



VALPARAISO  
Welcome  
Butterfly Meadow

2023 *sponsorship*  
OPPORTUNITIES



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## OUR *mission*

The mission of the Valpo Parks is to be a **leading partner** in preserving, developing and promoting Valparaiso's unique **quality of life.**



# BY THE *numbers*

**704 ACRES**  
OF PARKLAND

**49,089**  
ROUNDS OF GOLF

**1,102 DAY CAMPERS**

**23 MILES OF PATHWAYS**  
+ 14 OFF ROAD TRAILS

**2,119**  
YOUTH SPORT PLAYERS

**14 CHILDREN'S PLAYGROUNDS**

**2,585 SPECIAL EVENT PARTICIPANTS**

**421 DAY TRIP ATTENDEES**

**28 ATHLETIC FIELDS**

**314 ADULT SPORT TEAMS**

**38,894**  
ICE SKATERS

**1,236**  
PARK RENTALS

**775** PARK FACILITY RENTALS

**250,000**  
CENTRAL PARK PLAZA VISITORS

*\*Numbers are based on 2021/2022 programming & events*



# YOUTH *sports*

Valpo Parks provides many different sports programs for youth in Porter County. These include: Baseball, Softball, Soccer, Volleyball, Basketball, Track & Field, Tennis and Lacrosse.



## PREMIER SPONSOR \$3,500

*Company logo on 18 team shirts, 3 field signs, listing in Valpo Parks annual report and Valpo Parks website and a recognition piece*



## PLATINUM SPONSOR \$2,500

*Company logo on 12 team shirts, 2 field signs, listing in Valpo Parks annual report and Valpo Parks website and a recognition piece*



## GOLD SPONSOR \$1,500

*Company logo on 8 team shirts, 1 field sign, listing in Valpo Parks annual report and Valpo Parks website and a recognition piece*



## SILVER SPONSOR \$750

*Company logo on 4 team shirts, listing in Valpo Parks annual report and Valpo Parks website and a recognition piece*



## BRONZE SPONSOR \$500

*Sponsor a camp with company logo on approximately 25 participant shirts, listing in Valpo Parks annual report and Valpo Parks website and a recognition piece*





# SENIOR *baseball*

Become a sponsor to help high school athletes continue to build upon their love for the game even in the off-season.

**GOLD SPONSOR**  
**\$1,500**

*Company logo on team jersey, 1 field sign,  
listing in Valpo Parks annual report  
and Valpo Parks website and a  
recognition piece*





# CHALLENGER *league*

Challenger League is an offering to those with physical or intellectual challenges. Baseball is available to players looking to enjoy the game at their pace and in a relaxed setting.



**GOLD SPONSOR**  
**\$1,000**

*Company logo on sleeve of all game jerseys, recognition at event, onsite signage and listing in Valpo Parks annual report and Valpo Parks website*



**SILVER SPONSOR**  
**\$500**

*Company logo on all team/buddy practice t-shirts, recognition at event, onsite signage and listing in Valpo Parks annual report and Valpo Parks website*



**BRONZE SPONSOR**  
**\$250**

*End of season celebration sponsor, onsite signage and listing in Valpo Parks annual report and Valpo Parks website*

“Challenger League follows our mission of helping each child reach their **fullest potential**. Team sports is a great way for children to learn valuable life lessons that stretch far beyond the playing field. It also gives parents a chance to watch their child **grow, succeed, and bond** with others in ways previously unavailable to them.”

*- Hannah's Hope*



# DISCOVERY

*day camp*

Give campers the opportunity for physical activity, fresh air and lots of fun!

Campers look forward to field trips, swimming, games, songs, team sports, arts & crafts, hiking, and more!



**PLATINUM SPONSOR \$1,500**

Company logo on attendee t-shirts, logo on Discovery Day Camp page in Valpo Parks Activity Guide, onsite signage and listing in Valpo Parks annual report and Valpo Parks website







# DISCOVERY *cottage*

Discovery Cottage hosts preschool and enrichment classes for children ages 2-5 years old. Our unique program is designed to provide a hands on and kid centered learning experience that will allow them to use their own creativity and imagination.



**BRONZE SPONSOR \$250**

*Company logo at Discovery Cottage, company name listed on Discovery Cottage social media page, listing in Valpo Parks annual report and Valpo Parks website*





# YOUTH *hockey*

Become a sponsor and help give kids the opportunity to learn the game of hockey and progress their skills to the next level!



## GOLD SPONSOR \$1,500

Company logo on sleeve of all Youth Hockey sweaters, company name listed in the Central Park Plaza Winter Brochure, logo on digital message board inside the Indiana Beverage Center, onsite signage during program, listing in Valpo Parks annual report and Valpo Parks website and two free youth hockey registrations



## SILVER SPONSOR \$500

Company name listed in the Central Park Plaza Winter Brochure, logo on digital message board inside the Indiana Beverage Center, onsite signage during program and listing on Valpo Parks website and Central Park Plaza Facebook page



## PLATINUM SPONSOR \$3,500

Company logo on 1,000 reusable market bags, event signage, 10' x 10' booth set up at event and listing on Central Park Plaza website and Valpo Parks annual report



## GOLD SPONSOR \$1,500

Company logo on event signage, 10' x 10' booth set up at event and listing on Central Park Plaza website and Valpo Parks annual report



## SILVER SPONSOR \$500

Company logo on Central Park Plaza website and Valpo Parks annual report



# VALPARAISO market

The Valparaiso Market has an estimated 10,000 visitors shop seasonally with over 50 vendors during 40 market days. This premier farmer's market hosts vendors to sell fresh local produce, handmade products, and beautiful plants and flowers.





**PREMIER SPONSOR \$35,000/yr**

*Company logo on 5 bike stations, logo on 20 bikes, logo on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*



**PLATINUM SPONSOR \$20,000/yr**

*Company logo on 3 bike stations, logo on 10 bikes, logo on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*



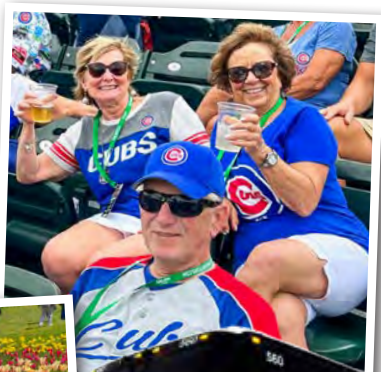
**STATION SPONSOR \$10,000/yr**

*Company logo on 1 bike station, logo on 5 bikes, logo on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*

# BIKE *share*

This is a great opportunity to support Valpo as a Bicycle Friendly Community! Your company logo will be placed on the front of the bike(s) you're sponsoring offering great visibility around town. Station sponsorships are also available providing logo placement on the signage on the bikeshare station(s).





# DAY *trips*

Valpo Parks will host up to 9 Day Trips that will offer something for everyone! No booking hotels or planning transportation - we've got it all covered! Sponsorships and in-kind donations (such as boxed lunches or snacks) will help add to the overall experience for our attendees. Check out the exciting trips we already have planned for 2023!



## GOLD SPONSOR \$1,000

*Company logo on marketing materials, sponsor recognition during each day trip and listing in Valpo Parks annual report and Valpo Parks website*



## SILVER SPONSOR \$500

*Company name on marketing materials, sponsor recognition during each day trip and listing in Valpo Parks annual report and Valpo Parks website*

Lion King Musical • Crosstown Classic • A Day in Holland • Chicago Botanic Gardens • Beef & Boards  
Round Barn Theater • Chicago's Polish Village Tour • Milwaukee Christmas Bakery Bus Tour • Meijer Gardens





**GOLD SPONSOR \$750**

*Company logo on marketing materials, logo visible on boat and listing in Valpo Parks annual report and Valpo Parks website*

# LAKE *cruises*

Thanks to a private donation we welcomed an 18-foot Duffy electric boat that will offer memorable lake cruises for social gatherings and family outings.



# FALL *hayrides*

Promote your business during 50+ autumn tractor-drawn hayrides at Rogers Lakewood!



**GOLD SPONSOR \$750**

*Company logo on marketing materials, logo on both sides of the hay wagon and listing in Valpo Parks annual report and Valpo Parks website*





# ADULT *sports*

Valpo Parks offers the following sports for adults:

- Soccer • Softball • Volleyball • Cornhole
- Ultimate Frisbee • Kickball • Ping Pong



**CHAMPION T-SHIRT SPONSOR**  
**\$2,000**

*Company logo on all Adult Sports Championship shirts,  
approximately 500 t-shirts, (1) field sign and listing in Valpo Parks  
annual report and Valpo Parks website*







**FIELD SIGNAGE**  
**\$1,200/3yrs or \$500/1yr**  
*Company logo on 3' x 6' sign at Fairgrounds Park*



**SOFTBALL SCOREBOARD**  
**\$1,800/3yrs or \$750/1yr**  
*Company logo on 24" x 14' scoreboard at Fairgrounds Park and listing in Valpo Parks annual report and Valpo Parks website*



**BENCH SPONSOR**  
**\$2,000/10yrs**  
*Text on a plaque recognizing a company or individual*



**DUGOUT SPONSOR**  
**\$5,000/5yrs**  
*Mutually agreed upon placement of company name/logo on dugout.*



# FAIRGROUNDS *park*

Support Fairgrounds with one of these opportunities to market your business at one of Valpo's most visited parks'.



# CORNHOLE *boards*

Have your company logo displayed on a set of boards and be part of the fun!



**SILVER SPONSOR \$500**

Company logo customized to a set of boards, approximately 3 tournaments, company logo on marketing materials for tournaments and listing in Valpo Parks annual report and Valpo Parks website







# ADULT *hockey*

Sponsor a team and have your logo turned into an awesome hockey sweater.



## TEAM SPONSOR \$500

*Choice of design and team name on sweater, choice of business flyer, coupon or literature in league registration packet, company listed as sponsor on leagues website, social media and other packets and listing in Valpo Parks annual report and Valpo Parks website*



# SPECIAL *events*

Our Special Events draw big crowds and big fun, and we've made it easy to choose the sponsorship level that's right for you.

## Individual Event Sponsorship Levels:

	10X10 BOOTH	RETRACTABLE BANNER	LOGO ON SPONSOR BANNER	T-SHIRT/GIVEAWAY	CUSTOM SPONSORED AREA	EMAIL BLAST	LISTING ON WEBSITE	LISTING ON SOCIALS	LISTING ON ANNUAL REPORT	EVENT REGISTRATIONS <i>*If Applicable</i>
<b>PLATINUM</b> \$2,000	✓		Large Logo	Large Logo	1 Area	Logo	Logo	Name Listed	Name Listed	6
<b>GOLD</b> \$1,000	✓		Medium Logo	Medium Logo		Logo	Logo	Name Listed	Name Listed	2
<b>SILVER</b> \$500	✓		Small Logo	Name Listed		Logo	Logo	Name Listed	Name Listed	1
<b>BRONZE</b> \$250	✓					Name Listed	Name Listed	Name Listed	Name Listed	

## Premier Event Sponsorship Package:

Be a Platinum Sponsor for 4 events and receive onsite signage at all 9.

<b>PREMIER</b> \$10,000	ALL 9 EVENTS	ALL 9 EVENTS	Large Logo on 4	Large Logo on 4	For 4 Events	Logo for 4 Events	Logo for 4 Events	Name Listed for 4 Events	Name Listed	6 Registrations For 4 Events
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## ACTIVE KIDS DAY

SUNDAY, APRIL 23RD

Promote and encourage kids to 'get active' & 'be healthy!' This interactive vendor fair at Central Park Plaza will showcase all the local kid-centric activities & programming Valpo has to offer. Over 1,000 attendees will enjoy music, games, vendors, giveaways, demonstrations, and more!



active  
**Kids**  
day  
Valpo  
Parks



## COLOR FUN RUN

FRIDAY, MAY 19TH

The Color Fun Run is FUN for the whole family! This 1.5 mile course will include running, walking, and colorful fun along with various obstacle stations to keep you on your toes!





# TOUCH A TRUCK

SUNDAY, JUNE 11TH

Kids of all ages will enjoy exploring their favorite big rigs during this FREE, hands-on Touch a Truck event at Central Park Plaza. Families can take pictures with their favorite trucks, enjoy the DJ, food trucks, and more!



# 4TH OF JULY BLAST 5K & 2K

SATURDAY, JULY 1ST

Start your holiday weekend off with a bang and join Valpo Parks for the 4th of July Blast 5K & 2K Fun Run/Walk. Over 350 participants blast their way through the streets in this chip timed 5K before the city's 4th of July celebration.







# VALPO NIGHT RIDE & BIKE BASH

SATURDAY, AUGUST 19TH

Join us downtown at Central Park Plaza for lots of bicycle fun at the Bike Bash before taking off on a scenic 10 mile bike ride. Family friendly fun includes face painting, DJ music, contests, food trucks and more. Bike through the city streets after dark, led by the Valpo PD. 400 riders and many more attended the pre-party.







## JR. KERNEL RUN

FRIDAY, SEPTEMBER 8TH

## LIT'L KERNEL PUFF

SATURDAY, SEPTEMBER 9TH

These races are a great way for the whole family to join in on the Popcorn fun! Kids can choose the one lap Jr. Kernel Run at Fairgrounds Park, the shorter Lit'l Kernel Puff race downtown on Lincolnway, or both! About 700 kids take part in these races each year!



## POPCORN PANIC

SATURDAY, SEPTEMBER 9TH

A community tradition for over four decades, the Popcorn Panic returns for the 45th year! Teams or individuals compete in either a 5 mile or 5K run through the tree-lined city streets of Valpo. Over 1,200 runners participate each year!





# HALLOWEEN HOWL FEST & FUN RUN

SATURDAY, OCTOBER 21ST

A day full of Halloween-themed, family fun at Rogers Lakewood Park. Families can enjoy a family fun run, dog walk, hayrides, games, s'mores by the fire, music, food, crafts, and more!

# SANTA & SIRENS

SATURDAY, DECEMBER 9TH

A stationary display of emergency vehicles that families can drive through and enjoy at Butterfly Meadows Park. Kids of all ages will enjoy seeing Santa, lights, treats, and more! New, unwrapped toys and monetary donations will also be accepted on behalf of Toys for Tots.





# WINTER FEST

## & TREE LIGHTING



**SATURDAY, NOVEMBER 25TH**

Visitors will enjoy caroling, figure skating performances, photos with Santa, hot chocolate, and the lighting of the Central Park Plaza Christmas tree.



**ST. NICK SPONSOR \$1,500**

PHOTOS WITH SANTA

*Company logo on event signage, 10 x 10 booth, company name listed on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*



**JOLLY SPONSOR \$1,000**

ICE SKATING OR STAGE ENTERTAINMENT

*Company logo on event signage, company name listed on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*



**TINSEL SPONSOR \$500**

*Company logo on event signage, company name listed on marketing materials and listing in Valpo Parks annual report and Valpo Parks website*



# HOLIDAY decorations



**HOLIDAY DECORATIONS SPONSOR**  
**\$5,000/5yrs = \$25,000**

*Sign at base of holiday tree, logo on dasher board during the holiday season,  
1/2 page ad in annual Valpo Parks Activity Guide and listing in Valpo Parks  
annual report and Valpo Parks website*



**Sponsor the magic of the holiday season in downtown Valparaiso!**  
**Visitors come from all over the region to enjoy the lights, take photos, shop downtown and enjoy winter community events.**





# ICE rink

Spend winter at Central Park Plaza! Your company logo and design elements will be on display, offering exposure to an estimated 30,000 annual ice rink visitors.



**ZAMBONI SPONSOR**  
\$10,000/5yrs = \$50,000

*Company logo wrapped around the Zamboni, logo listed in the Central Park Plaza Winter Brochure, logo on digital message board inside Indiana Beverage Activity Center and listing in Valpo Parks annual report and Valpo Parks website*



**DASHER BOARD SPONSOR**  
\$5,000/1yr

*Company logo on (1) dasher board inside the ice rink during the season and listing in Valpo Parks annual report and Valpo Parks website*



# ADVERTISING *options*



**DIGITAL MESSAGE BOARD**  
**\$2,500/3yrs or \$1,000/1yr**

*Indiana Beverage Center, November through March  
Forest Park & Creekside Golf Course, April through October*



**PARK BENCHES**  
**\$2,000/10yrs**



**MEMORIAL BRICKS**  
**Varies by Location**



**NEWSLETTER SPONSOR**  
**\$250/quarterly**

*Newsletters sent to over 12,000 subscribers weekly*





# TAKE THE *next step*

Become a sponsor! Valpo Parks has a variety of customizable partnership and sponsorship opportunities that can help you and your business **connect with the community.**

**Contact Lisa Kusbel**

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 (219) 614-7277