



## Leander Little League

April, May, & June of 2016

### Program Highlights

- Grand Opening Ceremony on February 27th, 2016
- Inaugural Season for Youth Baseball in Leander
- 3 Divisions with Approx 140 Participants in Each
- Weekly Games for Each Division from April - June

Marketing Benefits	Base Hit	Double	Triple
	\$500	\$1000	\$1500
Listing on "Sponsors" Webpage	X	X	X
Framed Picture with Sponsored Team	X	XX	XXX
Company Name on Team Uniforms	X	XX	XXX
Space for 4 X 6 Banner on Outfield Fence		X	XX
Invitation to Participate in Benbrook Ranch Baseball Fields Grand Opening	X	X	X
*Recognition in Annual Leander Parks and Recreation Program Guide (Name Only)			X
Invitation to Participate in Leander Majors End of Season Tournament			X
"Sponsor Spotlight" on Social Media		X	XX

\* Sponsorship must be completed by February 15th.



## Movies in the Park

April, May, & August of 2016

### Event Highlights

- 250+ People in Attendance at Each Movie Showing
- 7 Movie Showing between April 1st and August 31st
- Concessions Provided by Leander Youth Soccer
- Free Event for the Public
- 10th Annual Movies in the Park Series

### Event Marketing

- Print Flyers Posted in all Parks and City Kiosks
- Digital Flyer Posted on Event Site and External Event Postings
- Event Webpage on City of Leander Website
- Leander PARD and Leander ISD Email Marketing (Peach Jar)
- Social Media Postings and Events
- Event Banner Displayed at Robin Bledsoe Park for 1 Week Prior to Each Movie Showing
- Listing in 2016 Annual Program Guide

Marketing Benefits	Participating \$1400	Title \$2800
Company Name/Logo on Event Banner		✖
Company Name/Logo on all Ads and Flyers	X	✖
Link to Company Website from Event Site	X	✖
Name/Logo Recognition from Event Site	X	✖
*Name/Logo in 2016 Annual Program Guide	X	✖✖
Name/Logo in Email Marketing		✖✖
"Sponsor Spotlight" on Social Media	X	✖✖

### Event Day Benefits

Pre-Movie Promotional Opportunity	X	✖
Display of Company Banner at Event		✖
PA Announcements Before Each Movie	X	✖✖✖
Commercial Showing before each Movie	X	✖

\* Sponsorship must be completed by February 15th.



## Spring Egg Stravaganza

March 20, 2016

### Event Highlights

- 1500+ People in Attendance
- Spring Candy and Prize Hunt for Kids ages 0-9
- Free Event for the Public

### Event Marketing

- Print Flyers Posted in all Parks and City Kiosks
- Digital Flyer Posted on Event Site and External Event Postings
- Event Webpage on City of Leander Website
- Leander PARD and Leander ISD Email Marketing (Peach Jar)
- Social Media Postings and Events
- Event Banner Displayed at Robin Bledsoe Park for 2-3 Weeks Prior to Event
- Listing in 2016 Annual Program Guide



Marketing Benefits	Participating \$600	Title \$2500
Company Name/Logo on Event Banner		✖
Company Name/Logo on all Ads and Flyers	X	✖
Link to Company Website from Event Site	X	✖
Name/Logo Recognition from Event Site	X	✖✖
*Name/Logo in 2016 Annual Program Guide	X	✖✖
Name/Logo in Email Marketing	X	✖✖
"Sponsor Spotlight" on Social Media		X

### Event Day Benefits

Event Space for Distribution	X	✖
Display of Company Banner at Event	X	✖
PA Announcements During Event	X	✖✖✖

\* Sponsorship must be completed by February 15th.

*In-Kind Donation of candy and supplies may be accepted. Custom Sponsorship Packages will be assessed to match the value of the donation.*



## Bluegrass Festival

September 23 & 24, 2016

### Event Highlights

- 2 Nights of Live Bluegrass Music
- 500+ People in Attendance Each Night
- 7 Local and/or Traveling Bluegrass Bands
- Kids Activities and Games
- Vendors by Local Non-Profit Groups and Businesses
- Free Event for the Public

### Event Marketing

- Print Flyers Posted in all Parks and City Kiosks
- Digital Flyer Posted on Event Site and External Event Postings
- Event Webpage on City of Leander Website
- Leander PARD and Leander ISD Email Marketing (Peach Jar)
- Social Media Postings and Events
- Event Banner Displayed at Robin Bledsoe Park for 2-3 Weeks Prior to Event
- Listing in 2016 Annual Program Guide
- Paid Ad's in Leander/Cedar Park & Georgetown Community Impact (Estimated Reach: 94,488 Households) and Central Texas Bluegrass Association Newsletter

Marketing Benefits	Fiddle \$750	Banjo \$1500	Title \$7000
Company Name/Logo on Event Banner			X
Company Name/Logo on all Ads and Flyers	X (SM)	X (LG)	X
Link to Company Website from Event Site	X	X	X
Name/Logo Recognition from Event Site	X	X	XX
*Name/Logo in 2016 Annual Program Guide		X	XX
Name/Logo in Email Marketing	X	X	XX
"Sponsor Spotlight" on Social Media		X	XX

### Event Day Benefits

Event Space for Distribution	X	X	XX
Display of Company Banner at Event	X	X	X
PA Announcements During Event	1 Per Night	2 Per Night	Before Each Act



# Sponsorship Commitment

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please check the box of the sponsorship package you wish to commit to for 2016.

## Leander Little League

Base Hit - \$500     Double - \$1,000     Triple - \$1,500

## Movies in the Park

Participating - \$1,400     Title Parter - \$2,800

## Spring Egg Stravaganza

Participating - \$600     Title Parter - \$2,500

## Bluegrass Festival

Fiddle - \$750     Banjo - \$1,500     Title - \$7,000

## Liberty Fest

Fireworks Title - \$25,000     Grand Finale - \$10,000  
 Stars & Stripes - \$5,000     Independence - \$2,500  
 Patriot - \$1,000     Participating - \$500-\$900

Total Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

To pay with Credit Card, please call the Parks and Recreation Office at 512-528-9909. Office hours are Monday-Friday 8am -5pm.

Mail completed forms to:  
 Leander Parks and Recreation  
 PO Box 319  
 Leander, TX 78646  
 Fax to: 512-528-9228

# Liberty Fest July 3, 2016

## Event Highlights

- 7,000-10,000+ People in Attendance
- Live Music by well known Texas Country Performing Artist (TBA)
- Amazing 20 Minute Fireworks Display
- Vendors by Local Non-Profit Groups and Businesses
- Free Parking On-Site and Free Entry to the Public
- Kids Activities and Games

## Event Marketing

- Print Flyers posted in all Parks and City Kiosks
- Digital Flyer Posted on Event Site and External Event Postings
- Event Webpage on City of Leander Website
- Leander PARD and Leander ISD Email Marketing (Peach Jar)
- Social Media Postings and Events
- Paid Ads in the Leander/ Cedar Park & Georgetown Community Impact - June Edition (Estimated Reach: 94,488 Households)
- Listing in 2016 Annual Program Guide

	Participating \$500 to \$900	Patriot \$1,000	Independence \$2,500	Stars & Stripes \$5,000	Grand Finale \$10,000	Fireworks Title \$25,000
Company Banner Displayed on Event Site Prior to Event				X	X	X
Naming Rights to the Fireworks Show (Example: The HEB Fireworks Show)						X
Company Name/Logo on all Ads and Flyers		X (SM)	X (MD)	X (LG)	X (LG)	X (XL)
Link to Company's Website from Event Website	X (SM)	X	X	X	X	X
Name/Logo Recognition in Email Marketing	X (SM)	X (SM)	X (MD)	X (LG)	X (LG)	X (XL)
"Sponsor Spotlight" on Social Media			X	X	XX	XX
Name/Logo Recognition in Annual Program Guide			X	X	XX	XX
<b>Event Day Benefits</b>						
Display of Company Banner At Event		X	X	XX	XX	XX
PA Recognition	X	X	XX	XX	XXX	XXXX
Vendor Space for Distribution	X	X	X	XX	XX	XX
Name/Logo on Event Banner/Stage Banner					X	X
Meet and Greet with Headlining Artist at Event					X	X

*In-kind donations may be accepted for this event. Custom sponsorship packages may be assessed to match the value of the donation. Sponsorships may be a combination of in-kind donations and monetary sponsorship to create the final value of the sponsorship package. In-kind needs for this event: Bottled Water, Dinner for Staff and Bands, Bounce Houses/Inflatables, Porta-a-johns, Light Towers, and Large Generator.*



Leander is one of Williamson County's fastest growing communities with an current estimated population of 40,829. As the City of Leander has grown we have worked enthusiastically to create a fun, exciting, safe, and inclusive community for our citizens.

Our mission is to provide recreation programs and events that enhance the quality of life in Leander for all age groups. The programs and events listed in this sponsorship brochure are paramount to the quality of life of our citizens. Sponsorships play a major role in the success and frequency of our offerings as well as continuing long held community traditions. New programs and events are also being developed to continue to meet the need of our growing city.

### 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

Making a positive impact in our community is very important to us and we hope that we can work together to accomplish something great for the citizens of Leander!

To discuss sponsorship availability or custom sponsorship bundles, please contact Megan Pumphrey at 512-528-2994 or by email at mpumphrey@leandertx.gov.

### LEANDER PARKS AND RECREATION



PEACE



LOVE



PARKS

Physical Address: 406 Municipal Dr, Leander, TX 78641  
 Ph:512-528-9909 | Fax:512-528-9228 | www.LeanderTX.gov

# Leander Parks and Recreation Sponsorships

2016 Edition

