



# FOR THE LOVE OF PARKS

## JULY 2024

*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. Now, more than ever we're asking for stakeholders to celebrate our city's parks throughout the month of July campaign.*

### **PRESENTING SPONSOR | \$10,000 - month long campaign**

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- Exclusive name recognition as the Presenting Sponsor of the For the Love of Parks campaign, as written: The (Presenting Sponsor Name) presents For the Love of Parks
- 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
- Up to one tag on Indy Parks and Rec social media
- Up to one tag on The Parks and Recreation social media
- Logo and hyperlink in The Parks Alliance e-newsletter (1x year)
- Logo and hyperlink in The Parks Alliance website
- Opportunity to be featured in story telling digital content on The Parks Alliance blog platform and website
- Invitation for (2) to Indy's Lunch for Parks VIP Breakfast
- Invitation for (2) to Indy's Lunch for Parks luncheon
- First right of refusal for following year

### **CHAMPION SPONSOR | \$7,500 - single day exclusive**

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- Exclusive name recognition as the champion sponsor of Parks Professionals Day as written: (Name of Title Sponsor) Presents For the Love of Parks exclusive: Parks Professionals Day championed by (Company Name)
- 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
- Up to one tag on Indy Parks and Rec social media
- Up to one tag on The Parks and Recreation social media
- Logo and hyperlink in The Parks Alliance e-newsletter (1x year)
- Logo and hyperlink in The Parks Alliance website
- Opportunity to be featured in story telling digital content on The Parks Alliance blog platform and website
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- Invitation for (2) to Indy's Lunch for Parks luncheon
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### **MISSION | \$5,000**

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- Branding placement in most event promotion, both print and digital
- Custom, and co-branded digital toolkit to invite employees and clients to participate
- Opportunity to host a give-back experience benefitting The Parks Alliance

### **CAMPAIGN PARTNER**

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- Opportunity to host a give-back experience benefitting The Parks Alliance; and combining marketing efforts
- Branding placement in some event promotion, both print and digital
- Custom, and co-branded digital toolkit to invite audience members