

# MAHOMET PARKS & RECREATION



## AMPHITHEATER, SPLASH PAD & PLAYGROUND FUNDRAISING CAMPAIGN



Fisher National Bank  
Amphitheater/Performance Area



The Mahomet Lions Club  
Inclusive Playground

**BILL & LISA PEITHMANN**

Community  
Splash Pad



# Play. Imagine. Connect.

## OUR OBJECTIVE

We are building a positive, healthy, inclusive environment inspiring our entire community to play, imagine and connect together.

## THE VISION

Improvements include an inclusive playground, a splash pad, additional accessible paved pathways and improved amphitheater components to complement the existing pavilion. The anticipated project completion date is August, 2022. This project will greatly improve the quality of life for our residents and greatly enhance the experience for existing park users! These new amenities will improve our physical and psychological health, strengthen our community, and make our village and neighborhoods more attractive places to live, work and play.

### Barber Park Citizen Fundraising Focus Group

Stephanie Denby

Ryan Heiser

Mark Kesler

Luke Reiff

Carrie Ummel

# Thank you!





# PROJECT LOCATION

Barber Park is Mahomet's community park that spans approximately 55 acres. Centrally located and connected to the Village pathway system, Barber Park is located along the tree-lined banks of the Sangamon River and is largely undeveloped and natural. The site includes a 10 foot wide path connecting the paved parking lot to the Village of Mahomet Bikepath system, 2 "raised" multipurpose fields and abundant flexible open space used for soccer, football and more. A pavilion, kitchen and restroom structures are situated near the parking lot.

## Mahomet's Community Park!



# THE MAHOMET LIONS CLUB INCLUSIVE PLAYGROUND



In summary, parks create spaces that provide for social, mental and physical development of people, improve health and foster a sense of community and place. Play impacts mind, body and spirit, we are excited to build a space that will provide an opportunity for the community to play imagine and connect together. We are excited to announce a partnership with the Mahomet Lions Club who have agreed to become the naming rights sponsor of our inclusive playground.

The development of this playground creates a uniquely **accessible** environment where disabilities disappear AND promotes **inclusive** play for all children.





## **BILL & LISA PEITHMANN COMMUNITY SPLASH PAD**

Community Splash pads are currently the most popular neighborhood amenity chosen by growing communities those looking to revitalize their green spaces. Splash pads provide a fun, safe and developmentally engaging gathering space for families and social groups from all economic backgrounds. Moreover, the Village lacks any type of public aquatic feature for those long, hot summer days, a place where folks can play, imagine and connect. We are proud to partner with Bill & Lisa Peithmann who have agreed to become the exclusive named sponsor for our Community Splash Pad.



# FISHER NATIONAL BANK AMPHITHEATER / PERFORMANCE AREA



As our community continues to grow and expand, we recognize the need for additional community gathering and event space. Programs like Summer concert in the park have become annual staples that provide a sense of community and create unique opportunities for our community to unwind and connect. To further our ability to enhance these types of events, the project includes an addition to the existing pavilion of a new stage, raised plaza for a performance area along with a grassy berm for plenty of lawn seating, as well as 1170 additional linear feet of multiuse paths. This space will be an inviting place for small concerts and gatherings for the community to play, imagine and connect. We are proud to partner with Fisher National Bank who has agreed to become the exclusive named sponsor for our Amphitheater/Performance Area Improvements.



# A TRUE COMMUNITY PROJECT

The most ambitious project ever undertaken by Mahomet Parks and Recreation, the new Barber Park Inclusive Playground, Splash Pad and Amphitheater will be a true asset to the Mahomet area and beyond, offering numerous benefits to our community:

- Sense of community
- Promotion of health and exercise
- Rally point for children, parents and businesses
- Inclusion and diversity
- Positive economic impact through additional visitors/tourism and increased property values
- Essential building blocks for education and imagination

**TOTAL PROJECT COST - \$1,000,000**

**FUNDS RECEIVED**

IDNR OSLAD Grant - \$400,000

MPRD Capital Funds - \$225,000

IPRA Playground Grant - \$76,800

Naming Rights/Sponsors to Date - \$150,000

**Remaining Fundraising Goal - \$125,000**

RAISED  
\$150,000



GOAL  
\$275,000



# Join us in making Mahomet a better place to live & play!



We're inviting you to partner with us to build a positive, healthy, fun environment inspiring our whole community to play, imagine and connect together.

This project is as much yours as it is ours. It is the community's play space! We hope you begin dreaming about this playground as much as we do. Together, we will see this dream become a reality. This project is about community and the generations to come, and so we're inviting the community to help us make this a reality. All donations, of all sizes are appreciated.



# SPRAY & PLAY SPONSORSHIPS

## WHY SPONSOR?

1. **Shape consumer attitudes.** Naming park amenities that customers care about and support creates positive feelings about your brand. If customers feel you care about the same things they do, they are more likely to have a positive attitude toward your company.
2. **Build brand awareness.** Sponsorships with in-kind products are often cheaper than traditional advertising. Naming rights opportunities provide capture an audience that needs your products, unlike traditional media ads, which can be seen by anyone.
3. **Increase reach.** Strategic sponsorship encourages word-of-mouth marketing. Ideally, people who attend the park will have a positive interaction with your brand and continue to talk about your service or product.
4. **Differentiate yourself from competitors.** Naming a facility, especially an exclusive naming opportunity, sets you apart from your competitors by tying you to something positive in consumers' minds. This tactic is particularly helpful if your competitor has a larger ad budget than your company.
5. **Take on a "corporate citizen" role.** Customers are more likely to perceive you as contributing to their community, which creates goodwill and positive associations with your brand.

### MAHOMET BY THE NUMBERS



**2,266**

FACEBOOK  
FOLLOWERS



**20,000**

IMPRESSIONS



**4,127**

TOTAL  
PARTICIPANTS



**4,971**

NEWSLETTER  
SUBSCRIBERS

# SPONSORSHIP LEVELS

## ✓ **LIFETIME \$10,000 +**

Permanent recognition on donor sign at Barber Park  
MPRD website recognition which will include a link to your website  
Invitation to ribbon cutting with opportunity to speak  
Featured story in MPRD e-newsletter/social media (4500+ emails)  
(1) bench with plaque recognizing gift

## ✓ **PLATINUM \$5,000 +**

Permanent recognition on donor sign at Barber Park  
MPRD website recognition which will include a link to your website  
Invitation to ribbon cutting  
Listed in MPRD e-newsletter/social media (4500+ emails)  
(1) tree with plaque recognizing gift

## ✓ **GOLD \$2,400 +**

Permanent recognition on donor sign at Barber Park  
MPRD website recognition  
Invitation to ribbon cutting  
Announcement in MPRD e-newsletter/social media (4500+ emails)

## ✓ **SILVER \$2,000 +**

Permanent recognition on donor sign at Barber Park  
MPRD website recognition  
Invitation to ribbon cutting

## ✓ **BRONZE \$1,200 +**

Permanent recognition on donor sign at Barber Park  
MPRD website recognition

## ✓ **COMMUNITY \$800 +**

MPRD website recognition

**\*Payments may be made in full or two installments by May 2022\***



# Village of Mahomet Parks and Recreation

P.O. Box 259 - Mahomet, IL 61853

Office Phone (217) 586-6025 Fax (217) 586-5696



## BARBER PARK PLEDGE FORM

### Contact Information

Sponsoring Agency/Name: \_\_\_\_\_

Representative: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Donation Sign Listing (Print Clearly): \_\_\_\_\_

### Sponsorship Commitment

<input type="checkbox"/>	Lifetime Level Sponsor	\$10,000 +
<input type="checkbox"/>	Platinum Level Sponsor	\$5,000 +
<input type="checkbox"/>	Gold Level Sponsor	\$2,400 +
<input type="checkbox"/>	Silver Level Sponsor	\$2,000 +
<input type="checkbox"/>	Bronze Level Sponsor	\$1,200 +
<input type="checkbox"/>	Community Level Sponsor	\$800 +
	<b>TOTAL:</b>	<b>\$</b>

*\*Payments may be made in full or two installments by May 2022\**

### Payment Options

☐ Invoice Me (MPRD will email an invoice that can be paid via credit card or check – Visa, Mastercard & Discover accepted)

☐ Check enclosed/will be mailed

(Please mail check along with form to: Mahomet Parks & Recreation, 503 E. Main St., Mahomet, IL 61853)

*\*Please consult with your tax advisor to determine whether your donation is tax deductible.*

*\*No goods or services were provided to the donor by MPRD in exchange for this donation.*

# How you can donate...

## **SPONSORS:**

Complete the pledge form & submit a check to Mahomet Parks & Recreation or email us & we will invoice you.

## **INDIVIDUALS:**

Givebutter: [www.givebutter.com/barber](http://www.givebutter.com/barber)

## **MAIL A DONATION:**

Mahomet Parks & Recreation  
PO Box 259  
Mahomet, IL 61853

## **DROP OFF A DONATION:**

Mahomet Parks & Recreation  
218 S. Lake of the Woods Rd.  
Mahomet, IL 61853

## **TO LEARN MORE**

[www.facebook.com/mahometsprayandplay](http://www.facebook.com/mahometsprayandplay)

## **CONTACT US**



Phone: (217) 586-6025  
Fax: (217) 586 - 5696



**Mahomet Parks & Recreation**  
218 S. Lake of the Woods Rd.  
Mahomet, IL 61853  
**Mailing Address:**  
PO Box 259  
Mahomet, IL 61853



[www.mahometrecreation.com](http://www.mahometrecreation.com)  
[mahometrec@mahomet-il.gov](mailto:mahometrec@mahomet-il.gov)