ABOUT MIDTOWN PARKS

Midtown Parks supports the well-being of the community by creating centrally-located public spaces designed to provide opportunities for recreation, leisure, and to build relationships with neighbors.

HOW MIDTOWN PARKS BENEFIT YOU

Parks and open spaces encourage active lifestyles and promote social interaction, which are essential components of enhancing physical and mental health. Based on hundreds of proven public-private partnership models throughout the country, Midtown Parks provides a path towards achieving these goals.

OUR PARKS

- Fremont Park
- Winn Park
- Truitt Bark Park
- James Marshal Park

INCREASING HEALTH AND COMMUNITY ENGAGEMENT BY INVESTING IN MIDTOWN PARKS
All sponsors receive Midtown Parks picnic basket donor gift, recognition at the Midtown Parks annual meeting, brand visibility at the Midtown Mini, and first right of refusal for renewal at the expiration of the sponsorship.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
$100,000 PER YEAR (1 AVAILABLE PER PARK)
- Named as “Presenting Sponsor of ________ Park” and logo inclusion on Midtown Parks website, in monthly newsletter and in signage at park site
- Seat on the Midtown Parks Funders Circle Advisory Board to provide strategic guidance on parks planning
- Two Foursomes to the Midtown Mini (8 tickets)
- On-site signage and activation opportunities at park during all Midtown Parks sponsored events at this park
- Monthly (12) mentions on Explore Midtown social media and in conjunction with sponsored programming at park
- Subscription to Explore Midtown monthly email newsletter for updates on Midtown and parks

EVENT & PLACEMAKING SPONSOR
$50,000 PER YEAR (MULTIPLE AVAILABLE)
- Named as “Event & Placemaking Sponsor” and logo inclusion on Midtown Parks website and in email newsletters when specific events are promoted
- Seat on the Midtown Parks Funders Circle Advisory Board to provide strategic guidance on parks planning
- Two Foursomes to the Midtown Mini (8 tickets)
- Named as sponsor specific Midtown Parks sponsored events
- 8 Mentions on Explore Midtown social media in conjunction with specific sponsored programming at park
- Subscription to Explore Midtown monthly email newsletters for updates on Midtown and parks

PROJECT SPONSOR
$25,000 PER PROJECT (MULTIPLE AVAILABLE)
- Named as “Project Sponsor” and logo inclusion on Midtown Parks website and in email newsletters when specific project is promoted
- Seat on the Midtown Parks Funders Circle Advisory Board to provide strategic guidance on parks planning
- One Foursome to the Midtown Mini (4 tickets)
- 4 Mentions on Explore Midtown social media when specific project is discussed
- Name installed on specific project which may include landscaping improvements, activity kiosks, permanent shade structure, dog run, playground equipment
- Subscription to Explore Midtown monthly email newsletters for updates on Midtown and parks

POP-UP SPONSOR
$15,000 (MULTIPLE AVAILABLE)
- Named as “Pop up Sponsor” on Midtown Parks website
- Seat on the Midtown Parks Funders Circle Advisory Board
- 3 Mentions on Explore Midtown social media
- Name installed on pop up item which may include mobile furniture, umbrellas, park games, landscaping
- Subscription to Explore Midtown monthly email newsletters for updates on Midtown and parks

 FOUNDING SPONSOR
$5,000 (MULTIPLE AVAILABLE)
- Logo inclusion on Midtown Parks webpage
- 2 mentions on Explore Midtown social media
- Brand visibility at select Midtown Parks activations
- Subscription to Explore Midtown monthly email newsletters for updates on Midtown and parks

MIDTOWNPARKS.ORG | INFO@EXPLOREMIDTOWN.ORG | 916-442-1500