver</u>	<u>Gold</u>
Movie Night Series	\$750	\$500	\$250
Summer Concert Series	\$2000	\$1000	\$500
Hands On Locust	\$250	\$100	\$50
Sprinkle & Splash	\$250	\$100	\$50
Christmas Tree Lighting	\$1000	\$500	\$250

PLEASE READ:

Indemnification: The Sponsor agrees to indemnify, defend, and hold harmless the City of Locust, its officers, employees, agents, and representatives from any and all claims, damages, or liabilities arising from the Sponsor's participation in the Sponsorship Program.

Liability: The City of Locust shall not be responsible for any injuries, losses, or damages incurred by the Sponsor or its employees, agents, or representatives during the term of the Sponsorship Agreement.

Use of Sponsor's Logo and Trademarks: The City of Locust will have the right to use the Sponsor's name, logo, trademarks, and other identifying information in accordance with the sponsorship agreement for the purpose of promoting the event and/or program.

- The Sponsor grants the City of Locust a non-exclusive, royalty-free license to use their logo and trademarks in promotional materials, media, and advertisements related to the sponsored event or initiative.
- The Sponsor agrees that the City of Locust will not use their logo or trademarks in a manner that may harm or damage the Sponsor's reputation or brand.

By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.

Signature: _____

Date: _____



ATHLETICS SPONSORSHIP COMMITMENT FORM

Business/Organization Name: _____

Contact Name: _____

Email: _____

Address: _____

City/State/Zip: _____

Contact Phone Number: _____

Sponsorship Opportunities

(Circle Selection)

<u>Program</u>	<u>Gold</u>	<u>Silver</u>	<u>Gold</u>
Banner Sponsorship	\$600	\$400	\$200
Coaches' Jersey Sponsorship	\$850	\$400	\$150

Banner Sponsorship Bronze Level Options (**circle one**): Baseball Backstop or Soccer Field

Coaches' Jersey Sponsorship Silver Level Options (**circle one**): Spring Season or Fall Season

PLEASE READ:

Indemnification: The Sponsor agrees to indemnify, defend, and hold harmless the City of Locust, its officers, employees, agents, and representatives from any and all claims, damages, or liabilities arising from the Sponsor's participation in the Sponsorship Program.

Liability: The City of Locust shall not be responsible for any injuries, losses, or damages incurred by the Sponsor or its employees, agents, or representatives during the term of the Sponsorship Agreement.

Use of Sponsor's Logo and Trademarks: The City of Locust will have the right to use the Sponsor's name, logo, trademarks, and other identifying information in accordance with the sponsorship agreement for the purpose of promoting the event and/or program.

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