

Here at the Smithfield Recreation Center, we have many special events and activities planned for 2017. We have been working on new marketing campaigns that will not only bring more people to Smithfield but also provide cost effective ways to reach them. Two of our main goals are to make the rec center more successful today than yesterday and to make your business more successful today than yesterday. We have been so fortunate to have great partners to help our programs succeed and we will need even more support as we strive to take our programs to the next level. We hope to build a mutually beneficial relationship where you will be able to see a return on your investment. We are confident we can find a way to help you meet your personal goals; whether that is long term, short term, building up good will in the community, or just increasing your store traffic during the slow seasons.

We have access to hundreds and hundreds of people from various demographics who can be reached in a number of ways to help your business succeed. Whether your target market is teenagers, women with children, or active men; we can find a way to help you reach them. In this packet, you will find several general sponsorship packages for each special event in 2017; however, I would like to sit down and find something that will fit your marketing needs.

Here are few examples of marketing avenues you can participate in.

- **Logo in newspaper ads**
- **Sponsor mention in radio ads**
- **Booth space at special events**
- **Coupons/flyers in race packets**
- **Coupons/flyers given directly to league and tournament participants**
- **Banners at events and ads in recreation center**
- **Logo on t shirts, flyers, city newsletters, and social media**
- **Much, much more. . . .**

Please take a look at the different sponsorship packages enclosed before we meet together so we can find the best marketing plan for you. We are excited to be a resource to you this upcoming year and hopefully we can grow together and reach our personal goals.

Sincerely,

Richard Varela
Recreation/Special Events Coordinator
Smithfield City
(435) 563-0048
rvarela@smithfieldrecreation.com

Smithfield Recreation Sponsorships Packages

	\$1,500 Premium	\$900 Title	\$500 Event	\$250 Supporting
Radio ad recognition	◆			
Newspaper ad recognition	◆			
Logo on marketing material	◆	◆	◆	
Logo on website	1 year	6 months	2 months	1 month
Link on website	1 year	6 months	2 months	
Social media recognition	◆	◆		
Banner at event	Prominent	Prominent	◆	◆
Banner at forester acres, May- September	◆			
Poster in rec center	75% discount	50% discount	25% discount	
Ad on bulletin board in rec center lobby	◆	6 Months		
Youth sports sponsorships	Discounted			
Booth space at event	Prominent	◆		
Logo on event shirt	Prominent	Prominent	◆	◆
Free race entry	5 Entries w/shirts	4 Entries	3 Entries	1 Entry
Item in swag bag	◆	◆	◆	◆
One 30 second ad before movies in the park	◆			
Booth at movies in the park	◆			

Other Sponsorship Opportunities

Health City Race Series

Health Days Race

Date: May 13
Est. attnd: 650 people

16 Crossings Trail Run

Date: June 10
Est. attnd: 300 people

Turkey Trot Race

Date: November 18
Est. attnd: 650 people

Title Sponsor \$600 (each race)

Event Sponsor \$300 (Each race)

Supporting Sponsor \$150 (Each race)

Contributing Sponsor \$50 (Each race)

1. Company logo on race T-shirt
2. 1 item entry for the Swag bag

Softball Field Advertising

Banners are 45" x 67" (full color, anti-fade, vented)

Dates: May – September 2017

Est. attnd: 1,000 people

Contributing Sponsor - \$175 (per banner)

1. This option includes a banner advertising your business hung on the outfield fences at Forrester Acres Sports Complex for the summer season.

Renewing Sponsor - \$100 (per banner)

1. This option is for businesses that would like to continue to advertise at Forrester Acres continuously.

Recreation Center Building

Ad on bulletin board in rec center lobby- \$100 for one year

- 8.5X11 display in framed case

Leagues

Youth/adult sports leagues and tournaments- Price varies per league/tournament

- Logo on participant shirts
- Flyer to each participant with registration
- Item in swag bag or award

Movies in the Park

Dates: June 9, August 4

Est. attnd: 800 people

Title Sponsor - \$400 (Per season, limit 2)

1. Recognition as the series presenting sponsor for one full season in all promotional efforts such as e-mails, internet, social media, and flyers.
2. The opportunity to set up a booth at each show during your season.
3. The opportunity to insert one (1) thirty (30) second advertisement into the pre movie video at each show during your season.
4. The opportunity to hang one (1) banner on the movie screen and up to two (2) banners no wider than eight (8) feet each around the seating area at each show. Banners around seating area must be free-standing. There will be no fences, trees, buildings, etc around the seating area to hang your banner on.

Event Sponsor - \$150 (Per season limit 5)

1. Recognition as the series presenting sponsor for one full season in all promotional efforts such as e-mails, internet, social media, and flyers.
2. The opportunity to hang up to two (1) banner no wider than eight (8) feet around the seating area during your show. Banners around seating area must be free-standing. There will be no fences, trees, buildings, etc around the seating area to hang your banner on.



Sponsorship Commitment

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Please indicate the company name that you wish to be on the promotional material:

Please send company logo to: rvarela@smithfieldrecreation.com in PDF, JPEG or GIF format.

Please list the event(s) you would like to sponsor in 2016

Event Name	Dollar Amount of Sponsorship
_____	_____
_____	_____
_____	_____

Payment Plan - for Premium Sponsors only

- Monthly - \$125 per month
- Quarterly - \$375 per quarter
- Bi-annual - \$750 per 6 months
- One installment - \$1,500

Please make checks payable to Smithfield City Recreation. Pay by credit card by calling (435) 563-0048.

As a Smithfield Recreation Center sponsor, I allow my company logo and information to be used by the Smithfield Recreation Center staff and agree to pay the full balance of the sponsorship level chosen.

Signature _____

Date _____

Send sponsorship form to:
Smithfield Recreation Center
Attn: Richard Varela
315 E 600 S
Smithfield, UT 84335

For further information contact Richard Varela @ (435) 563-0048 or rvarela@smithfieldrecreation.com