



Enterprise Parks and Recreation 2022 Sponsorship Benefits Guide





City of Enterprise
Parks and Recreation Department
P.O. Box 311000
Enterprise, AL 36331

Dear Valued Community Member:

January 3, 2022

Parks and Recreation Departments are generally the core of any community and that is especially true in our city of Enterprise! We strive to bring the community together year-round with free or low-cost events, youth and adult sports, programs for those young and young-at-heart, and safe, interactive community parks. Now more than ever, people are turning towards Parks and Recreation to provide affordable events, programs, and sports for their communities. None of what we do would be possible without the support and partnership of local businesses and organizations.

We at Parks and Recreation have so many things we want to improve upon and bring to Enterprise, but we need your help and support in making that a reality! Sponsorship opportunities will provide excellent exposure for your organization or business and will highlight your value and public image to the community. You will find endless opportunities to reach new customers and give back to your local community. By sponsoring events and programs that benefit the residents, you not only gain increased marketing opportunities, but also an appreciation and positive image from the city of Enterprise residents.

Please take a look through our sponsorship opportunities for more information and opportunities to invest in our community. If you have any questions or would like more information, please contact me at mmontgomery@enterpriseal.gov or (334) 348-2682. Completed sponsorship agreements must be received by Friday, February 4, 2022.

Sincerely,

Mariah Montgomery

Recreation Program Coordinator
mmontgomery@enterpriseal.gov
(334) 348-2682

OUR MISSION

Our mission is to provide a variety of recreational programs, facilities and park areas that will enhance the quality of life for all citizens in our community.



The City of Enterprise is a diversified community known for our traditional southern charm and progress, hence the nickname, the City of Progress. The unique blend of tradition and progress has made Enterprise an ideal place to live, shop, visit, retire, and raise a family. Enterprise is ranked as one of the “best places to live” and “business friendly” among many nationally ranked publications.

The Parks and Recreation Department is dedicated to providing diverse recreational opportunities, such as health and wellness programs for the community, activities for seniors, and youth programs for children ages 3-18. We offer numerous programs in the areas of sports, rentals, special events, and activities. Sponsors play an important role in these special events, allowing us to provide top-notch programming at little to no cost to our community members.

Our Sponsorship Program provides unique and rewarding opportunities for local businesses to partner with us to provide community events throughout the year.

We appreciate your support and look forward to partnering with you!

Why partner with Enterprise Parks and Recreation?



Year-round exposure at events, parks, and recreation facilities.



Show your support for programs and events that promote a healthy, active lifestyle.



Align your message with more than 15,000 people annually.



Grow your community by funding special events that can be enjoyed by everyone.

Secure Your Sponsorship Today!

Contact Mariah Montgomery • mmontgomery@enterpriseal.gov • (334)348-2682

SPONSORSHIP OPPORTUNITIES

A Yearly Sponsorship means more than marketing at Enterprise's most trafficked events. Throughout the year, Parks and Recreation hosts many free or low-cost events for the community. We believe in bringing people together and staying social and active in a fun and healthy environment. Your sponsorship allows us to serve the community all while promoting our local businesses.

BRONZE SPONSOR - \$1,000 (10 Spots Available)

- Four 4'x8' banners to be displayed on one of our softball/baseball/football fields
- Free booth space at the Festival in the Park
- An 18"x24" corrugated sign to be displayed at the Festival in the Park
- Business name listed as sponsor on the back of the Festival staff shirts
- Business name and logo on the Festival signage, flyers, and Facebook posts
- Special recognition as a Special Attraction Sponsor at the Festival in the Park
- Business name and logo listed on department website
- Business logo on ARPA/Dixie State Tournament recognition banner

SILVER SPONSOR - \$2,500 (4 Spots Available)

- Four 4'x16' banners to be displayed at one of our softball/baseball/football fields
- Free booth space at the Festival in the Park
- An 18"x24" corrugated sign to be displayed at the Festival in the Park
- Business name and logo on the Festival signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of the Festival in the Park staff shirts
- Special recognition as a Special Attraction Sponsor at the Festival in the Park
- Free Spooky Stop space at Spooky in the City (alternate stop location may be provided for unideal business locations/parking lots)
- Business name listed as sponsor on the back of Spooky in the City staff shirts
- Business name and logo on Spooky in the City signage, flyers, and Facebook posts
- Business name and logo listed on department website
- Business logo on ARPA/Dixie State Tournament recognition banner



SPONSORSHIP OPPORTUNITIES CONT.

GOLD SPONSOR - \$6,000 (3 Spots Available)

- Eleven 4'x16' banners to be displayed at one of our softball/baseball/football fields
- Free booth space at the Festival in the Park
- Two 18"x24" corrugated signs to be displayed at the Festival in the Park
- Business name and logo on the Festival signage, flyers, and Facebook posts
- Special recognition as the Band sponsor at the Festival in the Park
- Business name listed as sponsor on the back of the Festival in the Park staff shirts
- Free Spooky Stop space at Spooky in the City (alternate stop location may be provided for unideal business locations/parking lots)
- Business name and logo on Spooky in the City signage, flyers, and Facebook posts
- Business name listed as sponsor on the back of the Spooky in the City staff shirts
- Business logo listed on all monthly newsletters
- Business name and logo listed on department website
- Business logo on ARPA/Dixie State Tournament recognition banner
- Logo on ARPA/Dixie State Tournament board brackets
- Business logo listed on the back of the cheerleading clinic shirts
- Special recognition via Facebook and Instagram posts as a Cheerleading Clinic Sponsor

PLATINUM SPONSOR - \$8,000 (1 Spot Available)

- Eleven 4'x16' banners to be displayed at one of our softball/baseball/football fields
- Twenty-six 2'x4' signs to be displayed in baseball/softball field dug outs
- Special recognition via Facebook and Instagram posts as the Dugout Sponsor
- Free booth space at the Festival in the Park
- Two 18"x24" corrugated signs to be displayed at the Festival in the Park
- Business name and logo on the Festival in the Park signage, flyers, and Facebook posts
- Special recognition via Facebook, Instagram, and announcement as Firework Sponsor at the Festival in the Park
- An invitation onto the stage during the Festival in the Park to address the crowd
- Business name listed as sponsor on the back of the Festival in the Park staff shirts
- A free Spooky Stop space at Spooky in the City (alternate stop location may be provided for unideal business locations/parking lots)
- Business name and logo on Spooky in the City signage, flyers, and Facebook posts
- Business name listed as a sponsor on the back of Spooky in the City staff shirts
- Business name and logo listed on department website
- Business logo listed on all monthly newsletters
- Business logo on ARPA/Dixie State Tournament recognition banner
- Logo on ARPA/Dixie State Tournament board brackets
- Business logo listed on the back of the cheerleading clinic shirts
- Special recognition via Facebook and Instagram posts as a Cheerleading Clinic Sponsor
- Special recognition via Facebook and Instagram posts as the Showtime at the Stadium Sponsor

BANNER SPONSORSHIPS

Have your business or organization represented year-round on one of our 12 ball fields used for baseball, softball and youth football. We take care to rotate our banners around the fields that are receiving the highest traffic at different times of the year and with different sports. Your message will be seen by over 15,000* people. Many are from out of town and are looking for restaurants, hotels and retail stores.



Quantity	Price
1 Field	\$225.00 ea.
4 Fields	\$850.00
6 Fields	\$1,200.00
8 Fields	\$1,520.00
11 Fields	\$2,000.00

Disclaimer: All banners are the property of Enterprise Parks and Recreation

FOUL POLE SPONSORSHIP



Your business can be a foul pole sponsor! This sponsorship is exclusive to one business, so act fast! Your banners will be displayed on 12 different fields, totaling in 24 banners total. Your message will be seen by over 15,000* people. Many are from out of town and are looking for restaurants, hotels and retail stores.

Quantity	Price
12 Fields	\$2,500

2022 SPONSORSHIP AGREEMENT

Package Sponsorship

Bronze Sponsor - \$1,000

~~Gold Sponsor - \$6,000~~

~~Silver Sponsor - \$2,500~~

~~Platinum Sponsor - \$8,000~~

Banner Sponsorship

1 Field - \$225

8 Fields - \$1,520

4 Fields - \$850

11 Fields - \$2,000

6 Fields - \$1,200

~~Foul Pole Sponsor - \$2,500~~

Name of Business/Organization: _____

Mailing Address: _____

Billing Address: _____

Contact Person: _____ Phone Number: _____

E-mail Address: _____

Payment Option:

My full payment is included

Invoice me for full payment

Invoice bi-annually (March/August)

Invoice me quarterly

Completed Sponsorship Agreements must be received by Friday, February 4, 2022.

I agree to pay the Sponsorship fee (tax deductible) in full, and if choosing a payment option, can not choose to stop paying until the full sponsorship agreed upon and chosen above has been paid in full. All sponsorships should be paid in full by the end of our 2022 fiscal year, September 19, 2022.

Signature

Printed Name

Date

Please return this completed form to the address shown below

Mail to: Mariah Montgomery

c/o EPRD

P.O. Box 311000

Enterprise, AL 36331-1000