



**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

		
<b>FACEBOOK</b>	4,400	38,000
<b>INSTAGRAM</b>	4,120	16,900
<b>X (PREVIOUSLY TWITTER)</b>	2,124	17,700
<b>LINKEDIN</b>	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)



# INDY'S LUNCH FOR PARKS

**FRIDAY, APRIL 19, 2024 | 11:00 A.M. - 1:30 P.M. | JW MARRIOTT**

*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.*

***New this year, a % of each sponsorship will benefit Indy Parks' Aquatics programming.***

**PRESENTING SPONSOR | \$45,000 | SOLD - AES INDIANA**

- Exclusive name recognition as the presenting sponsor
- Invitation to host up to (3) premiere tables at the luncheon
- Invitation to provide remarks in front of 900+ guests at the luncheon
- Invitation to present as the keynote of the VIP Breakfast
- Primary branding placement in event promotion, program, and on stage
- Opportunity for onsite recognition at the VIP breakfast and luncheon
- Opportunity to host an onsite activation that matches the theme of the event
- Up to (6) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year

**VIP BREAKFAST | \$15,000**

- Invitation to host up to (2) tables at the luncheon
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation at the VIP Breakfast and/or the luncheon that matches the theme of the event
- Invitation to present welcome remarks at the VIP Breakfast
- Brand recognized on event landing page with hyperlink to company website
- Up to (4) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included

**WELCOME | \$15,000**

- Invitation to host up to (2) tables at the luncheon
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation at the luncheon that matches the theme of the event
- Invitation to attend the VIP Breakfast
- Brand recognized on event landing page with hyperlink to company website
- Up to (4) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included

**RECEPTION | \$15,000**

- Invitation to host up to (2) tables at the luncheon
- Premiere logo placement in event promotion and onsite
- Opportunity to host an onsite activation at the luncheon that matches the theme of the event
- Invitation to attend the VIP Breakfast
- Brand recognized on event landing page with hyperlink to company website
- Up to (4) tags on social media
- Customized digital marketing toolkit
- Annual TPA partner benefits included

**ACTIVATION | \$10,000**

- One table for (10) 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 TPA partner benefits

**MISSION | \$5,000**

- One table for (10) guests
- Logo included in most event collateral including digital and print signage
- Invitation to attend VIP Breakfast

**TABLE HOST | \$3,000**

- One table for (10) guests
- Name included in program
- Invitation to attend VIP Breakfast



# PARK5K

**SATURDAY, FEBRUARY 17, 2024 | 10:00 A.M. - 1:00 P.M. | LOCATION TBD**

*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.*

## **PRESENTING SPONSOR | \$15,000**

- Exclusive name recognition as the presenting sponsor as written: Park5k presented by (Company Name)
- Ten complimentary race registrations for clients, employees, or community partners
- Invitation to speak at event
- Primary branding placement in event promotion and start/finish line
- Brand recognized on event landing page with hyperlink to company website
- Opportunity for brand recognition at any (one) stop throughout the racecourse
- 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

## **WELCOME | \$5,000**

- Four complimentary race registrations for clients, employees, or community partners
- Brand placement in event promotion and onsite at the event including at the event entry and welcome area
- Brand recognized on event landing page with hyperlink to company website
- Up to (2) tags on social media
- Opportunity for onsite activation that matches the event theme

## **ACTIVATION | \$5,000**

- Four complimentary race registrations for clients, employees, or community partners
- Brand placement in event promotion and onsite at the event
- Brand recognized on event landing page with hyperlink to company website
- Up to (2) tags on social media
- Opportunity for onsite activation that matches the theme of the event

## **TECHNOLOGY | \$5,000**

- Four complimentary race registrations for clients, employees, or community partners
- Brand placement in event promotion and onsite at the event at the DJ station
- Brand recognized on event landing page with hyperlink to company website
- Up to (2) tags on social media
- Opportunity for onsite activation that matches the theme of the event

## **SUPPORTING | \$1,500**

- (2) complimentary race registrations for clients, employees, or community partners
- 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



# 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 social media
- Up to one tag on The Parks 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**

### **MISSION | \$5,000**

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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
  - 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
- 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



# BINGO NIGHT FOR PARKS

**MONDAY, DECEMBER 2, 2024 | 5:30-8:00 P.M. | LOCATION TBD**

*Celebrate Giving Tuesday on a Monday with our annual fundraising event, BINGO Night for Parks. This event celebrates the giving season by raising awareness for our parks system, and building new friendships.*

## **PRESENTING SPONSOR | \$7,5000**

- 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
- First right of refusal for following year

## **WELCOME | \$5,000**

- 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

## **ACTIVATION | \$5,000**

- 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

## **TECHNOLOGY | \$5,000**

- 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

## **SUPPORTING | \$1,500**

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



# 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**

### **MISSION | \$5,000**

### **CONTRIBUTOR | \$1,000**

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|--|--|--|
| <ul style="list-style-type: none"><li>• Brand placement in most digital promotion and print marketing collateral</li><li>• Opportunity for onsite activation for employee service day</li><li>• Up to (two) tags on social media</li><li>• Customized digital marketing toolkit</li><li>• Annual TPA partner benefits included</li></ul> | <ul style="list-style-type: none"><li>• Brand placement in some digital promotion and print marketing collateral</li><li>• Brand recognized on program landing page with hyperlink to company website</li><li>• Up to (one) tag on social media</li><li>• Customized digital marketing toolkit</li></ul> | <ul style="list-style-type: none"><li>• Name placement in some digital promotion and print marketing collateral</li><li>• Name recognized on program landing page</li><li>• Customized digital marketing toolkit</li></ul> |
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# 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



# 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**

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### **TIER 4 | \$50,000 +**

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- 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+**

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- 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+**

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- 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+**

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- 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**

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

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- 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

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*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**

- 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

## **MISSION | \$5,000**

- 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

## **CONTRIBUTOR | \$1,000**

- Name recognition on applicable promotional materials and websites