



**MAHOMET PARKS
& RECREATION**

TWO THOUSAND TWENTY FOUR
Sponsorship & Advertising
Opportunities



Marketing Snapshot

Each year, Mahomet Parks and Recreation offers family-friendly events, programs and activities to thousands of residents in the Village of Mahomet community. From advertising space in our program guides or on our website to sponsorship at special events or youth athletics, we connect with local businesses and organizations to provide our community with exciting and fun opportunities.



FACEBOOK
FOLLOWERS

3,500+



INSTAGRAM
FOLLOWERS

1000+



NEWSLETTER
SUBSCRIBERS

4,500+

WEBSITE VIEWS
(ANNUAL)

165,000+

YEARLY PROGRAM GUIDE
VIEWS

30,000+

OUR MISSION STATEMENT

The mission of Mahomet Recreation is to improve the quality of life for all participants by meeting the needs of the community through the provisions of safe, excellent, recreational and leisure-time activities.



**MAHOMET PARKS
& RECREATION**

Advertising Opportunities

PROGRAM GUIDE ADVERTISEMENT

7,000+ impressions throughout the year. Listed all year, the electronic program guide provides a reference for a year's worth of programs! Be recognized as a community leader and supporter of Mahomet Recreation's youth programs and events. Electronic distribution to over 4000 emails!

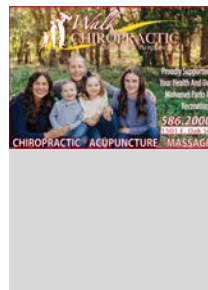


FULL PAGE AD

(space is limited)

Ad size must be submitted in a pdf no larger than 8.5 X 11 in.

\$500



HALF PAGE AD

(landscape)

Ad size must be submitted in a pdf no larger than 8.5 x 5.5 in.

\$300



QUARTER PAGE AD

(portrait)

Ad size must be submitted in a pdf no larger than 4.25 x 5.5 in.

\$200

TAYLOR FIELD BANNER ADVERTISEMENT NEW!

Promotional banners will be displayed on the outfield fence for the 2024 season (May - October). Banners will be displayed at either Taylor North or South by staff. Visited by 5,000+ patrons yearly while attending numerous games and activities!

BANNER PRICE (10 AVAILABLE - PER FIELD)

- 4x6' banner w/logo to be displayed on outfield fence at either Taylor North or South Field (May - October)

\$600



Youth Sports Sponsorship



2024 YOUTH SPORTS SPONSORSHIP

Becoming an MPRD sponsor is a cost-effective way to advertise while also making a valuable civic contribution. Your organization's name or logo will be printed on the back of a youth team's T-shirts and featured in all program publications as a sign of appreciation. Your donation will support the purchase of T-shirts, hats, and awards for the youth, maintain program fees consistency, and fund the scholarship program for those with financial difficulties. The Your sponsorship benefits will apply to baseball/softball/T-ball 2024, soccer 2024, flag football 2024, and basketball 2025. **Exposure to over 2000 participants + 1000's of parents and grandparents!**

DIAMOND \$2,500 & UP

- 1/2 page ad in program guide (\$300 value)
- 4x6' banner w/logo to be displayed on outfield fence at Taylor Field (May - Oct)
- Exclusive business logo/name on team shirts, schedules & rosters for at least **FIVE** teams
- MPRD website recognition which will include a link to your website
- Listing/link in the monthly Rec Connect newsletter (4,200+ subscribers)
- One special feature in Rec Connect newsletter (4,200+ subscribers)
- Social media shoutout (3,000+ followers)
- Business listed in the annual electronic program guide

PLATINUM \$1,000 - \$2,499

- Exclusive business logo/name on team shirts, schedules & rosters for at least **FOUR** teams
- MPRD website recognition which will include a link to your website
- Listing/link in the monthly Rec Connect newsletter (4,200+ subscribers)
- Social media shoutout (3,000+ followers)
- Business listed in the annual electronic program guide

GOLD \$500 - \$999

- Exclusive business logo/name on team shirts, schedules & rosters for at least **THREE** teams
- MPRD website recognition which will include a link to your website
- Social media shoutout (3,000+ followers)
- Business listed in the annual electronic program guide

SILVER \$300 - \$499

- Exclusive business logo/name on team shirts, schedules & rosters for at least **TWO** teams
- MPRD website recognition which will include a link to your website
- Business listed in the annual electronic program guide

Special Events Sponsorships



MOMMY/SON & DADDY/DAUGHTER DANCES

This is a night moms, dads & children will remember for years to come! Partner with us to enhance your brand and support these wholesome, memorable events!

TITLE SPONSOR

(SOLD - TWIST AND SHOUT DANCE AND CHEER)

- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host an activity
- First right of refusal for next years events
- Verbal acknowledgement of sponsorship by staff



\$750

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed
- Opportunity to host an activity
- Organization listed on event registration website
- Verbal acknowledgement of sponsorship by staff

\$300

Special Events Sponsorships



EASTER EGG HUNT

Children will get to meet the Bunny and have fun with a good ole' fashion egg hunt, find a golden egg for a special prize! Support this annual family fun and event and impact your community while building brand awareness!

TITLE SPONSOR

(SOLD - MAHOMET DOMINO'S PIZZA)



- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host an activity
- First right of refusal for next years events
- Verbal acknowledgement of sponsorship by staff

\$750

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed
- Opportunity to host an activity
- Organization listed on event registration website
- Verbal acknowledgement of sponsorship by staff

\$300

Special Events Sponsorships



NEIGHBORHOOD NIGHTS

Neighborhood Nights will feature Live Music & Food Trucks in 5 of our neighborhood parks this Summer! In 2024 we will be unveiling our BRAND NEW mobile stage. You'll want to be a part of this and build your brand in front of several markets and neighborhoods throughout Mahomet - Fridays in June from 6:00-8:00pm

TITLE SPONSOR

(SOLD - FISHER NATIONAL BANK)

- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed on brand new mobile stage
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host vendor table
- First right of refusal for next years events
- Verbal acknowledgement of sponsorship by staff



\$2,000

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed
- Opportunity to host an activity
- Organization listed on event registration website
- Verbal acknowledgement of sponsorship by staff

\$500

Special Events Sponsorships



MOVIE NIGHTS

NEW OFFERING AS OF 2024

An opportunity to offer complimentary Family Movies at Barber Park. Your support helps us to provide this event at no-cost to the community.

TITLE SPONSOR (EXCLUSIVE)

- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed on brand new mobile stage
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host vendor table
- First right of refusal for next years events
- Verbal acknowledgement of sponsorship by staff

\$1500

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed
- Opportunity to host an activity
- Organization listed on event registration website
- Verbal acknowledgement of sponsorship by staff

\$500

Special Events Sponsorships



TOUCH A TRUCK

Year after year, one of our most attended events. Families explore various vehicles by climbing into, on and around police cars, firetrucks, tractors, snowplows, and other vehicles! Well over 1,000 visitors, you'll get in front of a captive audience!

TITLE SPONSOR

(SOLD - BULLDOG AUTOMOTIVE)



- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host an activity
- First right of refusal for next years events
- Verbal acknowledgement of sponsorship by staff

\$750

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed
- Opportunity to host an activity
- Organization listed on event registration website
- Verbal acknowledgement of sponsorship by staff

\$300

Special Events Sponsorships



TURKEY TROT

Proceeds support Mahomet Helping Hands and Mahomet Parks and Recreation Youth Scholarship Fund. There are over 500 participants & growing!

TITLE SPONSOR

(SOLD - FISHER NATIONAL BANK)



- Company prominently promoted on all listings as exclusive TITLE sponsor
- Top, largest logo placement on front graphic of all race shirts
- Banner displayed at start and Finish Line
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host vendor table
- Verbal acknowledgement of sponsorship by staff
- First right of refusal for next years event

\$750

MILE MARKER SPONSOR (4 AVAILABLE)

- Logo (one color) displayed on back of all race shirts
- Business logo on 18x24" mile marker or welcome sign
- Organization listed on event registration website
- Opportunity to host vendor table
- Verbal acknowledgement of sponsorship by staff

\$300

NEW OPPORTUNITY!



TODDLER OPEN GYM

T.O.G. is where we invite those littles burn off some energy in a safe play environment! Balls, hoops, puzzles, blocks & more! Parent/guardian required. Sponsors will help provide new equipment for the numerous parents/kids that attend all winter long while positively impacting your brand!

TITLE SPONSOR

- Company prominently promoted on all listings as exclusive TITLE sponsor
- 2x6' banner w/logo to be displayed in gym for duration of program - 2 months!
- 1 FREE 2 hour gym rental for your company/organization.
- Organization listed on event registration website
- Included on all social media advertising
- Opportunity to host an activity

\$750

SUPPORTING SPONSORS

- 18x24" sign w/logo to be displayed in gym for 2 months!
- Opportunity to host an activity
- Organization listed on event registration website

\$300

Middletown Tennis Complex Naming Rights



FOUNTAIN SPONSOR \$7,500

(PERMANENT TERM, 1 LUMP SUM PAYMENT)

1 AVAILABLE- **EXCLUSIVE**

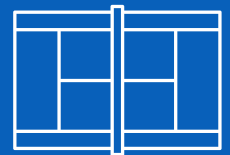


- Includes 1, custom 4"x6" cast aluminum plaque set in concrete pad of the water fountain/bottle filling station at main entrance to the courts.

COURT SPONSOR \$2,000/YR

(5 YEAR TERM, CAN BE PAID IN LUMP SUM OR 5 ANNUAL INSTALLMENTS)

6 AVAILABLE - ONLY 1 SPONSOR PER COURT



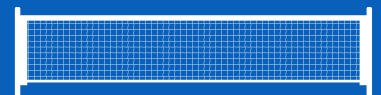
- Your company/name will be named after 1 of 6 of our newly constructed courts, 12 months of exposure.
- Your court will feature 2, 4'x6' custom banners at the end of each court displaying your brand to thousands of patrons.
- Your company/name featured on MPRD website facility listings.
- First right of refusal after 5 year term.



NET SPONSOR \$1,000/YR

(5 YEAR TERM, CAN BE PAID IN LUMP SUM OR 5 ANNUAL INSTALLMENTS)

12 AVAILABLE



- Sponsors will include 1, 2'x2', placed on the net, they feature your logo and your colors for a totally unique way to stand out.
- First right of refusal after 5 year term.





PICTURE YOURSELF HERE

MIDDLETOWN PARK NAMING RIGHTS

The home of the men's and women's thriving high school bulldog tennis teams, the new complex also hosts youth and adult camps, clinics, leagues and open play all year long.

www.mahometrecreation.com

BENEFITS

- 1000's of users ■
- All year exposure ■
- Brand awareness ■
- Multiyear ■