



**The
Parks
Alliance**
of Indianapolis



2024

INVESTMENT OPPORTUNITIES

The Parks Alliance (TPA) partners with our community to steward and leverage funding to ensure our city's parks, greenspaces, programs, services, and amenities are accessible for all.

We work directly with Indy Parks to identify their system-wide investment needs, including but not limited to 1) maintenance and improvement of existing parks 2) expansion and sustainable funding for programs and services 3) staff advancement 4) the growth of parks for the future.

We need partners like you to invest in and advocate for our city's parks, trails, and recreational facilities. Your support helps us provide for our growing population, protect property values, attract new residents, drive tourism, and support an accessible parks ecosystem for all.

TOGETHER, WE CAN SHAPE OUR CITY'S PARKS FOR THE FUTURE.

#INDYPARKSFORALL



The Parks Alliance has teamed up with Indy Parks to offer corporate investment opportunities for system-wide assets and programs. Over the past year, this renewed partnership hopes to address long-term sustainability for growth, programming, and maintenance of our parks system.

BRAND VISIBILITY | COLLABORATIVE CONTENT | ON-SITE ACCESS | CUSTOM EXPERIENCES

Together, The Parks Alliance and Indy Parks will leverage decades worth of social media brand strength to create a more powerful and memorable impact for your company name and branding. Companies and partners who are looking for high community visibility will benefit from our targeted sponsorship recognitions.

Below is snapshot of our collective digital power.

DIGITAL PROFILE OVERVIEW

		
FACEBOOK	4,400	38,000
INSTAGRAM	4,120	16,900
X (PREVIOUSLY TWITTER)	2,124	17,700
LINKEDIN	458	1,052

ABOUT US

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 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 \$17 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.

MISSION STATEMENT

The Parks Alliance is a Non-partisan, 501(c)3 non-profit, and proud partner of the 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.



Indy Parks is a leader in making Indianapolis a vibrant and healthy place to live. The department's mission is to provide enriching experiences for all through key values including inclusion; fun; collaboration; and stewardship. As we continue to work together, it is our collaborative focus to invest and sustain the future of our parks for all generations.



VISION STATEMENT

To make Indy a nationally recognized parks city by demonstrating the transformational power of parks.



KEY PARTNERS





ANNUAL BENEFITS

We are excited to work with your company 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 our city.

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

\$50,000 +

- (1) table at Indy's Lunch for Parks
- (1) invitation to attend the Indy's Lunch for Parks VIP Breakfast
- (4) tickets to attend Indy Urban Acres annual fundraising event, Farmraiser Season 11
- (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 +

- (1) table at Indy's Lunch for Parks
- (1) invitation to attend the Indy's Lunch for Parks VIP Breakfast
- (2) tickets to attend Indy Urban Acres annual fundraising event, Farmraiser Season 11
- (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 +

- (5) seats at Indy's Lunch for Parks
- (1) invitation to attend the Indy's Lunch for Parks VIP Breakfast
- (1) Ad placements in monthly newsletter reaching nearly 5k subscribers
- Logo included in event marketing for up to (1) event 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)



ANNUAL PLANT SALE

MAY 2024

Since 2011, Indy Urban Acres has become a multi-disciplinary urban farm with multiple sites on Indy's Eastside that donates 100% of harvested produce to food pantries and families. Now in its 10th year, the Annual Plant Sale is a pivotal fundraising event that supports the operational costs of this urban farm and its mission to provide equitable access to free, high-quality produce.

INDY URBAN ACRES - ANNUAL PLANT SALE, PRESENTING SPONSOR | \$15,000

- Exclusive name recognition as the presenting sponsor as written: Indy Urban Acres Plant Sale presented by (Company Name)
- Primary branding placement in event promotion including pre-sale communications
- Brand recognized on event landing page with hyperlink to company website
- Onsite activation that matches the theme of the event
- Up to (six) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

SUPPORTING | \$10,000

- Brand placement in most digital promotion and print marketing collateral
- Brand recognized on event landing page with hyperlink to company website
- Opportunity for onsite activation that matches the opening weekend event theme
- Up to (two) tags on social media
- Customized digital marketing toolkit

MISSION | \$5,000

- Brand placement in some digital promotion and print marketing collateral
- Brand recognized on event landing page with hyperlink to company website
- Up to (one) tag on social media
- Customized digital marketing toolkit

CONTRIBUTOR | \$1,000

- Name placement in some digital promotion and print marketing collateral
- Name recognized on event landing page
- Customized digital marketing toolkit



FARM SHARE

2024 SEASON JUNE-SEPTEMBER

In 2018 Indy Urban Acres adopted a food distribution model, then titled, Veggie Bag outreach program, to create access for those with barriers to attaining fresh produce. Since that time the model has evolved to intersect with IUA's core belief that all people deserve access to healthy food and delivering food with dignity. The Parks Alliance of Indianapolis continues to provide administrative, financial, and fundraising support for IUA, enabling farm staff to focus on food education, empowerment, and access.

INDY URBAN ACRES - FARM SHARE, PRESENTING SPONSOR | \$25,000

- Exclusive name recognition as the presenting sponsor as written: Farm Share presented by (Company Name)
- Primary branding placement in digital promotion
- Brand recognized on event landing page with hyperlink to company website
- Up to (six) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

SUPPORTING | \$10,000

- Brand placement in most digital promotion and print marketing collateral
- Opportunity for onsite activation for employee service day
- Up to (two) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included

MISSION | \$5,000

- Brand placement in some digital promotion and print marketing collateral
- Brand recognized on program landing page with hyperlink to company website
- Up to (one) tag on social media
- Customized digital marketing toolkit

CONTRIBUTOR | \$1,000

- Name placement in some digital promotion and print marketing collateral
- Name recognized on program landing page
- Customized digital marketing toolkit



FARMRAISER SEASON 11

SATURDAY, SEPTEMBER 21, 2024

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.

INDY URBAN ACRES - FARMRAISER SEASON 11, PRESENTING SPONSOR | \$15,000

- Exclusive name recognition as the presenting sponsor as written: Farmraiser Season 11 presented by (Company Name)
- Opportunity to host up to two tables for (16) guests
- Invitation to be honorary dinner bell ringer and speak in front of 250+ guests at the event
- Primary branding placement in event promotion, program, and on-program stage
- Opportunity for brand recognition at each table
- Opportunity for onsite activation that matches the event theme
- Up to (six) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

WELCOME | \$10,000

- One table for (8) guests
- Brand placement in event promotion and onsite at entry
- Opportunity for onsite activation that matches the event theme
- Customized digital marketing toolkit
- Annual TPA partner benefits

ENTERTAINMENT | \$10,000

- One table for (8) guests
- Brand placement in event promotion and onsite at exterior stage
- Opportunity for onsite activation that matches the event theme
- Customized digital marketing toolkit
- Annual TPA partner benefits

TECHNOLOGY | \$10,000

- One table for (8) guests
- Brand placement in event promotion and onsite at interior stage
- Opportunity for onsite activation that matches the event theme
- Customized digital marketing toolkit
- Annual TPA partner benefits

MISSION | \$5,000

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

TABLE HOST | \$2,500

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