



**The
Parks
Alliance**
of Indianapolis

A CICF PARTNER

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



THE INDIANAPOLIS FOUNDATION
A CICF AFFILIATE





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)



BEAUTIFICATION

Corporate volunteer service days supporting Indy Parks serve as a win-win for all involved. They benefit our city's parks, the corporation's employees, and the local community. These corporate sponsored events contribute to the protection and enhancement of natural spaces, while fostering a sense of environmental responsibility and community engagement.

Such collaborations can lead to long-term annual service projects, ongoing support, and shared objectives for environmental preservation. Corporations may provide funding, materials, and equipment for the projects, further assisting Indy Parks in their sustainability and conservation efforts.

CORPORATE SERVICE ACTIVATIONS - EMPLOYEE SPONSORED VOLUNTEER DAYS

TIER 4 | \$50,000 +

- Name recognition as written: (Company Name) Service Day benefitting Indy Parks
- Access to project manager from Indy Parks
- High level coordination between Indy Parks, The Parks Alliance, and the corporate partner to assess needs, and identify best-fit park location
- Up to (six) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

TIER 3 | \$20,000+

- Name recognition as written: (Company Name) Service Day benefitting Indy Parks
- Access to project manager from Indy Parks
- High level coordination between Indy Parks, The Parks Alliance, and the corporate partner to assess corporate goals for service project
- Up to (four) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

TIER 2 | \$5,000+

- Access to project manager from Indy Parks
- Coordination between Indy Parks, The Parks Alliance, and the corporate partner to assess corporate goals for service project
- Up to (two) tags on social media

TIER 1 | \$1,000+

- Access to project manager from Indy Parks
- Up to (1) tag on social media
- Customized digital marketing toolkit



ENVIRONMENTAL EDUCATION

Indy Park's environmental education programs aim to promote a deeper understanding of the natural world, environmental conservation, and sustainable practices among the public. These programs are offered throughout the parks system, and other outdoor spaces managed by Indy Parks. Efforts are continuously made to ensure that environmental education programs are accessible to people of all abilities and backgrounds. This may include providing materials in multiple languages, accommodating people with disabilities, and offering scholarships or reduced fees for underserved communities.

INDY PARKS CITYWIDE ENVIRONMENTAL EDUCATION, PRESENTING SPONSOR | \$25,000

- Exclusive name recognition as the presenting sponsor of system-wide Environmental Education for Indy Parks and Recreation as written: Citywide Environmental Education Programming presented by (Company Name)
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 6 times a year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x 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
- Annual TPA benefits including:
 - Invitation to host (1) table at Indy's Lunch for Parks
 - Invitation for (1) to attend the Indy's Lunch for Parks VIP Breakfast
- First right of refusal for following year

ACTIVATION SPONSOR | \$10,000

- Premiere brand placement in all citywide environmental education promotion and programs
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 2x/year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x/year)
- Logo and hyperlink in The Parks Alliance website
- Annual TPA benefits including:
 - Invitation to host (5) guests at Indy's Lunch for Parks
 - Invitation for (1) to attend the Indy's Lunch for Parks VIP Breakfast

MISSION | \$5,000

CONTRIBUTOR | \$1,000

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| <ul style="list-style-type: none"> • Brand placement in most citywide environmental education promotion • Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 1 time a year) • Logo and hyperlink in The Parks Alliance website | <ul style="list-style-type: none"> • Name recognition on applicable promotional materials and websites |
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STAFF DEVELOPMENT

Indy Parks staff maintain, preserve, and program our local parks, green spaces, and recreational areas that are essential for the well-being of our community. These dedicated public servants work tirelessly to provide safe, and accessible parks for all to enjoy. However, like any organization, they face resource constraints and the need for ongoing training and development opportunities for their staff.

Investing in staff development for our Parks Professionals is an investment in our community's future.

INDY PARKS ANNUAL STAFF CONFERENCE, PRESENTING SPONSOR | \$7,500

- Exclusive name recognition as the presenting sponsor, as written: Indy Parks Annual Staff Conference presented by (Company Name)
- Opportunity to provide opening remarks
- Onsite recognition on signage at entry and in large welcome hall
- Up to one tag on Indy Parks social media
- Up to one tag on The Parks Alliance 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
- First right of refusal for following year

MISSION | \$5,000

- Onsite recognition on signage at entry and in large welcome hall
- Up to one tag on Indy Parks social media
- Up to one tag on The Parks Alliance social media
- Logo and hyperlink in The Parks Alliance e-newsletter (1x year)
- Logo and hyperlink in The Parks Alliance website

CONTRIBUTOR | \$1,000

- Name recognition on signage at entry and in large welcome hall

SUSTAINING CONTRIBUTOR TO INDY PARKS AND RECREATION DIRECTOR'S FUND | GIFT RANGE: \$500-\$15,000

The Indy Parks Director's Fund has existed for over a decade. Through this fund, Indy Parks directors are able to disperse specific impact dollars to people and projects throughout the department. By contributing to this fund you are directly supporting parks professionals, and our public spaces.

- Up to one tag on Indy Parks social media
- Up to one tag on The Parks Alliance 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



SUMMER CONCERTS & MOVIES

*Indy Park's citywide summer movie and concert series is a popular community asset that takes place in local parks and outdoor venues during the summer months. This series typically features a schedule of **free** movie screenings and live musical performances, creating a fun and family-friendly atmosphere for residents and visitors. Efforts are made to ensure that the events are accessible and inclusive, with considerations for attendees with disabilities, language support, and accommodations for different age groups.*

INDY PARKS CITYWIDE SUMMER CONCERT AND MOVIE SERIES, TITLE SPONSOR | \$25,000

- Exclusive name recognition as the Title Sponsor of the Summer Movie and Concert Series for Indy Parks as written: The (Title Sponsor Name) Summer Movie and Concert Series hosted by (Presenting Sponsor Name)
- Invitation to provide remarks at up to (3) of the events within the series
- Primary brand placement in all series-event promotion, program, and on stage (if applicable)
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 6 times a year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x 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
- Annual TPA benefits including:
 - Invitation to host (1) table at Indy's Lunch for Parks
 - Invitation for (1) to attend the Indy's Lunch for Parks VIP Breakfast
- First right of refusal for following year

INDY PARKS SYSTEM WIDE SPORTS LEAGUES, PRESENTING SPONSOR | \$15,000

- Exclusive name recognition as the Presenting Sponsor of the Summer Movie and Concert Series for Indy Parks as written: The (Title Sponsor Name) Summer Movie and Concert Series hosted by (Presenting Sponsor Name)
- Invitation to provide remarks at up to (2) of the events within the series
- Primary brand placement in all series-event promotion, program, and on stage (if applicable)
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 4 times a year)
- 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
- Annual TPA benefits

ACTIVATION | \$10,000

- Brand placement in some citywide, movie/concert promotions
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 2 times a year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x year)
- Logo and hyperlink in The Parks Alliance website
- Annual TPA benefits

MISSION | \$5,000

- Some brand placement in all system wide promotion
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 1 time a year)
- Logo and hyperlink in The Parks Alliance website

CONTRIBUTOR | \$1,000

- Name recognition on applicable promotional materials and websites



SPORTS LEAGUES

Indy Park's citywide sports leagues play a vital role in providing recreational opportunities, promoting physical fitness, and building a sense of community among residents. They are an essential component of the Indy Parks' efforts to enhance the quality of life for local residents and contribute to the overall well-being of the community. Efforts are continuously made to ensure that leagues are accessible to people of all abilities and backgrounds. This may include providing materials in multiple languages, accommodating people with disabilities, and offering scholarships or reduced fees for underserved communities.

INDY PARKS CITYWIDE SPORTS LEAGUES, TITLE SPONSOR | \$50,000

- Exclusive name recognition as the Title Sponsor of Citywide Sports Leagues for Indy Parks as written: (Title Sponsor Name) Citywide (Sport Name) hosted by (Presenting Sponsor Name)
- Invitation to provide remarks at kick-off events for each of sporting event (if applicable)
- Primary brand placement in all citywide league promotion, program, and on stage (if applicable)
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 6x/ year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x /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
- Annual TPA benefits including:
 - Invitation to host (1) table at Indy's Lunch for Parks
 - Invitation for (1) to attend the Indy's Lunch for Parks VIP Breakfast
- First right of refusal for following year

INDY PARKS CITYWIDE SPORTS LEAGUES, PRESENTING SPONSOR | \$25,000

- Exclusive name recognition as the Presenting Sponsor of Citywide Sports Leagues for Indy Parks as written: (Title Sponsor Name) Citywide (Sport Name) hosted by (Presenting Sponsor Name)
- Primary brand placement in all system wide, city league promotion, program, and on stage (if applicable)
- Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 4x/ year)
- Logo and hyperlink in The Parks Alliance e-newsletter (2x /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
- Annual TPA benefits
- First right of refusal for following year

ACTIVATION | \$10,000

MISSION | \$5,000

CONTRIBUTOR | \$1,000

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Premiere brand placement in all citywide sports leagues promotion, program, and on stage (if applicable) • Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 2x/ year) • Logo and hyperlink in The Parks Alliance e-newsletter (2x/year) • Logo and hyperlink in The Parks Alliance website • Annual TPA benefits | <ul style="list-style-type: none"> • Brand placement in most citywide sports leagues promotion, program, and on stage (if applicable) • Brand inclusion on both The Parks Alliance and Indy Parks social media platforms (up to 1x/year) • Logo and hyperlink in The Parks Alliance website | <ul style="list-style-type: none"> • Name recognition on applicable promotional materials and websites |
|---|--|---|