



DANCES • MOTHER DAUGHTER TEA • MISS BEAUTIFUL PAGEANT



2020
SPONSORSHIP OPPORTUNITIES

City of San Marcos Parks and Recreation Department

SUMMERFEST • YOU(TH) CAN DO IT! PAGEANT • MONARCH FEST



MOVIES IN YOUR PARK • PARTY IN YOUR PARK • SENIOR NEWSLETTER





CITY OF SAN MARCOS PARKS AND RECREATION DEPARTMENT

The San Marcos Parks and Recreation Department strives to provide quality programs and events for all members of the community. Our events are enjoyed by San Marcos citizens and visitors from the surrounding communities so no matter who your target market is, we have something for everyone.

Our **Golden Sweethearts Ball, Dances for Adults with Disabilities**, and the **Daddy Daughter Dance** are hosted at the San Marcos Activity Center and well attended.

This is the fifth year for the **Miss Beautiful San Marcos Pageant** and second year for the **You(th) Can Do It! Pageant**. These pageants are for youth and female adults with disabilities.

Movies in Your Park features fun, outdoor activities followed by 8 popular movies throughout the summer, a perfect way for the community to enjoy the park at the end of a hot summer day with family and friends. This year there will be a showing at Rio Vista Pool and at Texas State's Strahan Arena. **Party in Your Park** travels to various neighborhood parks throughout the community providing games and interactive activities.

Mother Daughter Tea is an event for daughters of all ages and their mothers or mother figures where they can enjoy quality time together making memories.

SummerFest is celebrating its 40th year in 2020! Be sure to check out some of the new sponsorship levels for this year. **Monarch Fest** and the **Sustainability Fair** are back again and hosted at the San Marcos Discovery Center.

The **Senior Newsletter** is mailed, emailed, posted online, and available for pick up at various city facilities. The newsletter includes programs and events targeting the 50+ crowd.

Please look over the following pages filled with various sponsorship opportunities that are sure to meet your advertising and marketing needs. We rely on your generous sponsorships to provide free to low-cost events to our community.

If you have any questions about the sponsorship opportunities offered in this packet, please contact Jennifer Mach at 512.393.8413 or jmach@sanmarcostx.gov.

****The City of San Marcos Parks and Recreation Department reserves the right to refuse sponsors that are not appropriate for our events. Political candidates and political activist groups will not be accepted as sponsors.***



This event is a very special Valentine Celebration for the Senior Citizens of San Marcos held on February 14. The evening will include an elegant dance and dinner for couples and singles, ages 50 and over. We are expecting 150+ guests at this event due to the great response we have had in previous years. **Deadline is February 3*

SPONSOR OPPORTUNITIES AND BENEFITS

Golden Sponsor \$100

- Business name displayed on wall signage in the ballroom
- Name on all printed event materials; inclusion in press releases
- Multiple mentions on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Sponsor will receive two complimentary tickets to the ball

In-kind Donations

- Varying level of recognition will be determined based on value of the donation and will receive all benefits of the qualifying level.

Sweetheart Sponsor \$50

- Business name displayed on wall signage in the ballroom
- Business will be announced once at the event



DANCES FOR ADULTS WITH DISABILITIES

The San Marcos Activity Center hosts its popular Dances for Adults with Disabilities every other month with changing themes. Approximately **400 participants** pack each event to enjoy a live DJ, dancing, door prizes, and new friends. ***Deadline is March 27**

February 7 - Sweethearts Dance, April 3 - Prom, June 12 - Luau, August 28 - Western Dance, October 9 - Costume Dance, November 20 - 50's themed Sock Hop

SPONSOR OPPORTUNITIES AND BENEFITS FOR ALL 6 DANCES

Gold Sponsor \$150

- Announced during door prizes as sponsor and included on event signage
- Inclusion in press release and social media

Silver Sponsor \$60

- Announced during door prizes as sponsor

Door Prize Sponsor

- Gift cards or prizes
- Announced during door prizes as sponsor



Out & About
50 + Active Adult Newsletter
San Marcos Parks & Recreation Department
August - September 2014

Welcome

Hello,
I hope everyone is enjoying their summer. I know it's getting hot out there so we think it's time to do something to help cool you down. That's why we would like you to join us for another San Marcos Active Senior Hotspot (SMASH) Social Club Event! This time we are going to have an Ice Cream Social on September 9 at the Activity Center from 2-4 PM! Everyone had a lot of fun at our Cantina Social and we hope that this event is just as successful. Read about the specifics here in our newsletter.

We would also like to introduce two new programs for you. The first one is Park Tours. Join us as we meet up and tour a different park the first Wednesday of each month beginning in September. The other program is Pickleball. Yes, Pickleball. It is the fastest growing sport in America and EXTREMELY popular with those that are over 50 years of age. At our first demonstration I tried this new game and I was hooked! I had a great time playing it and so will you! Please read more about Park Tours and Pickleball demonstration inside this issue of Out & About.

~ Nick Rlali

Senior Advisory Board: New Members Needed!

Your input is valued and requested! This board discusses and makes recommendations on issues, assists with Parks & Recreation activities, and holds fundraisers to offset the cost of programs. Call Nick at 512.393.8275 if you are interested in serving. Our next meeting will be Tuesday, October 14th at 2 PM at 401 E. Hopkins. All meetings are open to the public. Come by and listen or join in the Citizen Comment portion of the meeting. If you have any ideas and are unable to make the meetings, please call 512.393.8275.

2nd Annual Senior Citizen Day Dance

Thursday, August 21, 2014 2-4 PM
Location: Activity Center
Central Texas Medical Center and The City of San Marcos Parks and Recreation are cohosting a FREE Senior Day Dance for ages 50+. Wear your formal attire and Celebrate Senior Citizens Day! Enjoy music, snacks door prizes and meet new friends at this FREE event. Refreshments sponsored by Legend Healthcare. A great Creation Health activity!

Don't let substance abuse complicate your life. Let us help.

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www.warmsprings.org

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Long-term Acute Care is for those who require complex medical management and therapy, 24 hours, 7 days/week with daily assessment by a physician.

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(830) 627-7600
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New Brunswick, TX 78050

Types of Patients:
Primary Member, Working, Youth Care, Medical Complex, Home Care, Transfer Patient

www.warmsprings.org

SENIOR NEWSLETTER

The Out & About 50+ Active Adult Newsletter showcases events, programs, and news targeting the active senior adults of our community. The newsletter goes out quarterly and reaches over **1500 people** in print and online per publication. Ads will be accepted on a limited basis per size. ***Deadline is March 2**

AD OPPORTUNITIES

3.5x5 ad	
2 Publications	\$300
4 Publications (full year)	\$600

2x3.5 ad (shown in photo)	
2 Publications	\$175
4 Publications (full year)	\$350



Get out and enjoy YOUR parks! Youth Services is bringing the party to you by hosting Party in Your Park four times each year at city parks in various neighborhoods. This year's series is expected to attract over 350 participants who will enjoy free games, healthy snacks, music, and more. The following sponsorship opportunities include benefits for up to four events: **March 6** (El Camino Real Park), **May 15** (Paul Pena Park), **August 21** (Dunbar Park) and **October 9** (Mill Street Park). **Deadline to be included in all four events is February 10*

SPONSOR OPPORTUNITIES AND BENEFITS

Life of the Party – \$300

Limited to TWO sponsors for the series; please call for availability.

- Business logo displayed at park entrance (business may provide a banner or Youth Services will provide a coroplast sign)
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Eight (8) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mentions during the event
- Business name displayed at the welcome table

Social Butterfly – \$150

- Business name displayed at the welcome table
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mentions during the event

In-Kind Donations - Varying

- Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level EXCEPT the sponsorship banner displayed at the park entrance.





The 2nd Annual Sustainability Fair & Native Plant Sale will be held at the San Marcos Discovery Center on Saturday, April 4, from 9am – 4pm. This free community event welcomes over 600 visitors and features local farmers/vendors, environmental groups, music and refreshments. Available for sale will be native trees, perennials, shrubs, milkweed, and vines, as well as veggies and herbs. **Deadline is March 1*

SPONSOR OPPORTUNITIES AND BENEFITS

Rainwater Harvester Sponsor – \$500

- Corporate banner on fence during event
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (@smtxCS Facebook and Twitter)
- Multiple appreciation mentions throughout the event

Composter Sponsor – \$250

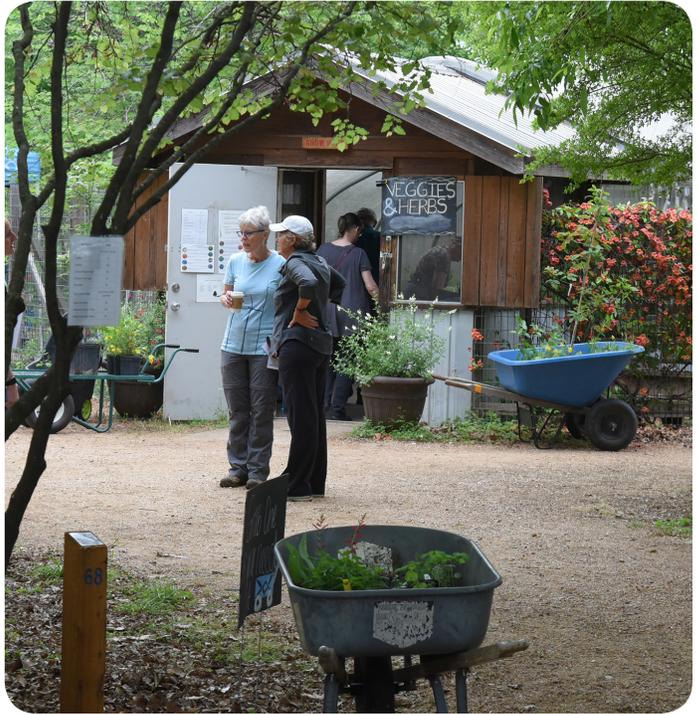
- Corporate name on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mention once at the event

Gardener Sponsor – \$100

- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

In-Kind Donations

- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.





This will be our fifth annual Miss Beautiful Pageant and our second annual You(th) Can Do It! Pageant. Adult contestants will participate in a casual wear, formal wear, and question competition, and vie for Best Smile, Most Articulate, and Most Inspirational. Youth contestants will compete for Little and Junior Miss Beautiful SMTX and Little and Junior Mr. San Marvelous. Approximately 100 audience members came out to watch the last pageant. This year's pageant will be on April 24 at Hernandez Elementary. **Deadline is March 27*

SPONSOR OPPORTUNITIES AND BENEFITS

Crowning Sponsor \$500

- Business name displayed on the runway and welcome table
- Logo on all printed event materials; inclusion in press releases
- Three (3) mentions on our social media (@smtxCS Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Sponsor will receive two front row chairs at the pageant

Royal Court Sponsor \$300

- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Business name will be displayed on the welcome table
- Business name on all printed event materials

Spirit Sponsor \$100

- One (1) mention on our social media (@smtxCS Facebook and Twitter)
- Business will be announced at the event (beginning and end)
- Business name will be displayed on the welcome table

In-kind Donations

- Varying level of recognition will be determined based on value of the donation and will receive all benefits of the qualifying level.



Photo Credit - Sae Wainwright



Movies in Your Park occurs every Tuesday during the months of June and July. This is a free, family-friendly event that is open to the public. Games and activities will be facilitated from 7:30-8:30 PM followed by the movie at 8:45 PM. Approximately 1,300 guests are expected to attend this year's series, which will feature: The Lion King (2019), Aladdin (2019), Frozen 2, The Lego Movie, Jumanji: The Next Level, Incredibles 2, Finding Nemo, and Toy Story 4. **Deadline to be included in all eight events is May 8*

SPONSOR OPPORTUNITIES AND BENEFITS

Screen Sponsor \$1000

Limited to TWO sponsors for the series; please call for availability.

- Business banner displayed below movie screen at all movies (business may provide a banner or Youth Services will provide a coroplast sign)
- Opportunity for business presence/info table at all movies
- Appreciation mentions at all movies
- Ten (10) mentions on our social media (@smtxCS Facebook and Twitter)
- Logo on all printed event materials and City TV ads; inclusion in press releases

Deck Sponsor \$500

- 2'x3' sign displayed below movie screen at all movies
- Appreciation mentions at all movies
- Five (5) mentions on our social media (@smtxCS Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

Lawn Sponsor \$250

- 1'x2' sign displayed below movie screen at all movies
- One (1) appreciation mention at all movies
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

Patron Sponsor \$100

- One (1) appreciation mention at all movies
- One (1) mention on our social media (@smtxCS Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads





Splash Jam is held once a month from June-August at Rio Vista outdoor pool. Each Splash Jam will be a different theme with different activities to do at the pool after the regular hours. It is always a blast for families to come out in the evening/night to swim. Activities can range from water games and races, to bean bags and horse shoes. We expect 100+ people to come each time and enjoy all of the festivities at the pool. **Deadline May 30*

SPONSOR OPPORTUNITIES AND BENEFITS

Splash Jam Super Sponsor \$250

- Sponsorship sign displayed at the front of the facility
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mentions throughout the event

Making a Wave Sponsor \$100

- Business name displayed at the photo booth area
- Logo on all printed event materials and City TV ads; inclusion in press releases
- One (1) mention on our social media (@smtxCS Facebook and Twitter)

Splash Sponsor \$50

- Promotional listing on all printed event materials

Splashy Swimmers Donation

- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.





This is our 40th year to celebrate SummerFest San Marcos and we are seeing double in 2020! We need to raise an additional \$20,000 to celebrate this monumental anniversary. It will be on Saturday, July 4th from 6pm to 10pm at San Marcos Plaza Park. Annually **6,000+ festival goers** enjoy free live music, a childrens patriotic costume contest, food, and of course, fireworks. ***Deadline is April 1**

SPONSOR OPPORTUNITIES AND BENEFITS

Presenting Sponsor: \$20,000 Unavailable - City of San Marcos

Big Bang Fireworks Presenting Sponsor \$10,000 (1 available)

- 10x10 booth space
- Opportunity to set off the first firework of the show
- Private VIP viewing area at fireworks site in Bobcat Stadium lot for up to ten (10) people including drinks, snacks, personalized chairs, and cooler to keep
- VIP use of Fish Hatchery including private air conditioned restroom and dinner for up to ten (10) people from SummerFest food vendors
- Corporate banner (1) on event grounds (5'x2' or 4'x2')
- Promotional listing on print material
- Five (5) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website
- City proclamation invite and recognition

Plaza Sponsor: \$4,500 Unavailable - Lions Club of San Marcos

Entertainment Sponsor \$2,000 (1 available)

- 10x10 booth space
- Opportunity to introduce the headlining band
- Corporate banner (1) on event grounds (5'x2' or 4x2')
- Promotional listing on print material
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website

Opening Act Sponsor \$1000 (1 available)

- Opportunity to introduce the opening act
- Corporate banner (1) on event grounds (5'x2' or 4x2')
- Promotional listing on print material
- One (1) mention on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website

Children's Patriotic Costume Contest and Parade Sponsor \$1000 (1 available)

- Opportunity to judge contest and announce winners
- Corporate banner (1) on event grounds (5'x2' or 4x2')
- Promotional listing on print material
- One (1) mention on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website

Pinwheel Fireworks Sponsor \$500 (6 available)

- Listing on fireworks sponsorship signage
- Promotional listing on print material
- Inclusion of corporate name on SummerFest website

Sparkler Fireworks Sponsor \$100 (100 available)

- Appreciation mention during event
- Inclusion of corporate name on SummerFest website



www.summerfestsmtx.com



The 3rd Annual Mother Daughter Tea will be held on Saturday, September 26. Young ladies and their mothers or mother figures are invited to enjoy a memorable morning together featuring tea, light refreshments, music, games, and keepsakes. ***Deadline is September 4**

SPONSOR OPPORTUNITIES AND BENEFITS

Royal Tea Sponsor – \$250

- Sponsorship sign displayed at the front of the facility
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mentions throughout the event
- Business name displayed at welcome table

Memory Maker – \$100

- Business name displayed at the photo booth area
- Logo on all printed event materials and City TV ads; inclusion in press releases
- One (1) mention on our social media (@smtxCS Facebook and Twitter)

Heart Warmer – \$50

- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

In-Kind Donations

- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.



DADDY DAUGHTER DANCE



The 12th Annual Daddy Daughter Dance will be held at the San Marcos Activity Center on Friday, June 19. This beloved tradition welcomes over 300 young ladies and their fathers or father figures each year. Featuring music, dancing, treats, tiaras and keepsakes, this heart-warming event will provide memories for a lifetime. ***Deadline is May 29**

SPONSOR OPPORTUNITIES AND BENEFITS

Crown Jewel – \$250

- Sponsorship sign displayed at the front of the stage
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mentions throughout the event
- Business name displayed at welcome table

Memory Maker – \$100

- Business name displayed at the photo booth area
- Logo on all printed event materials and City TV ads; inclusion in press releases
- One (1) mention on our social media (@smtxCS Facebook and Twitter)

Heart Warmer – \$50

- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

In-Kind Donations

- Varying level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.





The San Marcos Discovery Center is kicking off it's third Monarch Festival this fall to continue spreading awareness of the importance of the monarch butterfly and other pollinators. Organizations dedicated to environmental conservation help show visitors how pollinators and people impact one another and what we can do to keep monarch butterflies around for years to come. **Deadline is August 31*

SPONSOR OPPORTUNITIES AND BENEFITS

Monarch Sponsor – \$500

- Corporate banner on fence during event
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (@smtxCS Facebook and Twitter)
- Multiple appreciation mentions throughout the event
- Corporate name on giveaway items

Caterpillar Sponsor – \$250

- Corporate name on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Appreciation mention twice at the event
- Corporate name on giveaway items

Milkweed Sponsor – \$100

- Promotional listing on all printed event materials and City TV ads; inclusion in press releases
- Appreciation mention twice at the event

Nectar Sponsor – \$50

- Appreciation mention once at the event

In-Kind Donations

- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.



CITY OF SAN MARCOS PARKS AND RECREATION DEPARTMENT



The Parks and Recreation Department has been providing quality recreation programs, facilities, and services for residents and visitors for over 40 years. The department operates and maintains the parks, athletic fields, Activity Center, Discovery Center, as well as other recreational facilities. They also work to maintain the undeveloped park land and natural green spaces within our city. The City of San Marcos currently boasts over 30 parks, with over 116 acres serving as regional parks. There is also 1,300 acres of green space, 27 miles of trails, and 37 facilities maintained by the department for public use.

MISSION STATEMENT

To provide the citizens and visitors of San Marcos the highest level of programs, parks, facilities, and services that will positively enhance our vision of community.

VISION STATEMENT

Create a unified parks and recreation system that serves the entire community, supports tourism efforts, and remains a good steward to the San Marcos River and surrounding environment.



I'M INTERESTED IN SPONSORSHIPS!

If you are ready to be a sponsor, please check the appropriate sponsorship boxes below and send a check made out to "City of San Marcos". Please note the varying deadlines for the events. Sponsorships will apply to upcoming events and cannot be used retroactively.

Golden Sweethearts Ball **Deadline is*

February 3

- Golden Sponsor \$100
- Sweetheart Sponsor \$50
- In-Kind Donation

Please list _____

Dances for Adults with Disabilities

**Deadline is March 27*

- Gold Sponsor \$150
- Silver Sponsor \$60
- Door Prize Sponsor

Please list _____

Senior Newsletter **Deadline is March 2*

3.5x5 ad

- 2 Publications \$300
- 4 Publications (full year) \$600

2x3.5 ad

- 2 Publications \$175
- 4 Publications (full year) \$350

Party in Your Park **Deadline is February 10*

- Life of the Party \$300
- Social Butterfly \$150
- In-Kind Donation

Please list _____

Sustainability Fair **Deadline is March 1*

- Rainwater Harvester Sponsor \$500
- Composter Sponsor \$250
- Gardener Sponsor \$100
- In-Kind Donation

Please list _____

Miss Beautiful SMTX and You(th) Can

Do It! Pageant **Deadline is March 27*

- Crowning Sponsor \$500
- Royal Court Sponsor \$300
- Spirit Sponsor \$100
- In-Kind Donation

Please list _____

Movies in Your Park **Deadline is May 8*

- Screen Sponsor \$1000
- Deck Sponsor \$500
- Lawn Sponsor \$250
- Patron Sponsor \$100

Splash Jam **Deadline is May 29*

- Splash Jam Super Sponsor \$250
- Making a Wave Sponsor \$100
- Splash Sponsor \$50
- Splashy Swimmers Donation

Please list _____

Daddy Daughter Dance **Deadline is May 29*

- Crown Jewel \$250
- Memory Maker \$100
- Heart Warmer \$50
- In-Kind Donation

Please list _____

SummerFest **Deadline is April 1*

- Big Bang Fireworks Presenting Sponsor \$10,000
- Entertainment Sponsor \$2,000
- Opening Act Sponsor \$1,000
- Children's Patriotic Costume Contest and Parade Sponsor \$1,000
- Pinwheel Fireworks Sponsor \$500
- Sparkler Fireworks Sponsor \$100

Mother Daughter Tea **Deadline is September 4*

- Crown Jewel \$250
- Memory Maker \$100
- Heart Warmer \$50
- In-Kind Donation

Please list _____

Monarch Fest **Deadline is August 31*

- Monarch Sponsor \$500
- Caterpillar Sponsor \$250
- Milkweed Sponsor \$100
- Nectar Sponsor \$50
- In-Kind Donation

Please list _____

Please fill out your information on the form on the other side of this page.



I'M INTERESTED IN SPONSORSHIPS!

PLEASE PRINT

Organization _____ Contact Person _____

Address _____

City/State/Zip _____ Phone _____

Fax _____ Email _____

Facebook Handle _____

Twitter Handle _____

Website _____

Please mail form and check to:
City of San Marcos
Parks & Recreation Department
630 E. Hopkins
San Marcos, TX 78666
Attn: Jennifer Mach

Thank you for exploring sponsorship opportunities with the San Marcos Parks and Recreation Department. We look forward to working together!



