



2016

Marketing Opportunities

Promote your business while supporting the community!



Anderson Township Park District

AndersonParks.com • 513.474.0003



Anderson Township Park District

8249 Clough Pike
Cincinnati, Ohio 45244-2746
Phone: (513) 474-0003
www.AndersonParks.com

Dear Friend of the Park:

Since 1975, park district programs and facilities have developed a positive reputation throughout the greater Anderson area. Parks play an important role in shaping our community by providing attractive recreational programs and events.

Many prominent businesses have discovered the benefits of associating their name with one or more park district activities. Your business can do the same! Various sponsorship opportunities exist that will give you extraordinary return on investment. Plus, the support you give will enhance and allow us to offer unique opportunities for individuals and families to experience safe, fun, and organized recreational activities.

Depending on your sponsorship level and date of commitment, event sponsorship benefits may include:

- Logo featured in the park district's newsletter, *Park Guide*, mailed to 21,000+ Anderson area homes
- Logo featured on email blasts sent to 9,160+ subscribers
- Logo featured on the park district's Facebook page — *2,298 fans and growing!*
- Full color banner (provided by ATPD) in the Beech Acres Park RecPlex gym viewed by over 24,000 patrons
- Complimentary tickets to sponsored event(s)
- Logo featured on event flyers and registration forms
- Logo on the home page of AndersonParks.com

We also offer a banner program that allows businesses to reach tens of thousands of people throughout the year with their company information and logo on display at one of our premier facilities, such as the Riverside Park All Weather Fields.

Please take a few minutes to review our advertising opportunities and discover how we can partner with you to fully promote your business to the community. If you are interested in sponsoring an event, participating in the banner program, or would like to discuss additional opportunities, please call me at (513) 388-5091.

Thank you for your consideration of supporting the Anderson Township Park District.

Sincerely,

Scott Lahman, Business Specialist
Direct line: (513) 388-5091
Email: SLahman@AndersonParks.com

Special Events

**You have the option to sponsor one, several, or all of these events.
The more you sponsor, the greater the exposure and savings!**

Daddy Daughter Dance 1,218 patrons

Girls ages 2-12 spend a magical evening with their dads, or the special guy in their life, at this annual dance.

February 12-13, 2016
NKU Student Union Ballroom

2016 sponsors: Covent Gardens Florist,
Dr. Ronald L. Poulos, DDS and Grove Park Grille



Grilled Cheese Wednesdays 1,588 patrons

Featuring delicious grilled cheese sandwiches, hot dogs, fruit, activities and music after Shazaam Series.

Summer 2016
Beech Acres Park

2015 sponsors: Anderson Hills United Methodist Church, Cincinnati Children's Hospital, Dr. Ronald L. Poulos, DDS and The Goddard School - Anderson



Easter Egg Hunts 4,250 patrons and spectators

This Anderson tradition features egg hunts for children, teens, and three hunts for adults.

March 24 and 26, 2016
Riverside Park

2015 sponsors: Anderson Hills United Methodist Church, Chick-fil-A Anderson, Coney Island, Dr. Ronald L. Poulos, DDS, Jersey Mike's, Krogers, Markus Jewelers, Orange Leaf and The Goddard School - Anderson



Pancakes in the Park 357 patrons

All-you-can-eat pancake breakfast that includes pancakes, sausage, coffee and fruit.

May 22, 2016
Beech Acres Park RecPlex

2015 sponsors: Anderson Music Workshop and Jungle Jim's International Market



Mother-Son Superhero Dance 237 patrons

Mothers and sons dress up as superheroes and enjoy a fun night of dancing and games.

May 6, 2016
Beech Acres Park RecPlex



Farmer in the Dell 2,140 patrons and spectators

Families and young children enjoy a hayride, pony ride, trucks, tractors and a barnyard petting zoo.

August 17, 2016
Beech Acres Park

2015 sponsors: Dr. Ronald L. Poulos, DDS, Orange Leaf and The Goddard School - Anderson



Shazaam Series 1,588 patrons

Outdoor children's entertainment prior to Grilled Cheese Wednesdays.

Summer 2016
Beech Acres Park

2015 sponsor: Sea of Smiles



The featured businesses were primary sponsors for the events listed above. Patron numbers are from 2015.

**You have the option to sponsor one, several or all of these events.
The more you sponsor, the greater the exposure and savings!**

Jr. High Park Parties

999 patrons

Tweens can make new friends and keep in touch with classmates at these popular summer dances.

Summer 2016
Beech Acres Park RecPlex

2015 sponsors: Chick-fil-A Anderson and
Huntington Learning Center

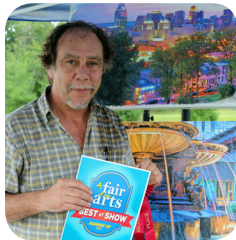


A Fair of the Arts

1,200 patrons

Patrons stroll through Beech Acres Park, listen to live music, and mingle with local artists.

September 17, 2016
Beech Acres Park



Trunk 'R Treat Fall Festival

1,098 patrons and spectators

Families and car enthusiasts stroll around the oval at Beech Acres Park while kids "trunk 'r treat" at each classic car.

October 8, 2016
Beech Acres Park

2015 sponsors: Huntington Learning Center,
Orange Leaf, Park National Bank and
The Goddard School - Anderson



Santa's Workshop

363 patrons and spectators

Santa's Workshop features a visit and photo with Santa, craft activities, and an outdoor ride in the park.

December 10, 2016
Beech Acres Park RecPlex

2015 sponsor: The Goddard School - Anderson



Camps

1,457 patrons

Park district summer camps have been a staple for children in the Anderson community since 1984. Caring and devoted camp counselors are carefully selected to provide fun, safe and meaningful summer camp experiences for children.

2015 sponsor: Wolterman Orthodontics

Summer Day Camp ages 5-12 years

Weekly camp sessions feature games, activities, arts and crafts, daily swimming, sports, and field trips.

June-August 2016
Beech Acres Park



Mini Camp ages 3½-5 years

Campers enjoy various activities, games, a snack and special theme days at these half-day camps.

June-July 2016
Veterans Park



Travel Camp ages 10½-12 years

Travel camp is for campers who like adventure! Explorers go on a different field trip each day, and the week ends with a gym "camp-out"!

July 2016
Beech Acres Park and various locations



The featured businesses were primary sponsors for the events listed above. Patron numbers are from 2015.

Sponsorship Benefits

These benefits vary by sponsorship level and date of commitment. To determine specific benefits, please see the next page.

ATPD Park Guides

Logo featured in the park district's quarterly newsletter, *Park Guide*, relating to sponsored event(s).

- Quantity: **21,000+** copies per issue.
- Mailed to Anderson residents and distributed at ATPD programs/events.



Sponsor Walls

The sponsor walls in the Beech Acres Park RecPlex will give your company **exposure to over 24,000 patrons** (numbers based on most recent program year), with your logo displayed for one year.

Full color banner with your logo (provided by the park district) displayed in the Beech Acres Park RecPlex gym.



Logo featured on the **front office** sponsor wall in the Beech Acres Park RecPlex.

Logo and link featured on the **online** sponsor wall at AndersonParks.com.

AndersonParks.com and Social Media

Logo featured in email blasts sent to **9,160+** subscribers.

Logo on the park district website's home page and sponsored event page.

Logo on the park district's **Facebook** page — 2,298 fans and growing!



Additional Benefits

Opportunity to provide the park district with your **promotional materials** or distribute them on-site to participants.



Complimentary tickets to sponsored event(s). Limited to Easter Egg Hunts, Farmer in the Dell, Pancakes in the Park, and Trunk 'R Treat Fall Festival only.



Acknowledgment on event day **signage**.

PA announcements recognizing your business as a sponsor.



Opportunity to **display your banner** at sponsored event(s).

Receive a **window cling** identifying your business as a park district supporter.

Flyers and Registration Forms

Logo featured on flyers and registration forms.



Sponsorship Levels

Below are the available sponsorship levels and their associated benefits. Benefits are pending the commitment date and the park district's receipt of the signed agreement.

Sponsorship Levels	Presenting Sponsor \$1,000	Gold Sponsor \$750	Silver Sponsor \$500	Bronze Sponsor \$300	Supporting Sponsor \$200	Friend \$100
Receive a window cling identifying your business as a park district supporter	Yes	Yes	Yes	Yes	Yes	Yes
Acknowledgment on event day signage	Prominent Placement	Yes	Yes	Yes	Yes	Yes
Sponsor Wall* - Website: Logo on AndersonParks.com	Prominent Placement	Yes	Yes	Yes	Yes	
Sponsor Wall* - RecPlex: Logo on wall in front office	Prominent Placement	Yes	Yes	Yes	Yes	
Opportunity to provide the park district with your promotional materials for event participants	Prominent Placement	Yes	Yes	Yes		
Logo in email messages sent to 9,160+ subscribers	Prominent Placement	Yes	Yes	Yes		
Logo on Facebook page, event flyers and registration forms	Prominent Placement	Yes	Yes	Yes		
PA Announcements	Yes	Yes	Yes			
Complimentary tickets to sponsored event(s)**	7	5	3			
Sponsor Wall* - RecPlex gym: Full color banner with logo (banner provided by ATPD)	(1) 2' x 6' banner	(1) 2' x 5' banner	(1) 2' x 4' banner			
Opportunity to distribute materials on-site at event; set-up, banner(s), and materials provided by sponsor	3 banners	2 banners	1 banner			
AndersonParks.com: Logo and link on sponsored event page	Prominent Placement	Yes	Yes			
AndersonParks.com: Logo featured on the home page	Prominent Placement	Yes				
Logo in ATPD's, <i>Park Guide</i> , mailed to 21,000+ homes	Prominent Placement	Yes				

* **Sponsor Walls terms are annual, minimum one year.**

****Limited to Easter Egg Hunts, Farmer in the Dell, Pancakes in the Park, and Trunk 'R Treat Fall Festival.**

50% Off Sponsor Specials!

OPTION 1: Sponsor one event and get a second event at 50% off, plus full benefits!

(Second event level must be of equal or lesser value)

OPTION 2: Maximize your exposure and sponsor ALL of the events. Call for special pricing.

Additional benefits and terms as negotiated

- All benefits vary depending on the event. The creative staff at the ATPD can customize the way your company is recognized.
- The FHSD flyer distribution policy precludes advertising on park district flyers distributed through the schools.
- Due to the nature of these programs, Jr. High Park Parties and Summer Camps require a customized benefits plan.

..Banner Program..

Advertise your banner in our parks!



Reach out to sports enthusiasts and spectators by having your company banner at one of our premier fields! It's also an opportunity to show your support for your sports team or organization.

This affordable advertising opportunity will give your company an extraordinary return on investment. Not only will your business reach tens of thousands of people, your business will be seen as strengthening the community through your support.

Investment:

Banners*	First year rates	Renewal rates
Single Banner	\$399	\$299
Two Banners	\$649	\$549
Three Banners	\$849	\$749

*Must provide your own 3' x 7' banner(s)

Terms: Annual, minimum one year

Available Locations:

Clear Creek Park, 6200 Batavia Road
Football, lacrosse, and soccer fields

Kellogg Park Dog Field, 6701 Kellogg Avenue

Riverside Park, 3969 Round Bottom Road
All Weather Fields, ball diamonds, and soccer fields

Interested in the Banner Program?

Contact Scott Lahman for details:
(513) 388-5091, SLahman@AndersonParks.com

2015 Location Stats:

Clear Creek Park
3,598 hours of field use

Kellogg Park
313 Dog Field permit holders
491 hours of field use

Riverside Park
5,149 hours of field use



Need to get a banner?

No problem! Give us a call and we'll help you through the process.

••Become a Sponsor••

Are you ready to become a sponsor?

To maximize your marketing benefits, please complete the information below.

If you have any questions or need more information, please contact Scott Lahman:
(513) 388-5091, SLahman@AndersonParks.com

Company: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Phone: () _____ Email: _____

50% Off Sponsor Specials!

OPTION 1: Sponsor one event and get a second event at 50% off, plus full benefits!
(Second event level must be of equal or lesser value)

OPTION 2: Maximize your exposure and sponsor ALL of the events. Call for special pricing.

Please select the event(s) and level(s) wish you to sponsor:

- | | | | | | | |
|------------------------------|-------------------------------------|-------------------------------|---------------------------------|---------------------------------|-------------------------------------|---------------------------------|
| A Fair of the Arts | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Daddy Daughter Dance | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Easter Egg Hunts | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Farmer in the Dell | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Grilled Cheese Wednesdays | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Jr. High Park Parties | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Mother-Son Superhero Dance | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Pancakes in the Park | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Santa's Workshop | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Shazaam Series | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Summer Camps | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |
| Trunk 'R Treat Fall Festival | <input type="checkbox"/> Presenting | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze | <input type="checkbox"/> Supporting | <input type="checkbox"/> Friend |

Total Amount Due: _____

Payment:

Check **Please make checks payable and return to:**
Anderson Township Park District
Attn: Sponsorship, 8249 Clough Pike, Cincinnati, OH 45244

Visa MasterCard **Fax with payment to: (513) 388-2494**

Card # _____ - _____ - _____ - _____ Exp. Date _____ Security Code _____

Name on Card: _____ Signature _____