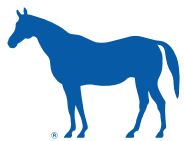


SPONSORSHIP OPPORTUNITIES



LEXINGTON
Parks & Recreation



FUN FOR OUR COMMUNITY.
EXPOSURE FOR YOUR BRAND.

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 sponsorship opportunity that meets your needs and helps achieve your goals.

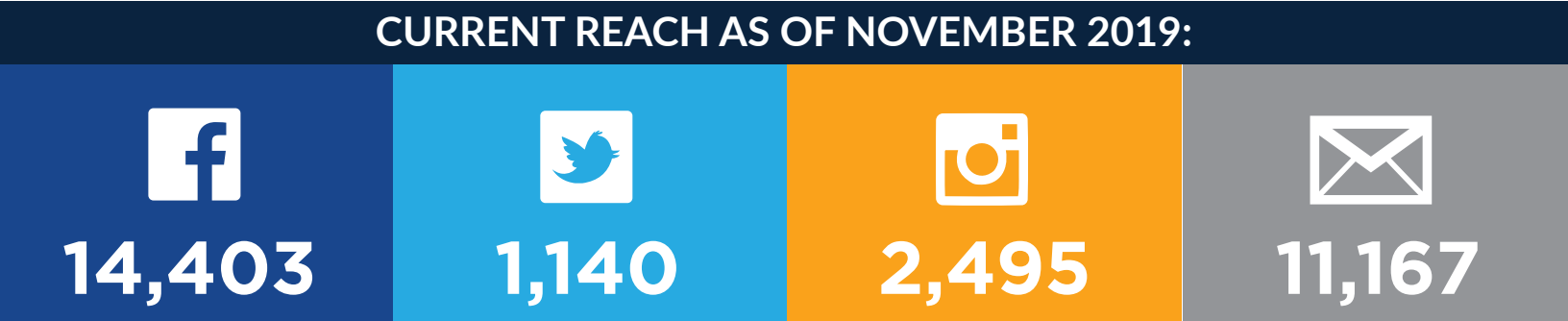
Let’s talk!

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



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.





PARKS & RECREATION GUIDES

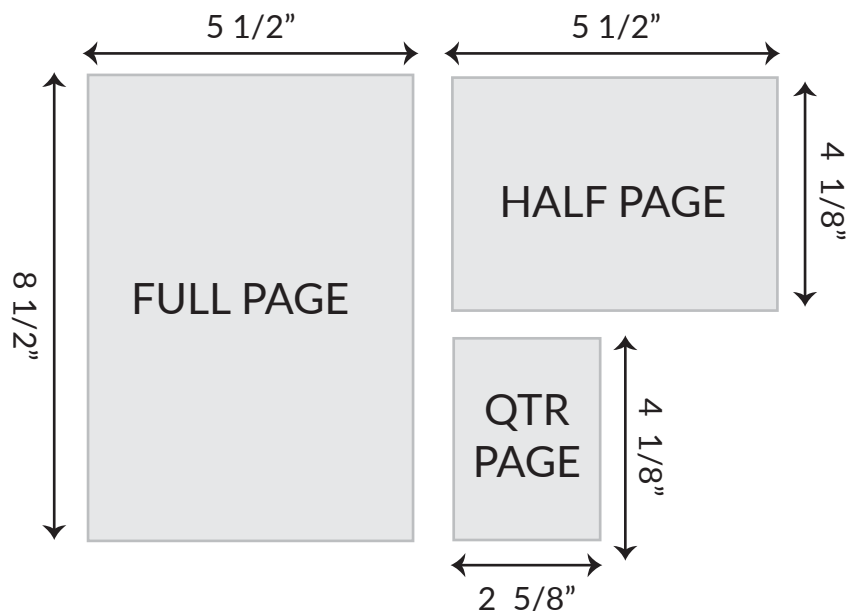
Twice a year, Parks & Recreation distributes recreation guides across Lexington. Approximately 6,000 to 8,000 copies are directly distributed, and the additional impressions are immeasurable. Some sponsorship package opportunities include advertisements in the guide, but the advertising opportunity may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

ADVERTISING RATES FULL COLOR ADS

Back Cover	\$1,000
Full Page Advertisement	\$800
Half Page Advertisement	\$400
Quarter Page Advertisement	\$200

DISTRIBUTION

Spring/Summer
Fall/Winter



LEXINGTON
Parks & Recreation

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, and play on the Masterson Station Park Playground. Kite Fest promotes community building, quality family time and outdoor recreation.

Date: A Saturday in April
Location: Masterson Station Park
Attendance: 2,000-5,000



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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)
- If sponsorship is confirmed by mid January, company logo will be presented next to event in the Spring/Summer 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



LEXINGTON
Parks & Recreation

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.



Date: A Weekend in May
Location: Masterson Station Park
Attendance: 3,000-5,000

SPONSORSHIP OPPORTUNITIES

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

EVENT 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 by mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people

EXHIBIT SPONSOR \$500 • 5 AVAILABLE

- Exhibit Options: Options: Sheep Shearing Demonstration, Exhibit Hall, Livestock Exhibit and Workshops
- 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



LEXINGTON
Parks & Recreation

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.

Date & Location: Tuesdays in May and June at Moondance Amphitheater

Tuesdays in July and August at Ecton Park



SPONSORSHIP OPPORTUNITIES

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

EXCLUSIVE SEASON SPONSOR

\$8,000

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 each 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 by mid January, company logo will be presented next to event in the Spring/Summer 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 speaking opportunity from the stage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- 10x10 tenting opportunity (tent provided by company)



LEXINGTON
Parks & Recreation

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.

Date: Fridays in June, July and August, with an option to extend to Fridays in September

Location: Moondance Amphitheater

Attendance: 500-1,200 per night



SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Free Friday Flicks:

EXCLUSIVE SEASON SPONSOR

\$8,000

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 by mid January company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000–8,000 people.

EXCLUSIVE SEASON SPONSOR

\$9,500

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)



LEXINGTON
Parks & Recreation

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. Friday Flicks promotes community building, quality family time and outdoor recreation.



Date: Fridays in June

Location: Jacobson Park

Attendance: 2,500-5,000 average per night

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Friday Flicks:

EXCLUSIVE SEASON SPONSOR

\$10,000

1 AVAILABLE

- Your company name in event title: 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 played before the movie (commercial provided by company)
- If sponsorship is confirmed by mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000–8,000 people.

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 played before the movie (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



LEXINGTON
Parks & Recreation

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.

Date: Thursday through Sunday in August

Location: Woodland Park

Attendance: 5,000-8,000 total attendees

SPONSORSHIP OPPORTUNITIES

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

EXCLUSIVE SPONSOR

\$5,000

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 by mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENING 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: \$300
- Half Page: \$175
- Quarter Page: \$90



LEXINGTON
Parks & Recreation

BALLET UNDER THE STARS



Date: Thursday through Sunday in August
Location: Woodland Park

PRINCESS TEA PARTY SPONSOR

\$500 PER EVENING

3 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 as event sponsor on tea party signage on-site
- Quarter page program advertisement



LEXINGTON
Parks & Recreation



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.



LEXINGTON
Parks & Recreation

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.



Date: Fridays in October
Location: Moondance Amphitheater
Attendance: 500-1,250 per night

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

\$500 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



LEXINGTON
Parks & Recreation

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.



Date: A Saturday in October
Location: McConnell Springs
Attendance: 5,000

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for Little Goblins Galore:

EVENT SPONSOR

\$1,500

1 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 OR INFLATABLES SPONSOR

\$650

1 EACH

- 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



LEXINGTON
Parks & Recreation

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.



Date: A Saturday in October
Location: Downtown Lexington
Attendance: 21,000

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)



LEXINGTON
Parks & Recreation

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!



Date: Saturday in December
Location: Artworks at the Carver School
Attendance: 200

SPONSORSHIP OPPORTUNITIES

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

PRESENTING EVENT SPONSOR

\$1,500

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•

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



LEXINGTON
Parks & Recreation

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.



Date: 12 Shows per Year
Location: Downtown Arts Center
Attendance: 1,000-2,000 average per month

SPONSORSHIP OPPORTUNITIES

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

EXCLUSIVE SEASON SPONSOR \$5,000 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 OPENING 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 Gallery Opening Sponsor on on-site signage for the selected Gallery Hop evening
- Logo included on art cards promoting the show as the night sponsor



LEXINGTON
Parks & Recreation

CITY TWO-MAN CHAMPIONSHIP



Date: May, 2 days

Location: Kearney Hill Golf Links

Attendance: 126 participants

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the City Two-Man Championship:

CHAMPIONSHIP SPONSOR

\$1,500

1 AVAILABLE

- Your company name in event title: City Two-Man Championship, 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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- 10x10 tenting opportunity (tent provided by company) during both days of the tournament, including opportunity to provide materials to golfers
- If sponsorship is confirmed before mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR

\$800

MULTIPLE AVAILABLE

- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- Opportunity to provide materials to golfers

OTHER SPONSORSHIP OPPORTUNITIES

- Hole Sponsors, including signage at hole on course: \$300, Multiple Available
- Score Cards, including logo on Championship score cards: \$700, 1 Available
- Cart Sponsor, including signage on Championship carts: \$600, 1 Available



LEXINGTON
Parks & Recreation

MEN'S CITY CHAMPIONSHIP

The Men's City Golf Championship is definitely one of Lexington's favorite golf tournaments and includes golfers of all ages and handicaps. Played on three different golf courses over the course of three days, this is a 54-hole tournament. Divisions offered include handicap and scratch.



Date: June, 3 days

Location: Gay Brewer Jr. Course at Picadome, Kearney Hill Golf Links and Tates Creek Golf Course

Attendance: 100 participants

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Men's City Championship:

CHAMPIONSHIP SPONSOR

\$1,750

1 AVAILABLE

- Your company name in event title: Men's City Championship, 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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- 10x10 tenting opportunity (tent provided by company) during all three days of the tournament, including opportunity to provide materials to golfers
- If sponsorship is confirmed before mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR

\$900

MULTIPLE AVAILABLE

- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- Opportunity to provide materials to golfers

OTHER SPONSORSHIP OPPORTUNITIES


- Hole Sponsors, including signage at hole on course: \$300, Multiple Available
- Score Cards, including logo on Championship score cards: \$700, 1 Available
- Cart Sponsor, including signage on Championship carts: \$600, 1 Available



LEXINGTON
Parks & Recreation

SENIOR CITY CHAMPIONSHIP

This Championship is for men 50 years of age and older. Divisions offered include senior (50 – 59), Super Senior (60 – 69) and Legends (70 & over).



Date: August, 3 days
Location: Gay Brewer Jr.
Course at Picadome,
Kearney Hill Golf Links and
Lakeside Golf Course
Attendance: 86 participants

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Senior City Championship:

CHAMPIONSHIP SPONSOR

\$1,750

1 AVAILABLE

- Your company name in event title: Senior City Championship, 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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- 10x10 tenting opportunity (tent provided by company) during all three days of the tournament, including opportunity to provide materials to golfers
- If sponsorship is confirmed before mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR

\$900

MULTIPLE AVAILABLE

- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- Opportunity to provide materials to golfers

OTHER SPONSORSHIP OPPORTUNITIES

- Hole Sponsors, including signage at hole on course: \$300, Multiple Available
- Score Cards, including logo on Championship score cards: \$700, 1 Available
- Cart Sponsor, including signage on Championship carts: \$600, 1 Available



LEXINGTON
Parks & Recreation

WOMEN'S CITY CHAMPIONSHIP

Held at Kearney Hill Golf Links and Tates Creek Golf Course, this 36-hole tournament is open to individuals of all ages and skill levels. Each person competes against participants of their own skill level and there are plenty of winners. In addition to the individual competition, participants may sign-up to compete in the team tournament at no additional cost. The team competition will be comprised of four players who represent the same club and are playing in the tournament as individuals.



Date: August, 3 days

Location: Kearney Hill Golf Links
and Tates Creek Golf Course

Attendance: 44 participants

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Women's City Championship:

CHAMPIONSHIP SPONSOR

\$1,250

1 AVAILABLE

- Your company name in event title: Women's City Championship, 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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- 10x10 tenting opportunity (tent provided by company) during all three days of the tournament, including opportunity to provide materials to golfers
- If sponsorship is confirmed before mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR

\$600

MULTIPLE AVAILABLE

- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- Opportunity to provide materials to golfers

OTHER SPONSORSHIP OPPORTUNITIES

- Hole Sponsors, including signage at hole on course: \$200, Multiple Available
- Score Cards, including logo on Championship score cards: \$500, 1 Available
- Cart Sponsor, including signage on Championship carts: \$400, 1 Available



LEXINGTON
Parks & Recreation

PUMPKIN PATCH CLASSIC

This 18-hole tournament is open to two-person teams and will be played in a scramble format. Golfers of all ages and skill levels are eligible to participate. Awards and prizes will be provided for overall first through fifth place, longest drive, closest to the hole, most accurate drive, longest putt and best dressed.



Date: October
Location: Tates Creek Golf Course
Attendance: 120 participants

SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for the Pumpkin Patch Classic:

CHAMPIONSHIP SPONSOR

\$1,250

1 AVAILABLE

- Your company name in event title: Senior City Championship, 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
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- 10x10 tenting opportunity (tent provided by company) during all three days of the tournament, including opportunity to provide materials to golfers
- If sponsorship is confirmed before mid January, company logo will be presented next to event in the Spring/Summer Parks & Recreation Guide, distributed to 6,000-8,000 people.

EVENT SPONSOR

\$700

MULTIPLE AVAILABLE

- Logo included in monthly Lexington Parks & Recreation email newsletter
- Logo included as sponsor on on-site signage
- Social media tags on Parks & Recreation Facebook, Twitter and Instagram accounts
- Social media tags on Play Golf Lex Facebook page
- Opportunity to provide materials to golfers

OTHER SPONSORSHIP OPPORTUNITIES

- Hole Sponsors, including signage at hole on course: \$200, Multiple Available
- Score Cards, including logo on Championship score cards: \$700, 1 Available
- Cart Sponsor, including signage on Championship carts: \$600, 1 Available



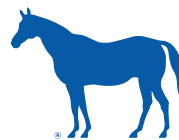
LEXINGTON
Parks & Recreation

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



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