



NEW BERLIN

RECREATION DEPARTMENT

2024

SPONSORSHIP

PACKET





15321 W National Ave
New Berlin, WI 53151

Phone (262) 797-2443
Fax (262) 797-2460

Email: recreation@newberlin.org
www.newberlin.org

Dear Business Friends,

Are you looking for an impactful way to give back to the community this year? Then the City of New Berlin Recreation Department invites you and your company to become a Business Sponsor in 2024! Our health, our neighborhoods, our economy, and our environment all benefit from Recreation. Without the support and dedication of our business community, the City would not be able to provide the quality parks and recreational services our citizens enjoy today.

As a sponsor, you are demonstrating positive corporate citizenship and greater visibility for your company within the community. Your company/business will gain valuable exposure by advertising with the City of New Berlin, while extending your visibility, and achieving your marketing goals.

In teaming up with the City of New Berlin Recreation Department, we will work with your company to develop a marketing package to include advertising and direct mail opportunities within publications, on our website, at events, and within City owned park facilities.

Business Sponsor Programs include:

- Sponsorship within the Recreation Seasonal Activity Guide
- Sponsorship for a Community Special Event or Program
- Malone Park Banner Program

Benefits you will receive:

- Visibility in multiple locations such as parks, program events, and our print/online Activity Guide.
- Hit your target population or select all sponsorship options to saturate the entire community.
- Helping the community by enhancing the development and improvement of our recreational services.

Thank you for considering this invitation to become part of our sponsorship programs and making a larger impact on our community. Enclosed you will find the 2024 Sponsorship Packet which outlines the various Business Sponsorship Programs. If you have any questions, or have sponsorship ideas/suggestions of your own, please contact us at (262) 797-2443 or recreation@newberlin.org. We look forward to having you as a sponsor

Your partner in community,

Recreation Department

SPONSORSHIP OPPORTUNITIES

As a sponsorship partner, you will receive recognition in the seasonal activity guide, a prominent banner/sign at the event, name recognition on the back of t-shirts (where applicable), inclusion in any Public Service Announcements prior to the event, announcements and recognition throughout the event day, and recognition on the City's Facebook page. For specific recognition differences between the classes of sponsorship, please contact the Recreation Department at (262) 797-2443.

SAFETY TOWN

T-shirt Sponsor - \$1500.00



Children entering kindergarten participate for two weeks in this unique program which prepares them for various aspects of safety and awareness. Your company logo will go on the back of each of the children's t-shirts.

NOT-SO-HAUNTED HAPPENINGS

Title Sponsor - \$1200.00

Sponsor this free month long celebration. We will celebrate full with a month full of family activities. Your company will have a banner displayed at each of the activities.



SNAP POMS

T-shirt Sponsor - \$500.00



Special needs and ability poms (SNAP) meet weekly and perform at local competitions such as the Memorial Day, July 4th and Christmas parades. Your company's logo will be featured on each of the participants t-shirts.

DANCE RECITAL

Event Sponsor - \$500.00

Take part and be the event sponsor for our yearly dance recital! Support the hard working dancers as they perform for friends and family on the BIG STAGE! Your company would have a 6ft banner with your logo displayed at the event.





COLOR CLASH

Multiple Levels of Sponsorship

Sponsor a day in the sun, running or walking our 1 mile course and getting covered by colors! This event is fun for the whole family to have a colorful day together.

Event Sponsor—\$2000

6 ft banner at the start line, promoted on all advertisements and your company's logo displayed on our participant t-shirts and host a booth during event! Brighten up this event with your company.

Color Powder Sponsor—\$1500

Yard Sign at every color station on the route displaying your company's logo, and host a booth at event to show off your companies colorful side!

WINTER FESTIVAL

Multiple Levels of Sponsorship

Be a part of the New Berlin Recreation Department's Annual Winter Festival by sponsoring this fun event! Community members will come together and enjoy winter-themed activities at the City Center Plaza and Malone Park. With a ton of wintery surprises, this is one event you won't want to miss!



Tundra Title Sponsor—\$3500

6 ft banner at each location, logo on commemorative mugs, logo on ice sculpture at event, logo on kickball champion tshirt, booth at each location and more.

Ice Sculpture Sponsor—\$1800

Logo on Ice Sculpture at event, Logo on Kickball Champion tshirt, 6 ft banner at Malone Park, Booth at Malone Park, and more!

Eskimo Entertainment Sponsor—\$1200

6 ft banner near live music performance at event, logo on participant t-shirt, booth at Malone Park, and more!

Snowball Kickball Sponsor—\$1000

6 ft banner at kickball fields, logo on back of kickball tshirt, social media recognition, and more!

Candlelight Sponsor—\$750

3 ft banner near trailhead, logo on ice sculpture, & more!

For more information about Winterfest opportunities, please reach out to the Recreation Department at recreation@newberlin.org or 262-797-2443



PICKLEBALL TOURNAMENTS

Battle of the Paddles Sponsor - \$1000.00 Fall Brawl Sponsor - \$1000.00

Become the headline sponsor for our yearly pickleball tournaments held in May and October. With the rise in popularity pickleball has become one of our largest program we offer! Whether you choose the spring or fall tournament your company logo will be featured on all marketing flyers, and displayed on a 6ft banner for the entire duration of the tournament!

SUMMER CORNHOLE LEAGUES

League Sponsor - \$1000.00 Board Sponsor - \$300.00

New this Summer are New Berlin Recreation Department Summer Cornhole Leagues. Your company's logo will be featured on all marketing and print material, one set of cornhole boards, and t-shirts given to the league champions. Only want your company information on one set of boards? Individual board sponsorship available for \$300.00.



◆ **CORNHOLE** ◆

2024 Sponsorships

BOARD SPONSOR

\$300

LEAGUE SPONSOR

\$1000

YOUR GRAPHICS & INFO HERE

DESIGNS UP TO 2' X 4'
LOGO, PHONE #, WEBSITE, ETC



MALONE PARK BANNER PROGRAM

Multiple Levels of Sponsorship

We are offering advertising opportunities at our baseball/softball fields at Malone Park Sports Complex. This opportunity allows your company for valuable exposure from early spring into the fall at our baseball/softball fields. The fields are used by thousands each season through youth sports, tournaments, and rec leagues. **See next page for more information**

MALONE PARK BANNER PROGRAM

We will be offering advertising opportunities on our baseball/softball fields at Malone Park.

Banners will be placed on the outfield fence of Fields #3, #4, and #5.

Sponsorship Information	Banner Size
<p>Corporate Sponsors are responsible for providing their banners based on the following specifications:</p> <p>Banners shall be 4 foot by 8 foot 13 oz vinyl material</p> <p>Banners must have at least 3 grommets along the top and bottom</p> <p>Cost:</p> <p>One Year Contract: 1 Field \$300 2+ Fields \$400</p> <p>Three Year Contract:: 1 Field \$800 2+ Fields \$1000</p>	 <p>4'x8' Banner with seams and grommets. Installed with bungee cords.</p>

Banner advertising at Malone Park is exclusive to the New Berlin Recreation Department. Banners can be produced and provided by the departments proffered provider. Graphic Innovations phone 414-727-4646 or email sales@graphicinno.com; or supplied by vendor of your choice per specifications listed above.



1" nickel plated grommet

Graphic Innovations:

\$160 per Banner + any artistic fees if needed

414-727-4646



4'x6' Banner with seams and grommets

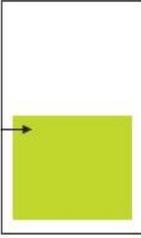


4'x8' Banner with seams and grommets. Installed with bungee cords.



ACTIVITY GUIDE ADVERTISING

We will be selling advertising space in our Seasonal Activity Guides. This advertising opportunity has significant discounts and no middleman. Spaces are limited – call for available sizes.

Sponsorship Information	Ad Size Options	
<p><u>Black and White</u></p> <p>Artwork must be camera ready.</p> <p>We would prefer it to be JPEG or PDF.</p> <p>Artwork and photographs should be in 300 dpi.</p> <p>Cost is per season.</p>	 <p>Full Page 8" x 10.5" Cost: \$500</p> <p>Back Cover Glossy Color Print Cost: \$1000</p>	 <p>Half Page 8" x 5.25" Cost: \$300</p>
	 <p>Quarter Page 4" x 5.25" Cost: \$200</p>	 <p>Eighth Page 4" x 2.625" Cost: \$100</p>

Ad space available on back cover of Activity Guide. Be the sole sponsor on the back page of the Activity Guide and really stand out! Full page, full color ad available for \$1000.

The City of New Berlin Recreation Activity Guide is distributed digitally at the City's website (www.newberlin.org), on Facebook, Activity and Recreation Center and the New Berlin Public Library.

Activity Guide Seasons:

Winter/Spring Seasonal Activity Guide (December-May)

Summer Seasonal Activity Guide (May-September)

Fall Seasonal Activity Guide (September-December)

WHAT A DEAL!

Save up to \$750.00 on advertisements! Sponsor any program and receive 25% off up to three (3) Seasonal Activity Guide advertisements!

***Advertisements must be placed in consecutive Seasonal Activity Guides.**

Sponsorship Terms & Policies

- 1) Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of New Berlin. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of New Berlin:
 - a. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
 - b. Promotion of gambling or illegal drugs.
 - c. Promotion of the sale or use of firearms or other weapons.
 - d. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
 - e. Commentary or advocacy of a social, religious or political nature.
 - f. Promotion of services or programs that are already offered by the City of New Berlin.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of New Berlin terms for accepting sponsorship, contracts will be accepted on a first-come, first-serve basis.
- 2) The City of New Berlin Parks, Building & Grounds Commission and the Recreation Commission reserves the right to make final determination for acceptance on sponsorship contracts.
- 3) The City of New Berlin reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of New Berlin shall not be responsible for damages if an advertisement fails to be published for any reason.
- 4) The City of New Berlin reserves the right to determine and/or change the placement of ads without notice.
- 5) Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the City of New Berlin, without limitation against, for any and all claims made thereof against losses sustained by the City of New Berlin Parks, Building & Grounds Department, Recreation Department, City Council, and employees.
- 6) The advertisers and its agency, each represent that they are fully authorized and licensed to use:
 - a. The names, portraits, and/or pictures of living persons;
 - b. Any copyrighted or trademarked materials;
 - c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of New Berlin publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of New Berlin against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.
- 7) No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of New Berlin policies will be binding on the City of New Berlin or its agents.
- 8) The City of New Berlin shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the City of New Berlin.
- 9) Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
- 10) The City of New Berlin will only return any items submitted for Sponsorship at our discretion.
- 11) Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.
- 12) The City of New Berlin reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.

New Berlin Recreation Sponsorship Commitment Form



SPONSOR INFORMATION

Complete the following information:

Name: _____

Business/Organization Name (if any): _____

Email: _____ Is business located in New Berlin? Yes No

Address: _____ City/State/ZIP: _____

Primary Phone: _____ Alternate Phone: _____

SPONSORSHIP OPTIONS: *Mark/Check all that apply*

- Safety Town: T-Shirt Sponsor - \$1,500
- Not-So-Haunted Happenings: Title Sponsor- \$1,200
- SNAP Poms: T-Shirt Sponsor -\$500
- Dance Recital Event Sponsor \$ 500
- Color Clash: Event Sponsor \$ 2,000
- Color Clash: Color Powder Sponsor \$ 1,500
- 2024 Winterfest: Tundra Title Sponsor- \$3,500
- 2024 Winterfest: Ice Sculpture Sponsor - \$1,800
- 2024 Winterfest: Eskimo Entertainment Sponsor - \$1,200
- 2024 Winterfest: Snowball Kickball Sponsor - \$1,000
- 2024 Winterfest: Candlelight Sponsor - \$750
- Pickleball Tournament: Battle of the Paddles Sponsor \$ 1,000
- Pickleball Tournament: Fall Brawl Sponsor \$ 1,000
- Summer Cornhole Leagues: League Sponsor - \$1000
- Summer Cornhole Leagues: Board Sponsor - \$300
- Malone Park Banner Program One Year Single Field- \$300 2+ Fields- \$400
- Three Year Single Field- \$300 2+ Fields- \$400

Activity Guide *Mark/Check all that apply*

- Season: Winter/Spring Summer Fall
- Ad Size: Full Page - \$500 Half Page - \$300 Quarter Page - \$200
- Eighth Page - \$100 Back Cover - \$1000

PLEASE READ:

Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines.

Signature: _____

Date: _____

For Office Use Only

Date Received: _____

Amount Paid: _____

Date Paid: _____

Staff Initials: _____