



**The  
Parks  
Alliance**  
of Indianapolis



A CICF PARTNER

## **THANK YOU FOR CONSIDERING THIS PARTNERSHIP**

Since its creation in 1991, The Parks Alliance has been committed to changing expectations for Indianapolis' parks by focusing resources in strategic areas that strengthen our community and elevate parks and trails and eliminate food insecurity.

We know that a growing, vibrant and diverse parks ecosystem helps to revitalize neighborhoods, creates a sense of belonging, and dramatically decreases crime and pollution. We need partners like you to help advocate and deliver measurable impact to make a true difference in our communities through the power of our parks.

## **WE NEED PARTNERS LIKE YOU**

We believe a city is only as great as its public spaces, and Indianapolis benefits from a sustained focus on its parks system. Because when our spaces are open and accessible, our city is too.

# ANNUAL PARTNERS

## 2022



In teaming up with The Parks Alliance of Indianapolis, we will work together to develop a sponsorship package that makes sense for you. We value all of our sponsors and with your support, we can continue to make impactful investments in parks and recreation in the region.

You are considered an annual partner when you invest at one of the giving levels below.

**PRESENTING**

**\$45,000 +**

**SUSTAINING**

**\$35,000 +**

**IMPACT**

**\$25,000 +**

**PARTNER**

**\$10,000 +**

## ALL ANNUAL PARTNERS RECEIVE THE FOLLOWING BENEFITS:

- One table for (9) guests at Indy's Lunch for Parks
- (4) standard tickets to Indy Urban Acres fundraising event: Farmraiser Season 9
- Ad placement in monthly newsletter reaching nearly 5k subscribers
- Logo included in event marketing for up to (6) events throughout the year
- Recognition on parks-alliance.org sponsor page with hyperlink to company page
- Recognition on social media channels throughout the year
- Opportunity to collaborate on digital content to our network
- Access to convening space at The Parks Alliance office located along the White River

# Shared, Used & Taken

## A speaker series in partnership with Indiana Humanities

In partnership with Indiana Humanities, The Parks Alliance will host 3 educational events focused on environmental history, food justice, environmental racism.

### PRESENTING

**\$15,000**

- Logo prominently featured on all information and promotion
- Invitation to speak at event
- Annual partner benefits

### ALLY

**\$1,000**

- Logo included in event promotion

# Park5k

## MARCH 26, 2022



We are excited to use 2022 as an inaugural year to recruit runners and walkers who are dedicated to their performance in endurance events – from 5Ks to everyday jogging – to support our local parks and green spaces.

The funds raised by Park5k will provide The Parks Alliance with the resources needed to continue to make impactful investments in parks and recreation in the region, and expand our network.

### PRESENTING

**\$15,000**

- Logo prominently featured on all race information, promotion and start/finish line
- Onsite activation
- 10 free race registrations
- Annual partner benefits

### SUPPORTING

**\$5,000**

- Logo included in race promotion, digital and print
- Onsite activation
- 4 free race registrations

### ALLY

**\$1,000**

- Logo included in most race promotion, digital and print
- 2 free race registrations

# INDY'S LUNCH FOR PARKS

## APRIL 28, 2022



Indy's Lunch for Parks - previously known as The Mayor's Lunch For Parks - is the premier fundraising event for The Parks Alliance of Indianapolis. At this unique corporate luncheon you can expect to network with some of Indy's key influencers, be a part of an ever evolving conversation about our city's parks and green spaces and hear from dynamic speakers on the value that parks have on our city and region.

*Email Ashley Miser, [amiser@parks-alliance.org](mailto:amiser@parks-alliance.org) to confirm your investment level.*

PRESENTING	PARTNER		SUPPORTING	TABLE
\$35,000 +	\$15,000	\$10,000	\$5,000	\$2,500
<ul style="list-style-type: none"><li>• Three tables for 27 guests</li><li>• Invitation to speak at event</li><li>• Logo included in event promotion, program and stage</li><li>• Invitation to attend Sponsor Breakfast</li><li>• Annual partner benefits</li></ul>	<ul style="list-style-type: none"><li>• Two tables for 18 guests</li><li>• Logo included in event promotion and program</li><li>• Invitation to attend Sponsor Breakfast</li><li>• Annual partner benefits</li></ul>	<ul style="list-style-type: none"><li>• One table for 9 guests</li><li>• Logo included in event promotion and program</li><li>• Invitation to attend Sponsor Breakfast</li><li>• Annual partner benefits</li></ul>	<ul style="list-style-type: none"><li>• One table for 9 guests</li><li>• Logo included in event promotion and program</li><li>• Invitation to attend Sponsor Breakfast</li></ul>	<ul style="list-style-type: none"><li>• One table for 9 guests</li><li>• Logo included in program</li></ul>

# FARMRAISER SEASON 9

## SEPTEMBER 24, 2022



For a decade, Indy Urban Acres has taken action to empower, educate and provide equitable access to free, high-quality produce. Now, as a multi-disciplinary farm system, this model works to inspire transformational change within Indy's food system by providing food justness for low-income families and developing entrepreneurial skills in young farmers. And we're just getting started - help us continue and expand these capabilities by becoming a sponsor of Farmraiser Season 9.

PRESENTING	BLOOM	HARVESTER	SEED SOWER
<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• 8 complimentary VIP tickets (\$1,800 value)</li><li>• Invitation to speak at event</li><li>• Logo included in event promotion, both digital, print and large signage</li><li>• Invitation to attend VIP event</li><li>• Annual partner benefits</li></ul>	<ul style="list-style-type: none"><li>• 6 complimentary tickets (\$900 value)</li><li>• Logo included in most event promotion, both digital and print</li><li>• Annual partner benefits</li></ul>	<ul style="list-style-type: none"><li>• 4 complimentary tickets (\$600 value)</li><li>• Logo included in most event promotion, both digital and print</li></ul>	<ul style="list-style-type: none"><li>• 2 complimentary tickets (\$300 value)</li><li>• Logo included in event signage</li></ul>

# FOR THE LOVE OF PARKS

**JULY 2022**

## CELEBRATING NATIONAL PARKS & REC MONTH

Since 1985, July has been dedicated as National Parks and Recreation Month. As a community, we use our parks to gather, play, getaway, and stay physically active. Throughout the global pandemic, parks have played a critical role in the way we function as a society, so now, more than ever we're asking for stakeholders to celebrate - for 31 days - our parks. With three varying sponsor levels, YOU can help make an impact and expand awareness during the entire month of July.

### PRESENTING

**\$15,000**

- Logo prominently featured in all promotion print and digital
- 4 Power of Parks gift bundles
- Invitation to speak at kick off event
- Annual partner benefits

### SUPPORTING

**\$5,000**

- Logo included in most print and digital promotion
- 4 Power of Parks gift bundles
- Invitation to attend kick off event

### ALLY

**\$1,000**

- Logo included in most print and digital promotion

# FARM FLOWER SERIES

## AUGUST 2022



Launched as a response to the global pandemic in 2020, the virtual Farm Flower Series was created to connect people to our urban farm and create a 3-part revenue-generating event series, 100% benefitting the work of Indy Urban Acres. In 2022, we will continue this programming by curating in-person experiences that raise awareness and funding through bouquet workshops and collaborative partnerships within the community. By sponsoring this 3-part series you will directly help us continue and expand our capabilities to inspire transformational change within Indy's food system.

### PRESENTING

**\$15,000**

- Logo prominently featured in all promotion print and digital
- 6 tickets to each of the three events (total of 18 tickets)
- Invitation to speak at each event
- Opportunity for onsite activation
- Annual partner benefits

### HARVESTER

**\$5,000**

- Logo included in print and digital promotion
- 4 complimentary tickets to each of the three events (total of 12 tickets)

### ALLY

**\$1,000**

- Logo included in print and digital promotion
- 2 complimentary tickets to each of the three events (total of 6 tickets)

# SPRING PLANT SALE

**MAY 7 & 8, 2022**

Since 2013, Indy Urban Acres has hosted an annual Spring Plant Sale, a revenue-generating event, 100% benefitting the work of our Indy Urban Farm. Now, as a multi-disciplinary farm system, this model works to inspire transformational change within Indy's food system by providing food justness for low-income families and developing entrepreneurial skills in young farmers. And we're just getting started - help us continue and expand these capabilities by becoming a sponsor of Indy Urban Acres Spring Plant Sale.

## PRESENTING

**\$15,000**

- Logo prominently featured in all promotion print and digital
- 4 Power of Parks gift bundles
- Invitation to speak at kick off event on June 30
- Opportunity for onsite activation
- Annual partner benefits

## HARVESTER

**\$5,000**

- Logo included in print and digital promotion
- 4 Power of Parks gift bundles
- Invitation to attend kick off event on June 30

## ALLY

**\$1,000**

- Logo included in print and digital promotion

# GREENER SOCIETY

## ANNUALLY - 2022

The Greener Society is a dedicated advocacy group for individuals between the ages of 25-40 who are passionate about the transformational change that parks, green spaces, and trails have in our city. This group will work to advance The Parks Alliance's mission, to demonstrate the transformative power of parks, inspire action in our community, and steward resources for parks. Together, with The Parks Alliance staff, we seek sponsors who are committed to creating a space for change agents ready to play an active role in our city.

### PRESENTING

**\$5,000**

- Logo prominently featured in all promotion, both print and digital
- 4 Power of Parks gift bundles

### ALLY

**\$1,000**

- Logo included in digital promotion

# THE FARM SOCIETY

## ANNUALLY - 2022



Now, as a multi-disciplinary farm system, Indy Urban Acres works to inspire transformational change within Indy's food system by providing food justness for low-income families. The Farm Society is a dedicated advocacy group for this project and will work to develop additional funding and marketing opportunities to expand the story and impact of Indy Urban Acres. We're seeking a sponsor who is committed to the mission of the farm and establishing a group of change-makers in this work.

### PRESENTING

**\$5,000**

- Logo prominently featured in all promotion, both print and digital
- 2 complimentary tickets to attend Farmraiser Season 9 on September 24, 2022.

### ALLY

**\$1,000**

- Logo included in digital promotion

# BINGO for Parks

## Monday, November 28, 2022



This event raises awareness for Indy's parks and public green spaces, and provides financial support to The Parks Alliance of Indianapolis. When you attend our inaugural Bingo fundraiser, you'll hit the jackpot. We're taking the game of Bingo to the next level with an intimate experience complete with a deejay, local celebrity host and great prizes - all while supporting the transformational power of parks!

### PRESENTING

**\$5,000**

- One complimentary table for up to (10) guests
- Logo prominently featured in all promotion print and digital
- Opportunity for onsite activation

### Supporting

**\$1,000**

- One complimentary table for up to (10) guests
- Logo included in print and digital promotion