

2019



City of
Los Banos
At the Crossroads of California

**Los Banos
Parks &
Recreation**

SPONSORSHIP PACKAGE

LOS BANOS PARKS & RECREATION'S MISSION IS TO CREATE COMMUNITY THROUGH PEOPLE, PARKS AND PROGRAMS.

COMMUNITY AND BUSINESS SUPPORT ALLOWS THE CITY TO PRODUCE MANY FAMILY FUN EVENTS FOR THE ENTIRE COMMUNITY TO ENJOY. WITHIN THIS SPONSORSHIP PACKAGE, YOU WILL FIND A VARIETY OF WAYS TO BE INVOLVED WITH THE CITY'S EVENTS AND ACTIVITIES. ALL FORMS OF PARTICIPATION AND CONTRIBUTIONS ARE WELCOME. INDIVIDUALS AND PRIVATE ORGANIZATIONS ARE ENCOURAGED TO SUPPORT OUR RECREATION PROGRAMS!

LEVELS OF SPONSORSHIP:

PLATINUM SPONSORSHIP - TITLE SPONSOR:

\$1000 or more

Our highest level of sponsorship!

- Logo on (2) Recreation Guide Covers
- Recognition in (2) Recreation Guides
- Recognition on City Activity Flyers (sports & events) and monthly newsletters for 1 year
- Recognition on Digital Sign and on Front Lobby TV at the Community Center
- Team sponsor for (3) City sports teams
- Business flyers and coupons provided by sponsor can be distributed to youth sports teams through City staff
- Discounted sponsorship of special event

GOLD SPONSORSHIP:

\$500

- Recognition in (2) Recreation Guides
- Team sponsor for (3) City sports teams
- Business flyers and coupons provided by sponsor can be distributed to youth sports teams through City staff

SILVER SPONSORSHIP:

\$400

- Recognition in (1) Recreation Guides
- Team sponsor for (3) City sports teams

BRONZE SPONSORSHIP:

\$300

- Team sponsor for (3) City sports teams

TEAM SPONSORSHIP:

\$100

- Team sponsor for (1) City sports team

SPECIAL! SUMMER MOVIE NIGHT SPONSORSHIP

\$1000 - SUMMER 2019 - HENRY MILLER PLAZA

- Please help us bring our Movie Night back to Los Banos again this summer!
- Movie Nights are hosted through Merced County
- Please contact Michael Sanchez at Michael.Sanchez@co.Merced.ca.us



CONTACT US TODAY!



Los Banos Parks & Recreation
Community Center - 645 7th St.
ParksandRecreation@LosBanos.Org
209.827.7034 ex. 10 or 11

INFORMATION BOOTH- EVENTS:

- Salute to Seniors Information Booth: \$80.00
- Breakfast with Santa. Arbor Day or Zombie Run: \$35.00
- Booths may have give-a-way items, vendor sales must contact the Community Development Department prior to selling items at booths

SPECIAL EVENT SPONSORSHIP - PER EVENT:

\$250 or more (1 event) | \$100 for (4) events if platinum sponsor

- 2018 City Events: Breakfast with Santa. Arbor Day, Zombie Run and Salute to Seniors
- Recognition on-site during event
- Information Booth on-site
- Recognition on event flyers
- Have an idea for a new event or activity and want to sponsor it? Contact us today!

DONATIONS:

- Want to donate to City Recreation programs? Contact us today
- Help grow a program today with a monetary or in-kind donation!
- In-kind donations such as sports equipment, canopies, art supplies, food and other items needed for activities and events

Have an idea to contribute to Community Programs in a different way? Contact us today!

Flyers, Recreation Guides and Newsletters are made available electronically through the City website, emails, Facebook or on-site



CREATING COMMUNITY THROUGH PEOPLE, PARKS AND PROGRAMS



SPONSORSHIP PACKAGE GUIDE



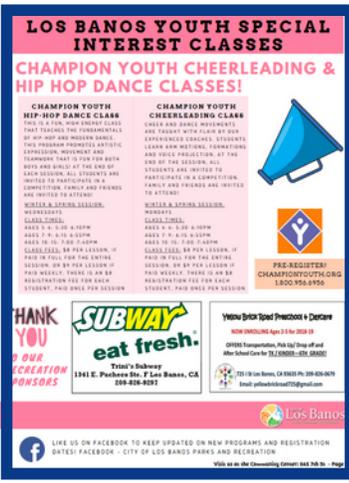
RECOGNITION IN MONTHLY NEWSLETTER



RECOGNITION INCLUDED WITH CITY EVENT FLYERS

2018-19 EVENTS:
BREAKFAST WITH SANTA
ARBOR DAY
ZOMBIE RUN
SALUTE TO SENIORS

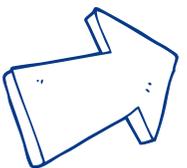
SPONSOR LOGO INCLUDED IN BI-ANNUAL RECREATION GUIDE



SPONSOR LOGO INCLUDED ON RECREATION GUIDE COVER



2018-19 YOUTH SPORTS:
• YOUTH SOCCER
• YOUTH BASKETBALL
• YOUTH TEE-BALL



ON-SITE ADVERTISING/FLYERS - COMMUNITY CENTER TV SLIDESHOW, A-FRAME

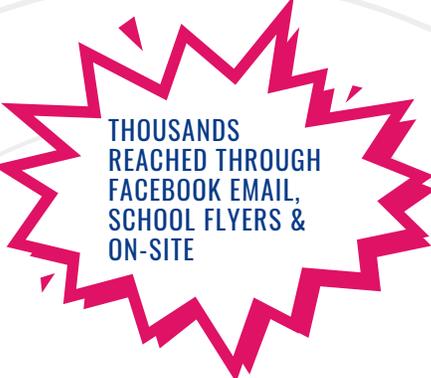


SPONSOR NAME ON YOUTH SPORTS JERSEY

INFORMATION BOOTHS FOR FREE GIVE-AWAYS AND INFORMATION AVAILABLE AT EVENTS



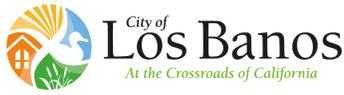
2018-19 MARKETING:
• MASS EMAILS
• FACEBOOK
• MONTHLY NEWSLETTER
• RECREATION GUIDE
• ON-SITE SIGNAGE AND FLYERS
• COMMUNITY SIGNAGE
• TEAM JERSEYS AND TEAM NAMES



Want to contribute to Community Programs in a different way? Contact us today!
ParksandRecreation@LosBanos.Org



SPONSORSHIP SERVICES



Level of Sponsorship:

	Team Sponsorship	Bronze Level	Silver Level	Gold Level	Platinum Level	Information Booth	Special Event Sponsorship
Program Involvement:	Team Sponsorship	√ (1 Team)	√ (3 Teams)	√ (3 Teams)	√ (3 Teams)	√ (3 Teams)	
	Recognition in Rec Guide				√ (2)	√ (2)	
	Logo on Rec Guide Cover					√ (2)	
	Recognition on All City Flyers & Newsletter					√ (1 Year)	
	Business Flyers/Coupons Distribution				√ (3 sports)	√ (3 sports)	
	Discount sponsorship of special event					√ (1)	
	Information Booth at Event					(Discount available - 4 events)	√ (1 event) √ (1 event)
	Recognition on-site at Special Events					(Discount available - 4 events)	√ (1 event)
Recognition on Event Flyers					(Included)	√ (1 event)	
Cost:	\$100	\$300	\$400	\$500	\$1,000	Dependent on Event	Dependent on Event

Donations Also Accepted!

Why contribute to Los Banos Parks and Recreation?

Los Banos Parks and Recreation is a community resource for all ages! Its our mission is to create community through people, parks and programs!

Through your community support we strive to improve our programs and activities, reaching more community members and inspiring new recreational opportunities.

Sponsorship with the Los Banos Parks and Recreation Division will help grow what we offer to the community, while providing amazing advertising for your organization. We reach thousands of people in the Community each year through our family and senior activities!



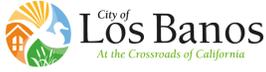
Thank you to all of our past, current and future sponsors!



WE WORK SO OTHERS CAN PLAY



SPONSORSHIP AGREEMENT



SPONSORSHIP AGREEMENT BETWEEN THE CITY OF LOS BANOS PARKS AND RECREATION AND

INDIVIDUAL/ORGANIZATION NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CONTACT NAME: _____

This Agreement is made and entered into by and between the City of Los Banos Parks and Recreation hereinafter referred to as "City," and the above named organization or individual, hereinafter referred to as "Sponsors." The City seeks to promote positive, healthy, and active participation in leisure and recreational programs in our community. In consideration of the premises and mutual promises set forth herein, the parties, intending to be legally bound hereby agree as follows:

- 1. The City of Los Banos agrees to provide the above named organization/individual with the sponsorship benefits currently in effect and corresponding to the specified level of sponsorship indicated herein.
- 2. Sponsors Responsibilities: In exchange for said sponsorship benefits, Sponsor will sign agreement and provide the sponsorship contribution. The City requests an electronic version of the organization/individual logo, if possible.
- 3. Sponsor's contribution will be of equal or greater value as sponsorship level as indicated below:



- | | | | |
|---|--------------------------|--|--------------------------|
| • Platinum Level: | <input type="checkbox"/> | • Team Sponsor: | <input type="checkbox"/> |
| • Platinum Level Special Event Discount Option: | <input type="checkbox"/> | • Information Booth-Salute to Seniors: | <input type="checkbox"/> |
| • Gold Level: | <input type="checkbox"/> | • Information Booth-Other Events: | <input type="checkbox"/> |
| • Silver Level: | <input type="checkbox"/> | • Special Event Sponsorship: | <input type="checkbox"/> |
| • Bronze Level: | <input type="checkbox"/> | | |

- 4. Term and Termination This agreement shall be effective from the date of the City's Representative's signature, through the end of sponsorship terms
- 5. Force Majeure. No party shall be responsible for events beyond its reasonable control, such as acts of God, weather delays, restrictions, security alerts or unforeseen commercial delays. If an event is postponed due to inclement weather or other conditions beyond the City's control, it may be rescheduled for another time. The Sponsor shall then be entitled to, and City agrees to give Sponsor, all of the advertising and sponsorship rights set forth herein at no additional charge to the Sponsor.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed.

Organization/Individual Representative Name: _____

Signature: _____ Date: _____

City Representative Name: _____

Signature: _____ Date: _____

