

SPONSORSHIP OPPORTUNITIES





If you believe kids should enjoy playing outside, families should have opportunities to spend time together and community members of every age and ethnicity deserve to participate in a wide variety of programming at reasonable prices, Lexington Parks & Recreation is the partner for you!

A partnership with Lexington Parks & Recreation can help build your brand awareness and solidify your place as a community partner. Our sponsorship options are customized to help you accomplish your goals. While the following information details our current packages, we are happy to work with you to create a package that meets your needs and helps achieve your goals.

Let's talk!

Laura McDonald Parks & Recreation Sponsorship Support 502.316.0347

Laura@beveryimpressed.com www.LexingtonKY.gov/parks







@lexkyparks



WHEN YOU PARTNER WITH LEXINGTON PARKS & RECREATION, YOU:

- Provide opportunities for Lexingtonians of all ages to play.
- Help make Lexington a better place to live.
- Invest in current and new programming across the city.
- Help build a stronger community filled with engaged and healthy citizens.
- Connect with a large number of community members.

CURRENT REACH AS OF JULY 2018:











Twice a year, Parks & Recreation distributes recreation guides across Lexington. Approximately 6,000 to 8,000 copies are directly distributed, and the additional impressions are immeasurable. Some sponsorship package opportunities include advertisements in the guide, but the advertising opportunity may also be purchased separately.

ADVERTISING RATES FULL COLOR ADS

Back Cover \$1250

Full Page Advertisement \$900

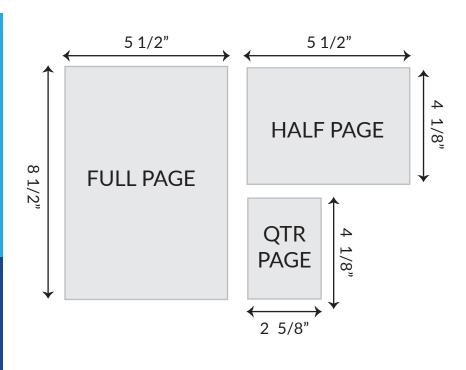
Half Page Advertisement \$450

Quarter Page Advertisement \$250

DISTRIBUTION

Spring/Summer

Fall/Winter





KITE FEST

Nothing says old fashion fun like flying a kite! We bring this timeless tradition to life in honor of National Kite Month. Participants can enjoy a day of watching beautiful kites fly through the sky, have a picnic, participate in the opening day at the boat dock and play on the Jacobson Park Playground. Kite Fest promotes community building, quality family time and outdoor recreation.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Kite Fest:

PRESENTING EVENT SPONSOR \$2,500 • 1 AVAILABLE

- Your company name in event title: Kite Fest, sponsored by YOUR COMPANY
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Company representative to provide welcome on stage during event, plus additional stage mentions
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)
- If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people.

STAGE SPONSOR \$750 • 1 AVAILABLE

- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in Facebook event information as stage sponsor
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included on on-site signage, including a stage sponsor-only sign by the stage
- On-site product giveaway and stage mentions during event

EVENING SPONSOR \$500 • 5 AVAILABLE

- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included on on-site signage
- Stage mention during event



KENTUCKY SHEEP AND FIBER FESTIVAL

The Kentucky sheep and Fiber Festival features some of the nation's best fiber artists, as well as workshops, demonstrations and vendors with supplies for knitting, spinning, weaving, dyeing and crocheting. Patrons can enjoy products from Kentucky Proud food producers.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Kentucky Sheep and Fiber Festival:

PRESENTING SPONSOR \$2,500 • 1 AVAILABLE

- Your company name in event title: Kentucky Sheep and Fiber Festival, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts, as well as Kentucky Sheep and Fiber Festival Facebook page
- 10x10 tenting opportunity (tent provided by company)
- If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people

EVENING SPONSOR \$500 • 5 AVAILABLE

- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included on on-site signage



BIG BAND & JAZZ

This summer-long event in partnership with the Lexington Musician's Union, provides professional-quality music to the public. Big Band & Jazz has been offering our community relaxation mid-week during summer evening for more than forty years and showcases the cream of the crop for musicianship in Lexington. This Lexington tradition draws crowds of all ages and offers a variety of jazz music, including traditional, modern and big band.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Big Band & Jazz:

EXCLUSIVE SEASON SPONSOR \$10,000 • 1 AVAILABLE

- Your company name in event title: Big Band & Jazz, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- · Logo included as presenting sponsor on on-site signage
- Company representative to provide welcome on stage during event
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area at each event (seating numbers to be discussed with organization)

If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENING SPONSOR \$850 • 17 AVAILABLE

- · Your company logo included on social media promotional graphic for the selected evening
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as event night sponsor on on-site signage
- 60 second pitch opportunity from the stage
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)



SUMMER NIGHTS IN SUBURBIA

What better way to unwind after a long week than at an open-air concert with friends. Especially when the concert is free! Moondance Amphitheater offers a summer concert series featuring jazz, bluegrass, indie rock, blues and folk music, just to name a few genres featured throughout the summer. Bring your lawn chairs and blankets, and enjoy an evening of music.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Free Friday Flicks:

EXCLUSIVE SEASON SPONSOR \$11,000 • 1 AVAILABLE

JUNE THROUGH AUGUST

- Your company name in event title: Summer Nights in Suburbia, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Company representative to provide welcome on stage during event
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area at each event (seating numbers to be discussed with organization) If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people.

EXCLUSIVE SEASON SPONSOR \$13,000 • 1 AVAILABLE

JUNE THROUGH SEPTEMBER

· Same deliverables provided above, but for an extended season

EVENING SPONSOR \$850 PER EVENING • 17 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as event night sponsor on on-site signage
- 60 second pitch opportunity from the stage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)



FREE FRIDAY FLICKS

Families from Lexington and surrounding counties can enjoy an evening of fun at Jacobson Park, including a petting zoo, inflatables, food vendors and a movie. Free Friday Flicks promotes community building, quality family time and outdoor recreation.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Free Friday Flicks:

EXCLUSIVE SEASON SPONSOR \$10,000 • 1 AVAILABLE

- · Your company name in event title: Free Friday Flicks, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- · Company representative to provide welcome on stage during event
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area at each event (seating numbers to be discussed with organization)
- If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people.
- 60 second commercial opportunity (commercial provided by company)

NIGHT SPONSOR \$3,000 PER EVENING • 4 AVAILABLE

- · Your company logo included on social media promotional graphic for the selected evening
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
 Logo included as night sponsor on on-site signage for the selected evening
- Stage mentions of your company
- On-site product giveaway announced from stage
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area for the selected evening (seating numbers to be discussed with organization)
- 30 second commercial opportunity (commercial provided by company)

PETTING ZOO SPONSOR \$650 PER EVENING • 4 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as petting zoo sponsor on yard signage around petting zoo area for the selected evening



BALLET UNDER THE STARS

For more than 25 years, Ballet Under the Stars has brought the art of dance to Lexington! This annual event includes a professional ballet production accompanied by a children's ballet pre-show. While enjoying the beautiful Woodland Park, attendees experience multiple dance genres, ranging from traditional to modern dance. This is a one-of-a-kind event that attracts audience members of all ages.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Ballet Under the Stars:

EXCLUSIVE SPONSOR \$6,000 • 1 AVAILABLE

- Your company name in event title: Ballet Under the Stars, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Full page program advertisement
- 10x10 tenting opportunity each evening (tent provided by company)
- Exclusive reserved seating area each evening (seating numbers to be discussed with organization)
- Meet and greet opportunity with ballet performers (details to be discussed with organization)
- If sponsorship is confirmed before January 15, 2019, company logo will be presented next to event in the Spring/Summer 2019 Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR \$1,500 PER EVENING • 5 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as event sponsor on on-site signage
- Stage mentions of your company
- Half page program advertisement

PROGRAM ADVERTISEMENT

VARIES BY SIZE • MULTIPLE AVAILABLE

Full Page: \$300Half Page: \$175Quarter Page: \$90





WOODLAND ART FAIR

Lexington Parks & Recreation partners with the Lexington Art League to transform Woodland Park into a venue filled with over 200 artists and craftspeople selling unique, handcrafted items during this long standing tradition. This event is a celebration of creativity and has earned many national, regional and local honors, including being named a Top 20 Event by The Southeast Tourism Society and a Top 10 Festival by The Kentucky Travel Industry Association.

Date: A Weekend in August Location: Woodland Park

Attendance: 50,000-65,000 total attendees

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are created in conjunction with The Lexington Art League. Please inquire about these opportunities, and we are happy to discuss them with you.





FREAKY FRIDAY FLICKS

A fall version of the summer favorite allows movie-goers to throw on a cozy sweater (or a costume) and enjoy a family-friendly spooky movie. In addition to the movie, participants will be treated to preshow campfire activities, including a game of cornhole and the opportunity to make s'mores (we'll provide the marshmallows)! Food trucks will also be on-site. Guests can bring blankets and chairs for seating. The evening is FREE for children 12 and younger, and \$2 for those 13 and over.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Freaky Friday Flicks:

EXCLUSIVE SEASON SPONSOR \$4,000 • 1 AVAILABLE

- · Your company name in event title: Freaky Friday Flicks, sponsored by YOUR COMPANY
- · Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Company representative to provide welcome on stage during event
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area at each event (seating numbers to be discussed with organization)
- 60 second commercial opportunity (commercial provided by company)

NIGHT SPONSOR \$1,250 PER EVENING • 4 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as night sponsor on on-site signage for the selected evening
- 60 second pitch opportunity from the stage
- On-site product giveaway announced from stage
- 10x10 tenting opportunity at each event (tent provided by company)
- Exclusive reserved seating area for the selected evening (seating numbers to be discussed with organization)
- 30 second commercial opportunity (commercial provided by company)

CAMPFIRE SPONSOR \$650 PER EVENING • 4 AVAILABLE

- · Your company logo included on social media promotional graphic for the selected evening
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as Campfire Sponsor on yard signage around campfire area for the selected evening



LITTLE GOBLINS GALORE

This family-friendly Halloween event is becoming a community favorite. Children ages 12 and under can enjoy one of our beautiful natural areas, McConnell Springs, while meeting their favorite fictional characters as they walk the trail through the woods. After enjoying the trail, participants can visit our petting zoo, live entertainment stage or grab a bite to eat from a food vendor.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Little Goblins Galore:

EVENT SPONSOR \$1,500 • 3 AVAILABLE

- Your company name in event title: Little Goblins Galore, presented by YOUR COMPANY
- Facebook event cover photo featuring your logo
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)

PETTING ZOO SPONSOR \$650 • 1 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as petting zoo sponsor on yard signage around petting zoo

FUN HOUSE SPONSOR \$500 • 1 AVAILABLE

- Your company logo included on social media promotional graphic for the selected evening
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as Fun House Sponsor on sign around fun house

TREAT STOP SPONSOR \$325 • 10 AVAILABLE

- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included on on-site signage
- Stage mention during event



THRILLER & HALLOWEEN FESTIVAL

Things that go bump in the night are more than welcome at this annual event. The Thriller Parade has been named one of the Top 10 Halloween Destinations by USA Today and draws an enormous crowd of participants and spectators year after year. In addition to the parade, attendees can enjoy local food and crafts at the Wicked Wonders Market.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Thriller & Halloween Festival:

EXCLUSIVE EVENT SPONSOR \$10,000 • 1 AVAILABLE

- Your company name in event title: Thriller & Halloween Festival, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- · Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Logo included as presenting sponsor at Thriller rehearsals and registration events leading up to festival
- Media mentions on appearances and articles related to the event
- Reserved zombie dance spots for Thriller performance
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Advertisement on Parks & Recreation parade float or inclusion of a company float
- 10x10 tenting opportunity at event (tent provided by company)
- Exclusive reserved viewing area (numbers to be discussed with organization)

WICKED WONDERS SPONSOR \$2,000 • 1 AVAILABLE

- Your company name in Wicked Wonders Market title: Wicked Wonders Market, sponsored by YOUR COMPANY
- Your company logo included on social media promotional graphic
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- · Advertisement on parade float for your company (float provided by company)
- Media mentions on appearances and articles related to the event
- Logo included as event sponsor on on-site signage
- 10x10 tenting opportunity at event (tent provided by company)

PARADE SPONSOR \$650 • 10 AVAILABLE

- Your company logo included on social media promotional graphic
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as Parade Sponsor on on-site signage
- Advertisement on parade float for your company (float provided by company)



GINGERBREAD HOUSE PARTY

Join us to build the house of your dreams... gingerbread house, that is! We'll supply the building materials, and you'll supply the imagination. For a small fee (fee dependent on sponsorship support), kids of all ages can enjoy this favorite holiday pastime. The best part? We clean up the mess!



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Gingerbread House Party:

PRESENTING EVENT SPONSOR \$1,000 • 1 AVAILABLE

- · Your company name in event title: Gingerbread House Party, sponsored by YOUR COMPANY
- Logo included in monthly Lexington Parks & Recreation email newsletter
- · Logo included as presenting sponsor on on-site signage
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Table opportunity for presenting sponsor
- Mention during the event
- If sponsorship is confirmed before August 15, 2018, company logo will be presented next to event in the Fall/Winter Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR \$500 ● 5 AVAILABLE

- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included on on-site signage
- Mention during event



GALLERY SHOWS AND EXHIBITS AT DOWNTOWN ARTS CENTER

The Downtown Arts Center has two premier galleries downtown Lexington on Main Street. Each gallery hosts six shows per year, and is a stop on the Gallery Hop Calendar.



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Gallery Shows and Exhibits at Downtown Arts Center:

EXCLUSIVE 2019 SEASON SPONSOR \$6,000 • 1 AVAILABLE

- Your company name in event title: Gallery Shows, sponsored by YOUR COMPANY
- Facebook event cover photo featuring your logo
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as presenting sponsor on on-site signage
- Logo included on art cards promoting the show
- Company representative to provide welcome on stage during event
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts

GALLERY HOP NIGHT SPONSOR \$750 PER EVENING • 6 AVAILABLE

- · Your company logo included on social media promotional graphic for the selected evening
- · Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as night sponsor on on-site signage for the selected evening
- Logo included on art cards promoting the show as the night sponsor



SMALL BUSINESS PROMOTION PACKAGES

The ability to support Lexington Parks & Recreation and receive increased brand exposure for your business is accessible to businesses of all sizes! Below are two Small Business Promotion Packages that combine sponsorship opportunities across our offerings to maximize impact.

Details regarding each event can be found in this guide.

SMALL BUSINESS PROMOTION PACKAGE #1

\$1.295

- Quarter page ad in the next Parks & Recreation Spring/Summer (March through September) or Fall/Winter (September through March) Guide
- Choice of one:
 - Free Friday Flicks Petting Zoo Sponsor (choice of available night)
 - Freaky Friday Campfire Sponsorship (choice of available night)
 - Little Goblins Petting Zoo
- Choice of one:
 - Kite Fest Event Sponsor
 - Kentucky Sheep and Fiber Festival Event Sponsor
 - Zombie Sponsor (Thriller & Halloween Festival)









SMALL BUSINESS PROMOTION PACKAGE #2

\$1,995

Half page ad in the next Parks & Recreation Spring/Summer (March through September) or Fall/Winter (September through March) Guide

- Choice of one:
 - Freaky Friday Flicks Night Sponsor (choice of available night)
 - Kentucky Sheep and Fiber Festival Event Sponsor plus Kite Fest Stage Sponsor
 - Zombie Sponsor (Thriller and Halloween Festival) plus Big Band Event Sponsor (choice of available night)
- Choice of one:
 - Free Friday Flicks Petting Zoo Sponsor (choice of available night)
 - Freaky Friday Campfire Sponsorship (choice of available night)
 - Little Goblins Petting Zoo or Little Goblins Treat Stop



Thank you for reviewing the Parks & Recreation sponsorship opportunities! Please contact us about these or other opportunities to best meet your promotional and community involvement needs.

Laura McDonald
Parks & Recreation Sponsorship Support
502.316.0347
Laura@beveryimpressed.com
www.LexingtonKY.gov/parks



