The San Marcos Parks and Recreation Department prides itself on providing quality programs and events for all members of the community. No matter who your target market is, we have something for everyone. Thousands of attendees are attracted to our programs and events that offer unique San Marcos recreational experiences in our beautiful parks and facilities.

The **Keep San Marcos Beautiful Live on the Lawn** (formerly Spring Concert Series) is a springtime staple in San Marcos Plaza Park. This year’s line up will feature local favorites.

**Movies in Your Park** features fun, outdoor activities followed by eight popular movies, a perfect way for the community to enjoy the park at the end of a hot summer day.

**Party in Your Park** travels to various neighborhood parks throughout the community providing games and interactive activities.

The **Miss Beautiful San Marcos Pageant** is now in its second year and back by popular demand.

**Cookies and Cocoa** is a holiday tradition in San Marcos and **Summerfest** is celebrating its 37th year.

Our **Dances for Adults with Disabilities** and the **Daddy Daughter Dance** are hosted at the San Marcos Activity Center and are enjoyed by San Marcos citizens and visitors from the surrounding community.

The **Senior Newsletter** is mailed, emailed, 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.*
**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 April 7*

**February 3** - Sweethearts Dance, **April 21** - Prom, **June 23** - Luau, **August 25** - Western Dance, **October 20** - Costume Dance, **December 15** - Holiday Dance

**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

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**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 3*

**AD OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Size</th>
<th>2 Publications</th>
<th>4 Publications (full year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5x5 ad</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>2x3.5 ad (shown in photo)</td>
<td>$175</td>
<td>$350</td>
</tr>
</tbody>
</table>
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 400 participants who will enjoy free games, healthy snacks, music, and more. The following sponsorship opportunities include benefits for up to four events: February 17 (Conway Park), May 12 (Anita Reyes Park), August 25 (Dunbar Park), and November 17 (Veterans Park).*Deadline to be included in all four events is February 10

SPONSOR OPPORTUNITIES AND BENEFIT

**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 (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 (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.
Local favorites will take the stage at San Marcos Plaza Park during this **four part concert series** to be held on Thursdays, March 23, 30, April 6, 13. Rainout site is The Marc. In addition to the concert, there will be food, eco vendors. KSMB will also be partnering with 72* Festival at the end of April. **Over a thousand people** attend this concert series and we need your help to make these concerts a success. (Formerly Spring Concert Series) *Deadline is February 24*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Stage Sponsor $1000**  
*Limited to five (5)*

- Corporate banner (1) displayed on stage for all concerts
- 10x10 booth space at all concerts
- Multiple appreciation mentions during all concerts
- Logo on all printed event materials and TV ads
- Inclusion in all press releases
- Inclusion of corporate name and logo on the KSMB and Concerts web pages with corporate website link, and mention in social media.
- Inclusion of corporate name on KSMB sponsor banner
- Six KSMB T-Shirts

**Deck Sponsor $250**

- Promotional listing on all printed event materials and TV ads
- Inclusion in all press releases
- Inclusion of corporate name and logo on the KSMB and Concerts web pages and mention in social media.
- Inclusion of corporate name on KSMB sponsor banner
- Two KSMB T-Shirts

**Lawn Sponsor $500**  
*(2) Lawn sponsors per concert for maximum exposure of your company*

- Corporate banner (1) displayed at sponsored concert of choice
- 10x10 booth space at sponsored concert
- Multiple appreciation mentions during concert
- Logo on all printed event materials and TV ads
- Inclusion in all press releases
- Inclusion of corporate name and logo on the KSMB and Concerts web pages with corporate website link, and mention in social media.
- Inclusion of corporate name on KSMB sponsor banner
- Four KSMB T-Shirts

**Friend of KSMB $100**

- Promotional listing on all printed event materials and TV ads
- Inclusion in all press releases
- Inclusion of corporate name on the KSMB and Concerts web pages
- Inclusion of corporate name on KSMB sponsor banner
- Two KSMB T-Shirts
Movies in Your Park is held every Tuesday during the months of June and July, with the exception of July 4. This is a free, family-friendly event that is open to the public. Games and activities will be facilitated one hour prior to the movie, which will begin just after sunset. Approximately 1,500 guests are expected to attend this year’s series, which will feature: Finding Dory, The Secret Life of Pets, Moana, Wall-E, The Wizard of Oz, Storks, and Little Giants. *Deadline to be included in all seven events is May 1*

**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 (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 (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

**Patron Sponsor $100**
- One (1) appreciation mention at all movies
- One (1) mentions on our social media (Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads
This will be our second annual Miss Beautiful Pageant. We will have a maximum of 25 contestants that will participate in a casual wear, formal wear, and question competition, and vie for Best Smile, Most Articulate, and Most Inspirational. There were approximately 150 audience members that came out to watch the pageant.  

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Crowning Sponsor $350**
- 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 (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 $200**
- Two (2) mentions on our social media (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 (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.
The 9th Annual Daddy Daughter Dance will be held at the San Marcos Activity Center on Friday, June 16. This beloved tradition welcomes over 300 young ladies and their father figures each year. Featuring music, dancing, treats, tiaras and keepsakes, this heart-warming event will provide memories for a lifetime. **Deadline is June 5**

**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 (Facebook and Twitter)
- Appreciation mentions throughout the event
- Business name displayed at welcome table

**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.

**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) mentions on our social media (Facebook and Twitter)
This is our 36th year to celebrate Summerfest. Annually 6,000+ festival goers enjoy free live music, a youth patriotic costume contest, food, and, of course, fireworks from 6pm to 10pm at San Marcos Plaza Park on July 4th.

*Deadline is June 12*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Entertainment Sponsor $2,500**
- Two (2) corporate banners on event grounds
- Multiple appreciation mentions during event
- Promotional listing in all event promotion
- Listing on Sponsorship signage
- Five (5) mentions on our social media (Facebook and Twitter)
- Inclusion of corporate name, logo and link on website

**Roman Candle Sponsor $500**
- Corporate banner (1) on event grounds
- Multiple appreciation mentions during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- Two (2) mentions on our social media (Facebook and Twitter)
- Inclusion of corporate name and logo on website

**Pinwheel Sponsor $250**
- Appreciation mention during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- One (1) mentions on our social media (Facebook and Twitter)
- Inclusion of corporate name on website

**Hot $100**
- Promotional listing in all event promotion
- Inclusion of corporate name on website
Complete details for the 2017 Cookies & Cocoa event are to be determined. This annual event attracts over 250 attendees and features free cookies, hot cocoa, photos with Santa, and a holiday movie. Please contact Catherine Marler at cmarler@sanmarcostx.gov with any questions about this event. *Deadline is November 10*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Snowball Sponsor – $250**  
- Sponsorship sign displayed on the movie screen  
- Logo on all printed event materials and City TV ads; inclusion in press releases  
- Two (2) mentions on our social media (Facebook and Twitter)  
- Multiple appreciation mentions throughout the event  
- Business name displayed at Cookie and Cocoa table

**Santa’s Helper – $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) mentions on our social media (Facebook and Twitter)  
- Business name displayed at Cookie and Cocoa table

**Sugarplum Sponsor – $50**  
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases  
- Business name displayed at Cookie and Cocoa table

**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 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, nature center, and recreation facilities. They also work to maintain the undeveloped park land and natural green spaces within our city. The City of San Marcos currently offers over 30 parks. There are a total of 184.5 acres of regional parks, 1,322 acres of green space, 11 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 River and surrounding environment.
SPONSORSHIP IS MORE THAN JUST FUNDING. GET INVOLVED, MEET YOUR COMMUNITY!!!
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.

**Dances for Adults with Disabilities**

*Deadline is April 7*

- Gold Sponsor: $150
- Silver Sponsor: $60
- Door Prize Sponsor: Please list ______________________

**Miss Beautiful Pageant**

*Deadline is April 7*

- Crowning Sponsor: $350
- Princess Sponsor: $200
- Spirit Sponsor: $100
- In-Kind Donation: Please list ______________________

**Senior Newsletter**

*Deadline is March 3*

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

2x3.5 ad:

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

**Daddy Daughter Dance**

*Deadline is June 5*

- Crown Jewel: $250
- Memory Maker: $100
- Heart Warmer: $50
- In-Kind Donation: Please list ______________________

**Party in Your Park**

*Deadline is February 10*

- Life of the Party: $300
- Social Butterfly: $150
- In-Kind Donation: Please list ______________________

**Summerfest**

*Deadline is June 12*

- Entertainment Sponsor: $2500
- Roman Candle Sponsor: $500
- Pinwheel Sponsor: $250
- Hot 100: $100

**Keep San Marcos Beautiful Live on the Lawn**

*Deadline is February 24*

- Stage Sponsor: $1000
- Lawn Sponsor: $500
- Deck Sponsor: $250
- Friend of KSMB: $100

**Cookies and Cocoa**

*Deadline is November 10*

- Snowball Sponsor: $250
- Santa’s Helper: $100
- Sugarplum Sponsor: $50
- In-Kind Donation: Please list ______________________

**Movies in Your Park**

*Deadline is May 1*

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

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 San Marcos Parks and Recreation Department.
We look forward to working together!