

The Parks Alliance



Mission

To connect resources to needs on behalf of Indy's parks and public spaces for the people that use them.

Position Statement

For 30 years, The Parks Alliance has worked to develop and maintain Indy's parks, trails, greenways, and public spaces. By connecting resources to needs, our board and staff are committed to increasing access and availability of park spaces and programs for Indy families, youth, seniors, and visitors.

ABOUT THE PARKS ALLIANCE OF INDIANAPOLIS

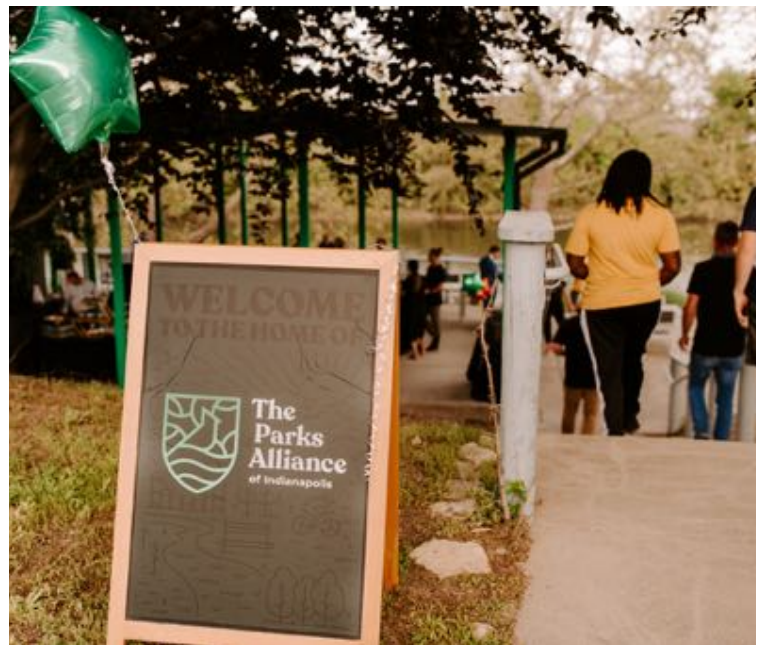
The Parks Alliance is a non-partisan, 501(c)3 non-profit, and proud partner of Central Indiana Community Foundation that exists to connect resources to needs by uniting government and community on behalf of Indy's parks and public spaces. For more than 30 years, The Parks Alliance has worked alongside Indy Parks & Recreation to identify needs and opportunities to develop and maintain Indy's parks, trails, greenways, and public spaces. Since 1991, The Park Alliance has secured and administered nearly \$100 million on behalf of Indy Parks and the people that use them. Our board and staff have established a strong track record of stewarding philanthropy to demonstrate the critical value of our work in making Indy a great place to live, work, play, and visit.

KEY PARTNERS

Central Indiana Community Foundation
City of Indianapolis
Indy Parks & Recreation

OUR OFFICE

We have thoughtfully restored a vacant building, nestled between the White River and White River Greenway, in the heart of Riverside Regional Park into our staff offices. We continue to invest in transitioning the space to be safe, accessible, beautiful, and engaging.



Website <https://www.parks-alliance.org/>

Social Media @parksalliancein | Instagram | Facebook | Twitter | LinkedIn

The Parks Alliance



Mission

To educate and empower people experiencing food insecurity by providing access to free produce.

History

Since 2011, Indy Urban Acres has grown into a multidisciplinary group of farms. At the beginning we harvested around 30,000 lbs of produce each year and now grow nearly 60,000 pounds of produce. That equates to about 300,000 servings of food each year!

ABOUT INDY URBAN ACRES AN INITIATIVE OF THE PARKS ALLIANCE

Indy Urban Acres, an initiative of The Parks Alliance of Indianapolis, is a collection of farms that utilizes organic farming practices. We work daily to empower and educate people by providing equitable access to free, high-quality produce. Indy Urban Acres is guided by the core belief that all people deserve access to healthy food. 100% of produce from Indy Urban Acres goes directly back into the community through community partners. When you invest in The Parks Alliance you are directly investing in food access.

KEY PARTNERS

- The Parks Alliance of Indianapolis
- Indy Parks & Recreation
- Marion County Soil & Water Conservation
- Old Bethel Food Pantry

OUR COMMITMENT

We commit to stewarding equitable access to an abundance of locally grown, free produce for people experiencing food insecurity. We will continue to drive equitable partnerships and funding to cultivate a vibrant farm system that benefits all.





**The
Parks
Alliance**
of Indianapolis



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.

ANNUAL PARTNERSHIP INVESTMENTS

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.

When you invest \$5,000 and above, you are eligible to opt into quarterly billing.

PREMIERE

\$40,000 +

- One table for (9) guests at Indy's Lunch for Parks
- (2) VIP tickets to Indy Urban Acres fundraising event: Farmraiser Season 10
- (2) Ad placements in monthly newsletter reaching nearly 5k subscribers
- Logo included in event marketing for up to (4) 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 (2) digital content pieces to our network
- Access to convening space at The Parks Alliance office located along the White River (up to 3 times a year)

IMPACT

\$25,000 +

- One table for (9) guests at Indy's Lunch for Parks
- (2) VIP tickets to Indy Urban Acres fundraising event: Farmraiser Season 10
- (2) Ad placements in monthly newsletter reaching nearly 5k subscribers
- Logo included in event marketing for up to (2) events throughout the year
- Recognition on parks-alliance.org sponsor page with hyperlink to company page
- Access to convening space at The Parks Alliance office located along the White River (up to 2 times a year)

PARTNER

\$10,000 +

- One table for (9) guests at Indy's Lunch for Parks
- (2) standard tickets to Indy Urban Acres fundraising event: Farmraiser Season 10
- (1) Ad placements in monthly newsletter reaching nearly 5k subscribers
- Logo included in event marketing for up to (1) events throughout the year
- Recognition on parks-alliance.org sponsor page with hyperlink to company page
- Access to convening space at The Parks Alliance office located along the White River (up to 1 time a year)

*For more information email Vice President of Development & Partnerships
Ashley Miser, amiser@parks-alliance.org*

2023 INDY'S LUNCH FOR PARKS PRESENTED BY AES INDIANA

SPONSOR INVESTMENT OPPORTUNITIES

Bringing together leaders, from city officials, builders, planners, engineers, and residents, the #ParksFunLunch serves as a moment to connect, learn, and be inspired to help shape the future of our city's parks.

PRESENTING SPONSOR

INVESTMENT | \$40,000

- Exclusive name recognition as the presenting sponsor
- Three premiere tables for 27 guests at the luncheon
- Invitation to speak in front of 800+ guests at the luncheon
- Primary branding placement in event program, and on stage
- Invitation to present as the keynote of the luncheon
- Opportunity for brand recognition at each event in the breakfast and luncheon
- Annual partner benefits

SECURED

VIP BREAKFAST INVESTMENT | \$15,000

- Two tables for 18 guests
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation
- Invitation to attend and speak at VIP Breakfast
- Annual partner benefits

WELCOME SPONSOR INVESTMENT | \$15,000

- Two tables for 18 guests
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation
- Recognized on stage at luncheon
- Invitation to attend VIP Breakfast
- Annual partner benefits

SOCIAL HOUR SPONSOR INVESTMENT | \$15,000

- Two tables for 18 guests
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation
- Recognized on stage at luncheon
- Invitation to attend VIP Breakfast
- Annual partner benefits

ACTIVATION SPONSOR

INVESTMENT | \$10,000

- One table for 9 guests
- High-profile recognition and branding included in event promotion and onsite
- Opportunity to host an onsite activation that highlights the event theme and purpose
- Invitation to attend VIP Breakfast
- Annual partner benefits

MISSION SPONSOR

INVESTMENT | \$5,000

- One table for 9 guests
- Logo included in most event collateral including digital and print signage
- Invitation to attend VIP Breakfast

TABLE SPONSOR INVESTMENT | \$2,500

- One table for 9 guests
- Name included in program
- Invitation to attend VIP Breakfast

INDIVIDUAL SEAT INVESTMENT | \$350

These investment opportunities are open to all who are interested in shaping the future of our city's parks, trails, and green spaces.

For more information contact:

Ashley Miser

Vice President of Development & Partnerships

amiser@parks-alliance.org

The Parks Alliance



Indy Urban Acres, an initiative of The Parks Alliance of Indianapolis, is a collection of farms that utilizes organic farming practices. We work daily to empower and educate people by providing equitable access to free, high-quality produce. Indy Urban Acres is guided by the core belief that all people deserve access to healthy food. Since 2013, Farmraiser has served as the annual fundraising event to bring awareness to IUA's mission while raising funds that directly impact the operations of this multi-disciplinary farm system.

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$15,000

- Exclusive name recognition as the presenting sponsor
- Two tables for (16) guests
- Two Farmraiser favor box
- Invitation to be honorary dinner bell in front of 250+ guests at the event
- Primary branding placement in event program, and on-program stage
- Opportunity for brand recognition at the event
- Opportunity for onsite activation that matches the event theme
- Annual partner benefits

SECURED

WELCOME AND NETWORK SPONSOR

INVESTMENT | \$10,000

- One table for (8) guests
- One Farmraiser favor box
- Brand placement in event promotion and onsite at the event including at the event entry and welcome area
- Opportunity for onsite activation that matches the event theme
- Annual partner benefits

SECURED

STAGE AND TECHNOLOGY SPONSOR

INVESTMENT | \$10,000

- One table for (8) guests
- One Farmraiser favor box
- Brand placement in event promotion and onsite at the event including at the event entry and welcome area
- Opportunity for onsite activation that matches the event theme
- Annual partner benefits

MISSION SPONSOR

INVESTMENT | \$5,000

- One table for (8) guests
- One Farmraiser favor box
- Brand placement on event program and event signage

TABLE HOST

INVESTMENT | \$2,500

- One table for (8) guests
- One Farmraiser favor box
- Name included in program

THE BUNDLE

INVESTMENT | \$450

- Two tickets
- One Farmraiser favor box

SINGLE TICKET

INVESTMENT | \$150

For more information email Vice President of Development & Partnerships
Ashley Miser, amiser@parks-alliance.org

The Parks Alliance



PLANT SALE SCHEDULE 2023:

OPENING WEEKEND

Saturday, May 6 | 8 a.m. - 1 p.m.

Sunday, May 7 | 8 a.m. - 1 p.m.

NATIVE PLANT SALES ONLY

Every Friday

June 2-August 25 | 9 a.m. - noon

PLANT SALES:

Saturday 13, Sunday 14 | 9 a.m. - noon

Saturday 20, Sunday 21 | 9 a.m. - noon

MEMORIAL DAY SALE

Monday, May 29 | 9 a.m. - noon

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$10,000

- Exclusive name recognition as the presenting sponsor
- Premiere branding placement in marketing collateral including but not limited to: online pre-sale, digital and print ads, in-person sale posters, and more
- Invitation to curate a company service day leading up to the month of May or later
- Opportunity for brand recognition onsite including signage, maps, and other printed items
- Opportunity for onsite activation that matches the opening weekend event theme
- Annual partner benefits

WELCOME AND FOOD SPONSOR

INVESTMENT | \$5,000

- Brand placement in most digital promotion and print marketing collateral
- Branding onsite at the event including at the event entry and welcome area
- Opportunity for onsite activation that matches the opening weekend event theme

ENTERTAINMENT AND TECHNOLOGY SPONSOR

INVESTMENT | \$5,000

- Brand placement in most digital promotion and print marketing collateral
- Branding onsite at the event including on stage
- Opportunity for onsite activation that matches the opening weekend event theme

COMMUNITY GARDEN PARTNER

INVESTMENT | \$5,000

- Brand placement in most digital promotion and print marketing collateral
- Matched with a community partner who's requested donated plants for public/semi-private garden, and that helps feed the community
- Co-branded garden tags to be placed in the community garden

MISSION SPONSOR

INVESTMENT | \$1,000

- Name placement in most digital promotion and print marketing collateral

*For more information email Vice President of Development & Partnerships
Ashley Miser, amiser@parks-alliance.org*

The Parks Alliance



The Parks Alliance proudly convenes parks people throughout the year to connect and engage with one another, and share their collective love for public spaces.

On Giving Tuesday TPA convenes parks lovers by hosting an annual fundraising event, BINGO Night for Parks. This event celebrates the giving season by raising awareness for our parks system, and building new friendships.

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$5,000

- Exclusive name recognition as the presenting sponsor
- One premiere table for (10) guests
- Invitation to speak in front of 150+ guests
- Primary branding placement in event promotion
- Name/logo displayed on video signage at event
- Opportunity for onsite activation of branding and staff

WELCOME AND SNACK SPONSOR

INVESTMENT | \$2,500

- One table for (10) guests
- Company name announced from event "stage"
- Branding placement in most event promotions both digital and print
- Opportunity for onsite activation that aligns with the event theme

ENTERTAINMENT AND TECHNOLOGY SPONSOR

INVESTMENT | \$2,500

- One table for (10) guests
- Company name announced from event "stage"
- Branding placement in most event promotions both digital and print
- Opportunity for onsite activation that aligns with the event theme

MISSION SPONSOR

INVESTMENT | \$1,000

- One table for (10) guests
- Name included on event video screen
- Name included on event program

TABLE HOST INVESTMENT | \$500

- One table for (10) guests
- Name included in event program

SINGLE TICKET INVESTMENT | \$25

For more information email Vice President of Development & Partnerships
Ashley Miser, amiser@parks-alliance.org

The Parks Alliance



SATURDAY, FEBRUARY 11, 2023 | 10:00 a.m.

Park5k is a community celebration of our outdoors and green spaces for individuals and families. This annual run benefits The Parks Alliance and its mission to connect resources to needs on behalf of Indy's parks and public spaces for the people that use them.

Participants will experience the outer loop of the future home to Riverside Adventure Park, starting near the Major Taylor Velodrome, following the White River Trail, and investigating the historical 30th street bridge construction.

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$10,000

- Exclusive name recognition as the presenting sponsor
- Ten complimentary race registrations for clients or employees
- Invitation to speak at the start of the run
- Primary branding placement in event promotion, program, and start/finish line
- Opportunity for brand recognition at and around the race course
- Onsite activation that matches the theme
- Annual partner benefit

SECURED

WELCOME AND SNACK SPONSOR

INVESTMENT | \$5,000

- Four complimentary race registrations or clients or employees
- Brand placement in event promotion and onsite at the event including at the event entry and welcome area
- Opportunity for onsite activation that matches the event theme

ENTERTAINMENT AND TECHNOLOGY SPONSOR

INVESTMENT | \$5,000

- Four complimentary race registrations or clients or employees
- Brand placement in event promotion and onsite at the event including at the entertainment portion
- Opportunity for onsite activation that matches the event theme

MISSION SPONSOR

INVESTMENT | \$1,000

- Two complimentary race registrations for clients or employees
- Name included in most event promotions and onsite at the event near start/finish line
- Name recognized on event landing page with hyperlink to company website

SINGLE TICKET
INVESTMENT | \$35

*For more information email Vice President of Development & Partnerships
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The Parks Alliance



The Parks Alliance is committed to telling the collective story of park land past, present, and future. Over the course of this 3-event series we will work with educational guest speakers, and Indiana Humanities to address the historic and present stories of our land.

From the impact of policies to the impact of humans, we will draw on the history to learn how we've altered the land that serves us - and most importantly how we can ensure lasting stewardship of this landscape.

SPONSOR INVESTMENT OPPORTUNITIES

SERIES SPONSOR

INVESTMENT | \$10,000

- Exclusive name recognition as the presenting sponsor for all 3-events
- Invitation to speak and welcome guests at each of the 3-events
- Primary branding placement in event promotion, programs, and onsite at the event
- Opportunity for onsite activation that matches the event theme
- Annual partner benefits

EVENT #1 SPONSOR

INVESTMENT | \$2,500

- Company recognized in opening remarks at event #1
- Brand placement in event promotion and onsite at the event
- Custom, and co-branded digital toolkit to invite employees and clients
- Opportunity for onsite activation that matches the event theme

SUPPORTING SPONSOR INVESTMENT | \$500

- Name included in each event program

EVENT #2 SPONSOR

INVESTMENT | \$2,500

- Company recognized in opening remarks at event #2
- Brand placement in event promotion and onsite at the event
- Custom, and co-branded digital toolkit to invite employees and clients
- Opportunity for onsite activation that matches the event theme

These investment opportunities are open to all who are interested in shaping the future of our city's parks, trails, and green spaces. In addition, your event specific investment will help keep these events free to attendees - and accessible to all.

EVENT #3 SPONSOR

INVESTMENT | \$2,500

- Company recognized in opening remarks at event #3
- Brand placement in event promotion and onsite at the event
- Custom, and co-branded digital toolkit to invite employees and clients
- Opportunity for onsite activation that matches the event theme

*For more information contact:
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The Parks Alliance



The Parks Alliance works to ensure residents and visitors enjoy and understand the value of public places — now and for generations. And one of our city's greatest public assets includes our waterways, such as the White River.

In collaboration with Friends of White River and Frank's Paddlesport Livery Co. the 2023 Service Day will be a clean-up among the banks of the White River.

We need partners like you to help us reduce the environmental impacts on our public spaces, and waterways.

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$5,000

- Exclusive name recognition as the presenting sponsor
- Invitation to speak and welcome guests
- Primary branding placement in event promotion, programs, and onsite at the event
- Opportunity for onsite activation that matches the event theme

WELCOME & SNACK SPONSOR

INVESTMENT | \$1,000

- Brand placement in event promotion and some onsite
- Custom, and a co-branded digital toolkit to invite employees and clients to participate
- Opportunity for onsite activation that matches the event theme

FRIEND OF THE EARTH INVESTMENT | \$500

- Name included on digital event website

MATERIALS & LITTER TOOLS SPONSOR

INVESTMENT | \$1,000

- Brand placement in event promotion and some onsite
- Custom, and a co-branded digital toolkit to invite employees and clients to participate
- Opportunity for onsite activation that matches the event theme

These investment opportunities are open to all who are interested in shaping the future of our city's parks, trails, and green spaces. In addition, your event specific investment will help keep this event free to attendees - and accessible to all.

PRESERVATION SPONSOR

INVESTMENT | \$1,000

- Brand placement in event promotion and some onsite
- Custom, and a co-branded digital toolkit to invite employees and clients to participate
- Opportunity for onsite activation that matches the event theme

*For more information contact:
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The Parks Alliance



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.

SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT | \$7,500

- Exclusive name recognition as the presenting sponsor
- Invitation to speak and welcome guests at the kick-off party
- Primary branding placement in event promotion, both print and digital
- Opportunity for onsite activation that matches the kick-off party theme
- Custom, and a co-branded digital toolkit to invite employees and clients to participate

SUPPORTING SPONSOR

INVESTMENT | \$1,500

- Primary branding placement in event promotion, both print and digital
- Opportunity for onsite activation that matches the kick-off party theme
- Custom, and a co-branded digital toolkit to invite employees and clients to participate
- Invitation to attend the kick-off party

ALLY SPONSOR

INVESTMENT | \$1,500

- Primary branding placement in event promotion, both print and digital
- Opportunity for onsite activation that matches the kick-off party theme
- Custom, and a co-branded digital toolkit to invite employees and clients to participate
- Invitation to attend the kick-off party

MISSION SPONSOR

INVESTMENT | \$500

- Name included on digital event page

HOST A PARKS PARTY

A Parks Party can be anything from a backyard BBQ with friends to catered cocktail hour, the key is to introduce The Parks Alliance leadership team to your network, and donate all or a portion of proceeds to benefit The Parks Alliance.

For more information contact:

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amiser@parks-alliance.org

The Parks Alliance



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SPONSOR INVESTMENT OPPORTUNITIES

PRESENTING SERIES SPONSOR

INVESTMENT | \$7,500



- Exclusive name recognition as the presenting sponsor
- Logo included in this 3-part event series promotions, both digital, print, and on event signage
- Social Media handles recognized in all digital promotions
- Up to (20) complimentary flower bouquets to disperse at your discretion - must be acquired between August-September
- Opportunity to speak during welcome remarks at each event
- Up to (2) complimentary tickets per event to disperse at your discretion

WELCOME AND WORKSHOP SPONSOR

INVESTMENT | \$2,500



- Logo included in this 3-part event series promotions, both digital, print, and on event signage
- Social Media handles recognized in some digital promotions
- Up to (10) complimentary flower bouquets to disperse at your discretion - must be acquired between August-September

ENTERTAINMENT AND MISSION SPONSOR

INVESTMENT | \$2,500



- Logo included in this 3-part event series promotions, both digital, print, and on event signage
- Social Media handles recognized in some digital promotions
- Up to (10) complimentary flower bouquets to disperse at your discretion - must be acquired between August-September

SERIES SUPPORT INVESTMENT | \$500

- Name included in digital recognition

SINGLE TICKET INVESTMENT | \$40

For more information including host a private flower workshop please contact:

Ashley Miser

*Vice President of Development & Partnerships
amiser@parks-alliance.org*