



2012

Marketing Opportunities



Anderson Township Park District

Play Everyday in Our Yard!

8249 Clough Pike · Cincinnati, OH 45244
513-474-0003 · AndersonParks.com



Anderson Township Park District

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

Dear Friend of the Park:

Over the years, our programs and facilities have developed a positive reputation throughout Anderson Township. Parks make a community more attractive and recreational programs and events provide a better way of life. They play an important role in shaping our community.

Included in this packet are sponsorship and banner opportunities that are designed to effectively market local businesses, while allowing us to offer unique opportunities for individuals and families to experience safe, fun, and organized recreational activities. Please take a few moments to review our special events and discover a new way to help our community create memories. We also offer an outdoor banner program that allows businesses to reach out to sports enthusiasts and spectators by having their business name and logo on display at one of our premier facilities, such as the All Weather Fields complex at Riverside Park.

Become a sponsor and show your support to the community today by completing the form on the last page! We are seeking monetary sponsorships because we serve a community much larger than our tax base. If you are unable to give a monetary sponsorship, at the end of each program description is a list of possible donations that help contribute to the success of these programs.

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

Daddy Daughter Dance

February 3 & 4, 2012 at NKU Ballroom

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

2011 Attendance: 1,171 participants

• Sponsorship supports facility rental, decorations, entertainment, photo, and flowers.

• Seeking in-kind donations. Examples include: flowers, balloons, and music.



Pancakes in the Park

June 3, 2012 at Beech Acres Park

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

2011 Attendance: 263 participants

• Sponsorship supports breakfast supplies, service, and event marketing.

• Seeking volunteers and in-kind donations. Examples include: service line help, fruit, coffee, and table centerpieces.



Easter Egg Hunts

April 7, 2012 at Riverside Park

Children, teens, and adults participate in the ATPD Easter Egg Hunt. There are separate egg hunts for children and teens, and the day ends with the eggstremely popular, "Adult Egg Scramble".

2011 Attendance: 2,800 participants

• Sponsorship supports prizes, T-shirts, entertainment, and decorations.

• Seeking in-kind donations. Examples include: small trinkets, gift cards, and prizes.



Farmer in the Dell

July 11, 2012 at Beech Acres Park

Children and their families enjoy a hayride, pony rides, and a petting zoo with barnyard animals. Kids also have the opportunity to get up close with real trucks and tractors!

2011 Attendance: 1,500 participants

• Sponsorship supports providing farm animals, marketing, and decorations.

• Seeking in-kind donations. Examples include: games, entertainment, hay, or other "barnyard" theme decorations.



Summer Shazaam Series

Summer 2012 at Beech Acres Park

Outdoor entertainment series geared toward kids of all ages. These entertainment acts are performed prior to the ever popular "Grilled Cheese Wednesdays".

2011 Attendance: 2,065 participants

• Sponsorship supports entertainment acts and event marketing.

• Seeking in-kind donations. Examples include: entertainment acts (i.e. magician, musician, etc.), and promotional items.



A Fair of the Arts

September 22, 2012 at Beech Acres Park

Patrons stroll through Beech Acres Park, listen to live music, and mingle with artists who offer a wide variety of handcrafted works of art.

2011 Attendance: 44 artists

• Sponsorship supports entertainment, marketing, food, and beverages.

• Seeking in-kind donations. Examples include: awards and entertainment.



Grilled Cheese Wednesdays

Summer 2012 at Beech Acres Park

Children and their families join us on special Wednesdays for a warm and gooey grilled cheese, as well as fun activities and music.

2011 Attendance: 3,225 participants

• Sponsorship supports event supplies, games, and marketing.

• Seeking volunteers and in-kind donations. Examples include: children's yard play equipment, balloons, and bubbles.



Trunk 'R Treat & Classic Car Show

October 13, 2012 at Beech Acres Park

This family event combines a classic car show (with awards), kids in costumes, food and candy. Families and car enthusiasts stroll around the oval at Beech Acres Park while kids "trunk 'r treat" at each car.

2011 Attendance: 1,400 participants

• Sponsorship supports decorations, candy, awards, and T-shirts.

• Seeking in-kind donations. Examples include: candy and awards.



— Special Events —

Mother-Son Halloween Dance

October 20, 2012

Mothers and sons try out their costumes early while enjoying a fun night of dancing and games.

2011 Attendance: 213 participants

- Sponsorship supports decorations, entertainment, pizza, and snacks.
- Seeking in-kind donations. Examples include: pizza, drinks, and entertainment.



Basketball Turkey Shoot

November 10, 2012

Children ages 5 - 12 team up with an adult family member and compete in basketball related competitions to win their "entire" Thanksgiving dinner and the grand prize.

2011 Attendance: 31 teams

- Sponsorship supports awards, prizes, and equipment.
- Seeking in-kind donations. Examples include: food items, prizes, and awards.



Santa's Workshop

December 8, 2012

Children have a personal meeting with Santa Claus, take a sleigh hayride, and create holiday crafts.

2011 Attendance: 212 children

- Sponsorship supports decorations, crafts, photo souvenir, and holiday treats.
- Seeking in-kind donations. Examples include: holiday treats, decorations, and craft supplies.



— Youth Program —

Summer Day Camps

Summer 2012

2011 Attendance: 1,295 registrations

- Sponsorship supports field trip expenses, T-shirts, supplies, snacks, and equipment.
- Seeking in-kind donations. Examples include: snacks, games, craft supplies, and special event activities.



Summer Camp: ages 5 - 12

Campers enjoy different games, activities, arts and crafts, daily swimming, sports, and field trips.

Mini Camp: ages 3 - 7

Campers enjoy arts and crafts, activities, games, a snack, and special theme days at these ½ day camps.



Travel Camp: ages 10 - 13

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"!



Additional Opportunities

*Due to the nature of these programs, the following require a customized benefits plan.
For more information, please contact Scott Lahman: (513) 388-5091, SLahman@AndersonParks.com.*

Youth Basketball Leagues

Boys, grades 1 - 6, and girls, grades 1 - 12, build skills, develop friendships, and more.

Youth Volleyball Leagues

Boys and girls, grades 3 - 6, build skills, meet friends, and more.

Jr. High Park Parties

Tweens and teens dance and socialize in a safe environment.

Adult Co-Rec Soccer Leagues

Adult soccer leagues with varying levels of competition.

Cornhole Leagues

Cincinnati's favorite picnic sport! Adults bring their own coolers and meet up with their friends for a weekly night of cornhole fun.

Adult Softball Leagues

Adult softball leagues played at Riverside Park.

Benefits in Detail

Website ~ AndersonParks.com

Logo featured on the sponsored program's page, plus link (if applicable).

Sponsor Support Walls

Logo featured on the Sponsor Support Walls at the Beech Acres Park RecPlex and the Online Support Wall at www.AndersonParks.com. The RecPlex Support Walls give your company exposure to over 14,500* patrons, with your logo displayed year-round.

* Numbers based on most recent program year.

Miscellaneous Marketing

Park Guide - Logo featured in the ATPD's, *Park Guide*, relating to sponsored event(s).

- Mailed to Anderson residents and past participants
- Quantity: 22,000+ copies
- 3, 12-page issues per year: winter-spring, summer, and fall
- Distributed at ATPD programs and events

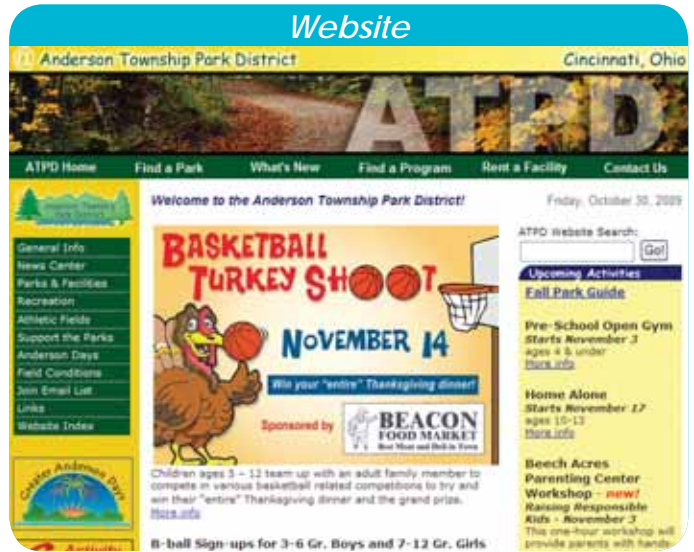
Email Blast - Logo featured in email news blasts sent out to 4,300+ subscribers promoting your business as an official event sponsor.

Flyers & Posters - Logo featured on sponsored event(s) flyers and posters. Flyers and posters distributed throughout the Park District and events.

Facebook - Logo featured on Facebook as sponsor.

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

Your logo could be here!



Benefits Matrix



Sponsor Specials ~ Call For Details!

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

Option 2: Want to maximize your exposure? Sponsor ALL of the events. Call us for special pricing.

Benefits on sponsored event(s) of your choice

Level	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Supporting Sponsor	Friend
Amount	\$1,000	\$750	\$500	\$300	\$200	\$100
Acknowledgment on-site at event	Priority Placement	Yes	Yes	Yes	Yes	Yes
New! Sponsor will receive a window cling identifying their business as a Park District Supporter.	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to provide promotional materials for event participants.	Priority Placement	Yes	Yes	Yes	Yes	
Support Walls (year-round): - Beech Acres Park RecPlex - www.AndersonParks.com Online Support Wall	Priority Placement	Yes	Yes	Yes	Yes	
Logo on email blasts	Priority Placement	Yes	Yes	Yes	Yes	
Logo on flyers & posters	Priority Placement	Yes	Yes	Yes	Yes	
Opportunity to distribute promotional materials on-site at event; set-up and materials provided by sponsor.	Priority Placement	Yes	Yes	Yes		
Opportunity to display banner(s) on-site at the event, provided by the sponsor.	4 banners	3 banners	2 banners	1 banner		
Complimentary registrations to the event or program, where applicable and pending specific event.	Yes	Yes	Yes	Yes		
Logo featured on www.AndersonParks.com	Priority Placement	Yes	Yes			
Logo featured in ATPD's, <i>Park Guide</i>	Priority Placement	Yes	Yes			
Logo on event T-shirt ~ when applicable	Priority Placement	Yes				

In-Kind Services or Donations

For donating items or time to a special event, your company will be recognized by placing the company's logo on each promotional flyer or receive the amenities of a package rate depending on the monetary value of the donation.

Additional benefits as negotiated

- Sponsor must supply logo artwork in vector or .eps format.
- Sponsor Support Walls terms are annual, minimum 1 year.
- Benefit prominence is based on level of sponsorship.
- Benefits are pending the commitment date and the Anderson Township Park District's receipt of the signed Sponsorship Commitment Form.
- All benefits vary depending on the event/opportunity; the creative staff at the ATPD can customize the way your company is recognized.
- The FHSD flyer distribution policy precludes advertising on Anderson Township Park District flyers, distributed through the schools.
- Summer Camps, Sports Leagues, and Jr. High Park Parties require a customized benefits plan, due to the nature of these programs.

Outdoor 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 child athlete or sports team. This affordable advertising opportunity will give you or your company an extraordinary return on investment. Additionally, your business will be recognized as a company that cares about the community and contributes to strengthening it!

Investment:

- **New, low rate!** Single Banner Rate - \$399
(must provide your own 4' x 8' banner)
- Double Banner Rate - \$599
(must provide your own 4' x 8' banners)
- Renewal Banner Rate - \$299

Terms: Annual, minimum 1 year.

Available Locations:

- Beech Acres Park, 6910 Salem Road
(Ball Diamonds and Soccer Fields)
- Clear Creek Park, 6200 Batavia Road
(Football, Lacrosse, and Soccer Fields)
- Juilfs Park, 8249 Clough Pike
(Ball Diamonds including the Marty Brennaman Field and Soccer Fields)
- Kellogg Park Dog Field, 6701 Kellogg Avenue
- Riverside Park, 3969 Round Bottom Road
(All Weather Fields, Ball Diamonds, and Soccer Fields)

Need to get a banner?

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



Interested in the Banner Program?

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

Sponsorship Commitment Form

Company: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Phone: () _____ Email Address: _____



Sponsor Specials ~ Call For Details!

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

Option 2: Want to maximize your exposure? Sponsor ALL of the events. Call us for special pricing.

I would like to sponsor:

- A Fair of the Arts
- Basketball Turkey Shoot
- Daddy Daughter Dance
- Easter Egg Hunt (both events)
 - Children & Teen egg hunts
 - Adult Egg Scramble
- Farmer in the Dell
- Grilled Cheese Wednesdays
- Mother-Son Halloween Dance
- Pancakes in the Park
- Santa's Workshop
- Summer Day Camps
- Summer Shazaam Series
- Trunk 'R Treat & Classic Car Show

I would like to be the following sponsor:

- Presenting Sponsor (\$1,000)
- Gold Sponsor (\$750)
- Silver Sponsor (\$500)
- Bronze Sponsor (\$300)
- Supporting Sponsor (\$200)
- Friend of the Park (\$100)
- In-kind Services/Supplies Donations of _____ (item name)
\$ _____ (monetary value)
- I'm not able to participate this year, but I would like to be contacted about (event) _____ next year.

Payment:

- Check Please make checks payable to:
Anderson Foundation for Parks and Recreation
(The fundraising arm of the Anderson Township Park District. Donations and gifts are tax deductible under Title 26, Chapter 1, Section 170 of IRS code and section 92 of ORC. The value to be deducted for gifts is determined by the tax advisor of the donor or by approved appraisal.)

Please return checks 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 _____

Questions?

Contact Scott Lahman at (513) 388-5091, SLahman@AndersonParks.com