

Bluegrass Festival

Leander's Annual Bluegrass Festival has been held on the last weekend in September since 2006 at the Bledsoe Park Amphitheater. We host 2 evenings of music, open jam session for local musicians, children's activities, concessions, and a variety of vendors. This community event is attended by 500+ participants.

Festival Partner (\$7,000)

- Display of company banner at event.
- Recognition on all flyers and ads.
- PA recognition during the event.
- Link to company website from the city website.
- Event booth for the distribution of company promotional information.

Participating Partner (\$1000)

- Recognition on all flyers and ads.
- PA recognition during the event.
- Link to company website from the city website.
- Event booth for the distribution of company promotional information.



Christmas Parade 2014

Our annual Christmas Parade and Tree Lighting take place every year on the First Saturday in December. This year's event will be on December 6th, 2014. We will have pictures with Santa, Holiday Hayrides, Choral Performances, Yule Fire, Christmas Parade, a variety of Vendors, and Tree Lighting. This event really captures the small town feel of Leander and the whole community comes out in force to celebrate the holidays.

Title Partner (\$2,200)

- Display of Company banner at event.
- Company Logo/Name Recognition on all flyers, ads, and online marketing.
- Multiple PA recognition during the Parade and Tree Lighting address.
- Event booth for the distribution of Company promotional information.
- Link to Company website from the Christmas Parade and Tree Lighting webpage.

Participating Partner (\$500)

- Recognition on flyers and ads
- Single PA recognition during both the Parade and Tree Lighting address.
- Event booth for the distribution of Company promotional information.
- Link to Company website from the Christmas Parade and Tree Lighting webpage.

2014 Leander Parks and Recreation Department



Special Event Sponsorship Guide



LEANDER PARKS AND RECREATION



PEACE



LOVE



PARKS

Leander is one of Williamson County's fastest growing communities. Since 2000, the community has grown from 7,600 residents to more than 30,000 in 2010. Recreation programs and special events are paramount to the quality of life in the City of Leander and partnerships play a major role in the success and frequency of our offerings. Making a positive impact in our community is very important to us and we hope that we can work together to accomplish something great.

If you would like to discuss options further please contact Megan Pumphrey at 512-528-2994 or by email at mpumphrey@leandertx.gov.

Benefits of Sponsoring a Community Event:

- Name recognition within the community
- Enhance your public image
- Help keep traditions alive
- Increase the value of your advertising budget
- Connect with the community
- Gain exposure
- Make a difference



Movies in the Park

Family-friendly children's movies are shown in Bledsoe Park on Fridays in April, May, September and October. The Movies in the Park event is often described as a combination of state-of-the-art technology and the nostalgia of the 1950s drive-in. All 8 screenings are free. The attendance for this event is 300-500 participants per screening.

Title Partner (\$2,800)

Display of company banner at all screenings.
 Company logo/name recognition on all flyers, ads, and online promotions.
 PA recognition during all 8 screenings and ability to show a short promotional film or commercial.
 Recognition in the Program Guide and email promotions during entire season.
 Event booth for the distribution of company promotional information.
 Link to Company Website from Movies in the Park webpage.

Participating Partner (\$1,400)

(Can be done for 1/2 of the season or shared with other sponsor as co-sponsorship for all 8 Screenings. All benefits below are based on ½ season option)

Display of company banner at 4 screenings.
 Company logo/name recognition on all flyers, ad, and online promotional materials.
 PA recognition during all 4 screenings.
 Event booth for the distribution of Company promotional information.
 Recognition in the program guide and email promotions during chosen ½ season.
 Link to Company Website from Movies in the Park webpage during ½ season.

Spring Egg-Stravaganza

The Parks & Recreation Department puts on the annual egg hunt in Bledsoe Park. The event is a giant park wide candy hunt for the kids with lots of prizes and fun. Attendance for this event is 1000+. This years event is scheduled for April 13, 2014.

Title Partner (\$2,000)

Company name/logo on event banners, ads and flyers.
 Event booth for the distribution of company promotional information.
 Company Banner displayed during event.
 Link to company website from event website.
 Multiple PA recognition during the event.

Participating Partner (\$600)

Company name/logo on ads, flyers, and all online marketing.
 Link to the Company website on Spring Egg-Stravaganza Website.
 Event booth for the distribution of Company promotional information.
 Display of Company Banner during event.



Full Moon Concert Series

The Full Moon Concert Series is a series of 5 outdoor concerts at Bledsoe Park Amphitheater during the Spring and Fall each year. This family-friendly event plays host to a variety of music genres (rock, country, blues, zydeco, tejano, jazz). Participants can purchase concessions or bring their own picnic dinner. This is a fun FREE event for the community where friends and family can spend time together in the park.

Title Partner (\$3,500)

Display of Company banner at event
 Company name/logo recognition in program guide and all promotional emails about the Full Moon Concert Series.
 Company name/logo recognition on flyers, ads, and online marketing.
 Multiple PA recognition during all concerts.
 Event booth for the distribution of company promotional information.
 Link to Company website from the Full Moon Concert Webpage.

Concert Partner (\$700)

Display of Company banner at single concert
 Company logo/name recognition on flyers, ads, and online marketing for single concert sponsored.
 PA recognition during the single concert sponsored
 Event booth for the distribution of company promotional information
 Link to Company website from the Full Moon Concert Webpage.

