DANCES • HOLIDAY MOVIE IN YOUR PARK • MISS BEAUTIFUL PAGEANT

2018 SPONSORSHIP OPPORTUNITIES
City of San Marcos Parks and Recreation Department

SUMMERFEST • KEEP SAN MARCOS BEAUTIFUL LIVE ON THE LAWN

MOVIES IN YOUR PARK • PARTY IN YOUR PARK • SENIOR NEWSLETTER
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 has become a unique custom in San Marcos Plaza Park. This year’s line up will feature new favorites along with local talent.

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

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.

Holiday Movie in Your Park is quickly becoming a new tradition in San Marcos and SummerFest is already an established tradition in its 38th 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.

San Marcos Neighborhood All-Star Games is a friendly, field day event, neighborhood vs neighborhood style in Rio Vista Park.

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 6

**February 2** - Sweethearts Dance, **April 20** - Prom, **June 22** - Luau, **August 31** - Western Dance, **October 19** - Costume Dance, **December 14** - 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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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 Cinco de Mayo 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 Rail

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 Local Healthcare. A great Creation health activity!

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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 5

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 400 participants who will enjoy free games, healthy snacks, music and more. The following sponsorship opportunities include benefits for up to four events: February 23 (Franklin Square Park), May 18 (Willow Springs Park), August 24 (Dunbar Park) and November 16 (Veterans Park). *Deadline to be included in all four events is February 12

**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 (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, April 5-26. Rainout site is The Marc. In addition to the concert, there will be food and 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 23

**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

**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

**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

**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
This will be our third 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. *Deadline is April 6

**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.
Movies in Your Park occurs every Tuesday during the months of June and July, with the exception of the week of July 4. 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 1,500 guests are expected to attend this year’s series, which will feature: Coco, Leap, Sing, Despicable Me 3, Toy Story, Space Jam, Field of Dreams and Lilo & Stitch.

*Deadline to be included in all seven events is May 4*

**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

•Two (2) mentions on our social media (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) mentions on our social media (Facebook and Twitter)
•Promotional listing on all printed event materials and City TV ads
The 10th Annual Daddy Daughter Dance will be held at the San Marcos Activity Center on Friday, June 15. 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 1

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

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)

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.
This is our 38th 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 April 1*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Entertainment Sponsor $2,500**
- 10x10 booth space
- Two (2) corporate banners on event grounds
- Multiple appreciation mentions during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- Five (5) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo and link on website

**Roman Candle Sponsor $1000**
- Corporate banner (1) on event grounds
- Multiple appreciation mentions during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- Three (3) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name and logo on website

**Sparkler Sponsor $500**
- Appreciation mention during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name on website

**Pinwheel Sponsor $250**
- Appreciation mention during event
- Listing on Sponsorship signage
- Promotional listing in all event promotion
- Inclusion of corporate name on website

**Hot $100**
- Promotional listing in all event promotion
- Inclusion of corporate name on website
The San Marcos Neighborhood All-Star Games (SNAG) was established in 2012. After a brief hiatus, we are bringing it back on Saturday, September 22, 2018 from 9am to 1pm at Rio Vista Park! Games include sack race, tug-o-war, corn hole, putt putt golf, dominoes, giant connect four, giant checkers, pie eating, and various relays. *Deadline is July 27

SPONSOR OPPORTUNITIES AND BENEFITS

Exclusive Lunch Sponsor $500
*Limited to 1
•Corporate banner displayed at lunch area
•Logo on commemorative cup
•Logo on all printed event materials; inclusion in press releases
•Corporate name on event t-shirt
•Three (3) mentions on our social media (Facebook and Twitter)

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.

Game Sponsor $250
*Limited to 10
•Yard sign with corporate name displayed at sponsored game
•Corporate name on all printed event materials; inclusion in press releases
•Corporate name on event t-shirt
•Two (2) mentions on our social media (Facebook and Twitter)
The 2nd annual Holiday Movie in Your Park event is scheduled for Tuesday, December 4 and is expected to attract over 150 attendees. This family-friendly event features free cookies, hot cocoa, photos with Santa and a holiday movie at San Marcos Plaza Park.

*Deadline is November 9*

**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, Discovery 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 over 180 acres of regional parks, over 1,300 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.
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 6*
- ☐ Gold Sponsor $150
- ☐ Silver Sponsor $60
- ☐ Door Prize Sponsor
  - Please list ______________________

### Miss Beautiful Pageant

*Deadline is April 6*
- ☐ Crowning Sponsor $350
- ☐ Princess Sponsor $200
- ☐ Spirit Sponsor $100
- ☐ In-Kind Donation
  - Please list ______________________

### Daddy Daughter Dance

*Deadline is June 1*
- ☐ Crown Jewel $250
- ☐ Memory Maker $100
- ☐ Heart Warmer $50
- ☐ In-Kind Donation
  - Please list ______________________

### Summerfest

*Deadline is April 1*
- ☐ Entertainment Sponsor $2500
- ☐ Roman Candle Sponsor $1000
- ☐ Sparkler Sponsor $500
- ☐ Pinwheel Sponsor $250
- ☐ Hot 100 $100

### Party in Your Park

*Deadline is February 12*
- ☐ Life of the Party $300
- ☐ Social Butterfly $150
- ☐ In-Kind Donation
  - Please list ______________________

### Keep San Marcos Beautiful Live on the Lawn

*Deadline is February 23*
- ☐ Stage Sponsor $1000
- ☐ Lawn Sponsor $500
- ☐ Deck Sponsor $250
- ☐ Friend of KSMB $100

### San Marcos Neighborhood All-Star Games

*Deadline is July 27*
- ☐ Lunch Sponsor $500
- ☐ In-Kind Donation
  - Please list ______________________

### Movies in Your Park

*Deadline is May 4*
- ☐ Screen Sponsor $1000
- ☐ Deck Sponsor $500
- ☐ Lawn Sponsor $250
- ☐ Patron Sponsor $100

### Holiday Movie in Your Park

*Deadline is November 9*
- ☐ Snowball Sponsor $250
- ☐ Santa’s Helper $100
- ☐ Sugarplum 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 San Marcos Parks and Recreation Department.
We look forward to working together!