



# 2023 SPONSOR GUIDE



# WILLARD PARKS & REC



FOR MORE INFORMATION, CALL:  
**417-742-5384**

WILLARD PARKS & RECREATION  
233 N STATE HWY Z  
WILLARD, MO 65781

[ASSISTDIRECTOR@CITYOFWILLARD.ORG](mailto:ASSISTDIRECTOR@CITYOFWILLARD.ORG)  
SAMANTHA GUINN, ASSISTANT DIRECTOR OF PARKS

# HELLO, WE'RE PARKS! WE'RE ALSO..



**YOUTH SPORTS AQUATICS**  
**RENTAL FACILITIES**  
**SUNFLOWERS FITNESS**  
**DANCES FESTIVALS**  
**VOLUNTEERISM**  
**NATURE ADULT SPORTS**  
**SENIOR SOCIALS ART**  
**YOUTH CAMP DISC GOLF**

**+5300 COMBINED  
FOLLOWERS ON FACEBOOK  
AND INSTAGRAM**

**PERMANENT LINK ON  
WEEKLY WILLARD SCHOOLS  
EMAILS WITH A +5400  
FAMILY REACH**



# WHAT WE'RE ABOUT...



**Parks is all about YOU. At Willard Parks, we strive to create experiences and environments that exceed the expectations of each individual in our community.**



**"Willard Parks & Recreation is committed to providing the highest quality of leisure activities, facilities, and services to our community to enhance the health, safety, and quality of life for the citizens of Willard, Missouri."**



Let Us Promote You



# YEAR ROUND

	1st Year Install and Sponsorship	Yearly Sponsorship after Install
<b>Basketball Gym Signs</b> 4x8' full color metal sign	\$500	\$250
<b>Aquatic Center Mesh Signs</b> 2x4' full color outdoor mesh banner	\$250	\$150
<b>Baseball Complex Signs</b> 4x8' full color metal sign	\$500	\$250
<b>Highline Soccer Complex Sign</b> 4x8' full color metal sign	\$500	\$250
<b>Greystone Disc Golf Course Hole</b> Post at sponsored hole with full color logo/info	\$750	\$250
<b>Dog Waste Stations</b> Approx. 1x2' full color metal sign	\$200	\$100

All of these amenity and facility sponsorships will receive a personalized social media Thank You and updated sponsorship recognition on the Willard Parks website upon our receiving the sponsorship for that year.

We are always trying to improve and add to our amenities, so please inquire about other sponsorship opportunities. We can work with you on special projects and donations as well.

# FREEDOM FEST



	RED \$200	WHITE \$500	BLUE \$1000	PREMIER \$2500	HEADLINER \$5k+
Thank you graphic on Parks social media	★	★	★	★	★
Company/organization name listed on staff/volunteer shirts	★	★	★	★	★
Company/organization name listed on event website (no link)	★	★	★	★	★
One recognition by MC at event	★	★	★	★	★
Small banner placement onsite	★	★	★	★	★
Booth space at Freedom Fest		★	★	★	★
Linked tag on social media		★	★	★	★
Linked logo on website		★	★	★	★
3 recognitions by MC at event		★	★	★	★
Company logo on staff/volunteer shirts		★	★	★	★
Large banner placement onsite (not on stage)		★	★	★	★
6+ recognitions by MC at event			★	★	★
Multiple large banner placements onsite (1 on stage)			★	★	★
Inclusion of logo on 1 digital billboard			★	★	★
Inclusion of logo on all digital billboards (excluding fireworks)				★	★
Mention in radio ads				★	★
Up to 8 free event shirts with your sponsorship level on the back				★	★
Sole Sponsor on FIREWORKS specific advertising				★	★
Logo placement as big as host on digital advertising				★	★

Other Chances to



# PARTNER WITH US

**CAMP SUMMER PARTY TURKEY TROT TRUNK OR TREAT HAUNTED HOUSE CHRISTMAS ON THE FRISCO FATHER & DAUGHTER BALL BACK TO SCHOOL SPLASH BASH BACK TO SCHOOL DANCE GLOW DANCE IN THE POOL INDOOR YARD SALE BONNIE & CLYDE TRIATHLON MOTHER & SON DODGEBALL TOURNAMENT DATE NIGHT DODGEBALL CAMP FIELD TRIPS VOLUNTEER APPRECIATION PARTIES DOWNTOWN CHRISTMAS DISPLAY**

	Silver \$100	Gold \$200	Headliner \$500
Thank you graphic on Parks social media	★	★	★
Company/organization name listed on website event page (no link)	★	★	★
Small banner placement onsite	★	★	★
1 recognition by MC at event	★	★	★
Linked tag on social media		★	★
Linked logo on website		★	★
2 recognitions by MC at event		★	★
Large banner placement onsite		★	★
3+ recognitions by MC at event			★
Multiple large banner placements onsite			★
Company/organization logo on all social media posts (prominent and equal to Willard Parks logo)			★

Sponsorship levels are quoted per event.

Contact (417) 742-5384 or [assistdirector@cityofwillard.org](mailto:assistdirector@cityofwillard.org) to discuss these sponsorship opportunities.

 *Your Community is*



# **SUPPORTED BY YOU**



**The team at Willard Parks cannot express often enough how appreciative we are of our community sponsors. The businesses of our community are hugely supportive, and we want to communicate that we appreciate you!**



**We strive to make sure that every dollar spent supporting the programs of Willard Parks and Recreations is multiplied by creating a park and recreation system that draws new people to our community. Your success is important to us!**



**Each of our events, sports, festivals and other activities relies on the generosity of sponsors like you.**



**When sponsors and donors give back to Parks, they ensure that we will be able to continue giving the community quality leisure activities, adequate facilities, and cheerful staff for years to come.**

**More sponsorships equal more creativity in our programming! You can be part of it!**

*Thank you!*

