



CITY OF  
**TUCSON**  
PARKS & RECREATION

Tucson Parks and Recreation

# **Sponsorship Opportunities**

**FY 2024-2025**

[tucsonaz.gov/parks](http://tucsonaz.gov/parks)



# SPONSORSHIP OPPORTUNITIES

Dear potential sponsor,

Tucson Parks and Recreation's sponsorship program 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 events and their positive benefits.

Parks and Recreation facilities make a community more attractive and provide a greater quality of life. With help from our sponsors, we can offer more quality programs and facilities to the residents of Tucson and the surrounding areas. Your sponsorship plays an important role in shaping lives right here in Tucson.

With sponsorships, we can continue to provide all activities at our events FREE to participants. Becoming a sponsor and showing your support for our programs and events is one of the best ways to show your support for the community, which in turn positively impacts your business.

We offer different levels of sponsorship, as well as multi-sponsorship discounts, in order to meet the varying needs and abilities of your business. Don't see a package that fits your needs? Contact me and we will work out a sponsorship package that works for everyone. Become a sponsor today and increase your community exposure, all while benefiting your city and its residents!

Sincerely,



Sierra Boyer  
Community Promotions and Marketing Manager  
Tucson Parks and Recreation



# EGGstravaganza

**Date:** March 23, 2024, 10 a.m-1 p.m.

**Location:** Mansfield Park, 2000 N. Fourth Ave.

Families can enjoy free carnival games, crafts, the Easter Bunny, and an egg hunt. The event is targeted to reach children and families in Tucson and the surrounding area. Estimated attendance over 2,500.

## Presenting Sponsor - \$1,000

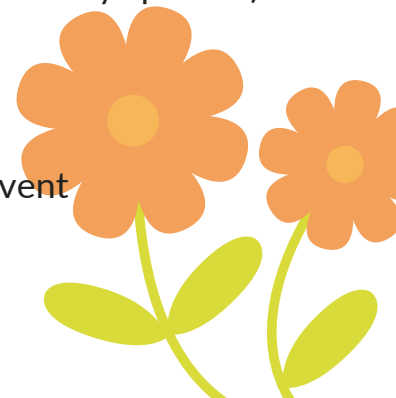
- Recognition as EGGstravaganza presented by Tucson Parks and Recreation and 'Your Company'
- Company name or logo on all advertisement including website, flyers, press release and social media
- Opportunity to hold a banner from the stage (banner to be provided by sponsor)
- Coupon/advertisement distributed in goodie bags (1,500 to be provided by sponsor)
- Table at the event

## Event Sponsor Level 2 - \$400

- Company name or logo on all advertisement including website, flyers, press release, and social media
- Recognition tags on social media for event
- Announcement of sponsorship by the emcee on stage throughout the event
- Coupon/advertisement distributed in goodie bags (1,500 to be provided by sponsor)
- Table at the event

## Event Sponsor Level 1 - \$250

- Announcement of sponsorship by emcee on stage throughout the event
- Table at the event





**Date:** Oct. 19, 2024, time TBD

**Location:** Lincoln Park soccer fields

Participants will enjoy carnival games, giveaways, trunk-or-treat, and a costume parade. This free event is targeted to reach children and families in Tucson and the surrounding area. Estimated attendance is over 4,000.

### **Presenting Sponsor - \$2,000**

- Recognition as Boo Bash presented by 'Your Company' and Tucson Parks and Recreation
- Company name or logo on all advertisements in the title position including website, flyers, press release, and social media
- Option to hang a banner from the fence (banner to be provided by sponsor)
- Coupons/advertisements distributed in goodie bags (1,500 to be provided by sponsor)
- Table at the event
- Announcement of sponsorship by the emcee throughout the event

### **Event Sponsor Level 2 - \$500**

- Company name or logo on all advertisements including website, flyers, press release, and social media
- Recognition tags on social media for event
- Table at the event
- Announcement of sponsorship by the emcee throughout the event

### **Event Sponsor Level 1 - \$300**

- Table at the event
- Announcement of sponsorship by the emcee throughout the event





**Date:** November 16, 2024, 10 a.m.-2 p.m.

**Location:** Gene C. Reid Park (DeMeester Outdoor Performance Center)

Participants will enjoy carnival games, giveaways, arts and crafts, live entertainment, discount entry to Reid Park Zoo, and so much more! This free event is targeted to reach children and families in Tucson and the surrounding area. Estimated attendance over 3,000.

### **Presenting Sponsor - \$7,000**

- Recognition in all media as Family Festival in the Park presented by 'Your Company' and Tucson Parks and Recreation
- Company name or logo on all advertisements in the title position including website, flyers, press release, and social media
- Area at the event for display/promo/activity to be determined by the sponsor
- Announcement of sponsorship by the emcee on the stage throughout the event and live at your location

### **Event Sponsor Level 2 - \$800**

- Company name or logo on all advertisements including website, flyers, press release, and social media
- Recognition tags on social media for event
- Table at the event
- Announcement of sponsorship by the emcee on the stage throughout the event

### **Event Sponsor Level 1 - \$500**

- Table at the event
- Announcement of sponsorship by the emcee on the stage throughout the event



# 50+ SENIOR OLYMPIC FESTIVAL

Tucson, Arizona

**Date:** January 2025

**Location:** Varies

This festival is a celebration to promote fitness, health, and an active lifestyle among adults 50 years of age and older. It is Tucson's largest organized annual senior activity featuring nearly 100 events at more than 20 venues throughout the City of Tucson.

## **Presenting Sponsor \$8,000**

(Reserved for only one (1) sponsor)

- Recognition in all media as Senior Olympics presented by...
- Company name or logo on all advertisements in the title position including SOF registration booklet (2,700 printed), flyers, press release, social media, website, etc.
- Full logo on the back of all SOF shirts (approx. 1,000)
- Full-page color ad on inside back cover (see next page) in the SOF registration booklet
- Set up a table at the opening event and any or all of the sporting events
- Daily vendor permit included

## **Event Sponsor - \$3,000**

- Company name or logo on all advertisements including SOF registration booklet (2,700 printed), flyers, press release, social media, website, etc.
- Table at the opening event and a sporting event of choice
- Full-page ad (see next page) in SOF registration booklet (2,700 printed)
- Daily vendor permit included

## **Volunteer Luncheon Sponsor - \$750**

- Table at the opening event and lunch venue
- Half-page ad (see next page) in Senior Olympic Festival Registration Booklet (2,700 printed)

## **Daily Sponsor - \$150**

(Choose one sporting event and **day** to attend) *\*May sponsor multiple days at this level*

- One-day tabling at a sporting event of choice
- Daily vendor permit included

**\*Commitment/ artwork needed by Aug. 31, to take advantage of the advertising in the registration booklet.**

# 50+ SENIOR OLYMPIC FESTIVAL

TUCSON, ARIZONA

## ADVERTISING SPONSORSHIPS

FULL PAGE

**Cost: \$1,400 VALUE (full-color inside back cover, for presenting sponsor)**

**Specs:** High-resolution PDF or PNG, full color, 8" x 11" live area, add bleeds

**Cost: \$750**

**Specs:** High-resolution PDF or PNG, greyscale, 8.625" x 11.125" with bleed

HALF PAGE

**Cost: \$500**

**Specs:** High-resolution PDF or PNG, greyscale, 7" x 4.583"

QUARTER  
PAGE  
VERTICAL

**Cost: \$250**

**Specs:** High-resolution PDF or PNG, greyscale, vertical 3.333" x 4.583" OR horizontal 4.583" x 3.333"

QUARTER  
PAGE  
HORIZONTAL

*\*COMMITMENT/ ARTWORK NEEDED BY AUG. 31, TO TAKE ADVANTAGE OF THE ADVERTISING IN THE REGISTRATION BOOKLET.*

# SPONSORSHIP AGREEMENT

Organization Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

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Select sponsorship options:

## HALLOWEEN BOO BASH

- \_\_\_\_ Presenting Sponsor \$2,000
- \_\_\_\_ Event Sponsor Level 2 \$500
- \_\_\_\_ Event Sponsor Level 1 \$300

## EASTER EGGSTRAVAGANZA

- \_\_\_\_ Presenting Sponsor \$1,000
- \_\_\_\_ Event Sponsor Level 2 \$400
- \_\_\_\_ Event Sponsor Level 1 \$250

## FAMILY FESTIVAL IN THE PARK

- \_\_\_\_ Presenting Sponsor \$7,000
- \_\_\_\_ Event Sponsor Level 2 \$800
- \_\_\_\_ Event Sponsor Level 1 \$500

## SENIOR OLYMPIC FESTIVAL

- \_\_\_\_ Presenting Sponsor \$8,000
- \_\_\_\_ Event Sponsor \$3,000
- \_\_\_\_ Daily Sponsor \$150
- \_\_\_\_ Advertising Sponsor (varies)

## IN-KIND SPONSOR

Can't be a monetary sponsor, but still want to help out? Consider an in-kind sponsorship of event related materials, equipment, services, or advertising.

<b>TOTAL</b>
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Make checks payable to: City of Tucson  
Or pay online via the [Donations](#) button.

Return completed form and payment to:  
Tucson Parks and Recreation  
C/o Sierra Boyer  
900 S. Randolph Way  
Tucson, AZ 85716

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

By signing this agreement, parties confirm that they have read and understand the selected sponsorship option(s).