



Your Contribution
Supports Our
Healthy And Active
Community



PO Box 920
200 Devendorf Street
Elkhorn, WI 53121
(262) 741-5114
www.cityofelkhorn.org/parksrec
elkhornparkandrec@cityofelkhorn.org

2024 Sponsorship Opportunities




EXPAND YOUR REACH!

Our recreation patrons are the best! Let us introduce them to you with the enclosed sponsorship opportunities!



ADVERTISE THROUGH RECREATION!

With many types of sponsorships to choose from, you have a variety of advertisement types available to you. Each sponsorship will list some or all of the options below.

ADVERTISE IN PERSON:

-  Your business name will be on the back of the t-shirts each program participant will wear.
-  Your name will be on the banner of event, series, or outfield sign.
-  **If sponsorship is received before March 1st:** You will receive recognition in the spring/summer Recreation Guide. The Rec Guide is sent to over 1,200 homes in the Elkhorn community.

ADVERTISE ONLINE:

-  Your website link will be on our sponsor page: www.cityofelkhorn.org/parksrec/page/thank-you
-  Your business will be highlighted on social media.

FACEBOOK (Since 2013)

- Over 4K Facebook Page Likes, Ages 18-65
- Over 8K Facebook Page Reach

INSTAGRAM (Since 2020)

- 118 Instagram Followers
- 82 Instagram Reach



IT'S A WIN - WIN!

Your advertising opportunity enables the Elkhorn Recreation Department to provide better programs for the community! We make it a priority to give you credit for adding to the means to help us maintain the quality of sports equipment for our leagues, improve the quality of field trips for camp, and so much more! Thank you for your support!

DEADLINE: March 1st

Responding by the deadline will help us to prepare for programs and events. If the deadline has passed, please feel free to reach out to see if sponsorship is still needed. As always, your support is appreciated!

FIELD NAMING RIGHTS

\$6,000 Sponsorship    

Sponsorships Available: 1

Location: Harris Varsity Field

\$5,000 Sponsorship    

Sponsorships Available: 2

Location: Harris Colt Field or
Harris Red Field

\$3,500 Sponsorship    

Sponsorships Available: 4

Location: Sunset Park East
Sunset Park West
Sunset Park North
Sunset Park South



Your Audience: Elkhorn &
Surrounding Community

Participant Age: All Ages, Families

Anticipated Advertising Reach: 15,000+

Dates: All Year Long

This three-year field naming right is open to all Elkhorn businesses, but those inside the city limits will have first rights. A drawing will be held for each sponsor level to determine the field location at the Park & Rec Advisory Board meeting in March. Each business may only sponsor one field at any given time. Proceeds will go to the Park Fund, which is a year-to-year rolling account used for park improvements and maintenance. **Prior to sending a sponsorship check, please contact the Rec Dept to see if the level is still available. An agreement form will then emailed to you to return with the check.**

2nd Annual

BRAT TROT

\$200 Sponsorship    

Sponsorships Available: 3

Your Audience: Elkhorn & Surrounding Community

Participant Age: 5K - Adults

Anticipated Participants: 50 & planning to grow!

Location: Sunset Park

Event Date: August



Hilarity ensues when runners assemble their hot dog or brat while racing! The route includes stations with challenges which will determine the condition of their bun, meat, and condiments. Judging is based on time, presentation, and willingness to eat their creation!

elkhornparkandrec@cityofelkhorn.org

SOUNDS OF SUNSET SERIES

\$300 Sponsorship    

Sponsorships Available: 8

Your Audience: Elkhorn & Surrounding Community

Participant Age: All Ages, Families

Anticipated Participants: 100-300 per night

Location: Sunset Park Band Shell

Event Date: Select Tuesdays, June through August

This free, live, evening summer concert series attracted hundreds of listeners last year! Attendees can purchase dinner at the food truck and enjoy a live concert at the band shell.



OUTFIELD SIGN

\$250: 1st Time Sign Sponsor   

- Rec Dept. commissions a 4'x8' sign to be made with the information you provide
- You send .eps logo to richter@cityofelkhorn.org
- You will receive a proof to approve

\$150: Returning Sign Sponsor   

Re-use the same sign from previous year

Sponsorships Available: Unlimited

Your Audience: Elkhorn & Surrounding Community

Location: Harris Red Outfield

Dates On Display: May-September



Signs are placed on the fences on a first-come, first serve basis. They are stored by the Rec Dept. over the winter. We reserve the right to reject any sign request due to inappropriate image or language.

Should the annual inspection of the signs determine the condition is no longer appropriate for display, you will be contacted for approval and purchase to re-print.

In addition to the above benefits:

- ✓ Placement: Harris Red Field (our most active field), from April through September
- ✓ Visibility: Typically legible at a distance of 300' with your name/logo and contact info
- ✓ Recognition: Over 30 Elkhorn teams and spectators from over 20 surrounding cities
- ✓ Convenience: The Recreation Dept. makes, display and stores your sign

BROAD REACH PROGRAMS

\$500 Sponsorship 🗣️💬💻📺

Sponsorships Available: 3

This sponsorship includes being featured in our media, plus your company name on the back of the program t-shirt. These programs typically run all summer or a few sessions at a time.

Your Audience: Elkhorn & Surrounding Community

Participant Age: Youth

Anticipated Participants: 25-75 Per Program

Location: Sunset Park or Other Destinations

Dates: Various dates year 'round

- **Sunset Camp:** 60 Kids/Week; 11 Weeks
Field trips, activities, swimming at Sunset Pool
- **Rookie Sports:** 20 Kids/Session; 4 Sessions
A variety of sports for toddlers
- **Football Skills & Drills:** 30 Kids/Session; 1 Session
Focus on the basic skills for beginners



SMALL PROGRAMS, LARGE IMPACT

\$150 Sponsorship 💬💻📺

Sponsorships Available: 5

Your support will help to provide better options for field trips, equipment, and supplies for the programs listed. These programs typically run for one day at a time, or once a week for 3 or 4 weeks at a time.

Your Audience: Elkhorn & Surrounding Community

Participant Age: Youth

Anticipated Participants: 25-75 Per Program

Location: Sunset Park or Other Destinations

Dates: Various dates year 'round

- **No School Adventure Days:** 45 Kids/Date; 10/Yr.
Field trips on no-school days in Elkhorn
- **Youth Dance:** 20 Kids/Session; Various Sessions
Ages 3-9 learn the basic skills of dance
- **Toddler Time:** 15 Kids/Session; Various Sessions
Ages 3-5 keep busy with activities and learning
- **So Many More!**



TEAM LEAGUES

\$200/Team Spring Youth Soccer

(5-8Yr.) 🗣️💬💻📺

\$200/Team T-ball/Coach Pitch Team

(5K-2nd Gr) 🗣️💬💻📺

\$350/Team 8U-14U Baseball/Softball

(3rd-8th Gr.) 🗣️💬💻📺

\$200/Team Fall Youth Flag Football

(5K-8th Gr.) 🗣️💬💻📺

Sponsorships Available: Various, depending on the sport

Your Audience: Elkhorn & Surrounding Community

Participant Age: 5k-8th Gr.

Anticipated Participants: Various Per Sport

Location: Various, depending on the sport

Dates: Various dates year 'round

Team Leagues:

- **Spring Youth Soccer**
 - Elkhorn parents and extended families from local communities will come to watch their little one play in this 4-team league. We expect this program to grow!
- **T-Ball/ Coach Pitch**
 - Recognition by Elkhorn families and visiting spectators.
 - Team sponsor plaque for display at your business
- **Youth Baseball & Softball**
 - Recognition by over 15+ Elkhorn teams and spectators from over 20 surrounding cities
 - Team sponsor plaque for display at your business
- **Youth Flag Football**
 - Recognition by Elkhorn teams and spectators, along with two additional communities



Teams in our recreation leagues are often referred to by their sponsor name on game schedules, correspondence, and cheering at games! With your name on the back of a team's jerseys, your support will help to provide equipment and supplies for these programs.

Elkhorn Rec Dept. will assign sponsors to age levels on a first come, first serve basis. Requests for a specific age level can be made, but are not required or guaranteed.



2nd Annual

BEAST FEST

OCTOBER 24-31

Celebrate the local lore of the
Beast of Bray Road while promoting your business!

WHAT IS IT?

To encourage community spirit in the days leading up to Halloween, local businesses promote Beast-themed products or services, while the Elkhorn Recreation Department and the Matheson Memorial Library coordinate Beast-themed events for families to enjoy.

HOW DO I PARTICIPATE?

- Sign up your business through the Elkhorn Rec Dept. through the survey at www.cityofelkhorn.org/parksrec/page/beast-fest.
- Donate a prize (gift card, gift basket of your products, etc.) for the scavenger hunt winners.
- Offer a Beast-themed product or service.
- Promote Beast Fest in your marketing!

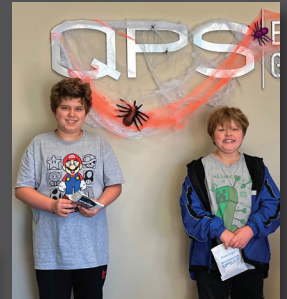


ELKHORN REC EVENTS DURING BEAST FEST:

- **Scavenger Hunt** - If enrolled in Beast Fest (see link above), you will be a destination in the hunt, bringing foot traffic to you!
- **Beast Fest Decor War** - Residents enter through the Elkhorn Rec Dept. to compete for the title of best Halloween decorated yard! The public votes on who will claim the title for the year!
- **Feast with the Beast** - On Halloween, all ages of trick-or-treaters stop at the Rec Center for a pic with the Beast & a small bite to eat!

SCAVENGER HUNT

"Hunters" had a blast visiting participating businesses!



BEAST FEST DECOR WAR

We had some great entries this year!

