



2024 SPONSORSHIP

PACKET



PARKS 
RECREATION
HOPKINSVILLE, KY



WWW.HOPTOWNREC.COM

WHY BECOME A SPONSOR?

The Hopkinsville Parks and Recreation Division of the city of Hopkinsville is committed to providing high-quality parks, facilities, and programs for Hopkinsville residents. We aim to foster a sense of pride, well-being, and connection through our free and low cost recreation and entertainment offerings. Our mission is expanded tenfold through the generous support of area businesses and organizations who also seek to connect with the Hopkinsville community and invest in the development of quality opportunities.





What to expect from Hopkinsville Parks and Recreation:

- Over 30 recreational and entertainment events in each 12-month period.
- Community sports leagues and open gym opportunities.
- 18 playgrounds, 3 athletic complexes, and two community centers.
- Partnerships with city organizations and agencies such as the Hopkinsville Fire Department, Hopkinsville Police Department, Hopkinsville-Christian County Public Library, etc.





WHY PARTNER WITH US?

We offer a wide range of affordable sponsorship opportunities that can help you reach your goals:



- Build positive associations through beloved events, experiences, and memories at our events.
- Drive sales for new and existing business.
- Create or enhance corporate community engagement.
- Influence consumer perceptions of your brand.
- Position your company as an investor in the community.
- Expose your brand to a cross-section of demographic, geographic, and lifestyle market segments.
- Build frequency through thousands of impressions and exposures to your brand every year.
- Build engaging relationships with other community agencies.



Sponsorship Packages

(PLATINUM) PRESENTING SPONSOR:

The presenting sponsor of any event will be recognized as the main financial contributor. Their logo or business name will be featured on all marketing materials and they will be listed as the event presenter. All additional perks are included as well as complimentary event materials as applicable.

(GOLD) SUPPORTING SPONSOR:

The supporting sponsors of any event will be recognized as a secondary contributor. Signage from the sponsor may be displayed at the event and recognition will be given in radio advertisement and speaking engagements. In some cases the supporting sponsors logo will be featured on event materials.

(SILVER) BASE SPONSOR:

The base sponsors of any event will be recognized as a tertiary contributor. Their business will be thanked on social media platforms and their business name will be featured on event materials as applicable.



Sponsorship Packages

EVENTS	(PLATINUM) PRESENTING SPONSOR	(GOLD) SUPPORTING SPONSOR	(SILVER) BASE SPONSOR	CUSTOM PACKAGE
Movies in the Park	\$1,500	\$700	\$250	?
Touch-A-Truck	\$1,000	\$500	\$100	?
Squealin' on the Square	\$1,000	\$500	\$100	?
*Flag Football Tournament	\$1,000	\$500	\$100	?
Hoptown Hose Down	\$1,000	\$500	\$100	?
Red, White, & Oooh!	\$3,000	\$1,000	\$300	?
*Hoptown Throwdown	\$1,000	\$500	\$100	?



Sponsorship Packages ctd.

EVENTS	(PLATINUM) PRESENTING SPONSOR	(GOLD) SUPPORTING SPONSOR	(SILVER) BASE SPONSOR	CUSTOM PACKAGE
*Buddy Basketball Camp	\$1,000	\$500	\$100	?
Hoptown Idol	\$1,000	\$500	\$100	?
*Halloween Movie Night	\$1,000	\$500	\$100	?
Hoptown Half Marathon & 5K	\$5,000—\$3,000	\$1,500	\$500	?
Downtown Trick-or-Treat	\$1,000	\$500	\$100	?
Turkey Trot	\$1,000	\$500	\$100	?
Christmas Parade/Tree Lighting	\$1,000	\$500	\$100	?
*Christmas Movie Night	\$1,000	\$500	\$100	?

How it Works

Step One: Decision

- After taking a look at the many opportunities and packages available to you, select which events you are interested in supporting and the corresponding teir, or schedule a meeting to collaborate on custom packaging.

Step Two: Secure

- A basic contract will be drawn up based on the parameters decided and signed by both parties. An invoice will be sent for the total amount of the agreed upon annual contract with (a) due date(s) as decided by both parties.

Step Three: Create

- All creative materials will be designed by HPR staff, and reviewed for compliance.

Step Four: Partner

- Once all other steps have been completed and the creative materials have been put in place, the partnership is complete! First right of refusal will be available at the time of contract renewal.





SAMPLE SPONSORSHIP AGREEMENT

Company Name

The Hopkinsville Parks and Recreation Department invites **(insert company name)** to invest in **(insert event title)** through this event sponsorship package. This event sponsorship allows for **(company)** to enjoy exposure to the Hopkinsville community during one of its longest standing events and support the continuation of a beloved tradition.

In exchange for a sponsorship fee of fee of **\$amount Company** will receive the following benefits during the event's season:

BENEFITS LISTED BASED ON SELECTED PACKAGE

Signatures below indicate both parties agree in principle to the sponsorship offering detailed above in conjunction with the **(event title)**.

Name
Title
Company

Date

Rachel Sanders
Marketing and Events Coordinator
Hopkinsville Parks and Recreation

Date



Thank you!

Contact Us:

Rachel Sanders
Marketing and Events Coordinator
Hopkinsville Parks & Recreation

2600 Thomas St.
Hopkinsville, KY 42240
O: 270-887-4290
C: 270-348-4189
rachel.sanders@h-ky.us
www.hoptownrec.com

Toby Hudson
Superintendent
Hopkinsville Parks & Recreation

2600 Thomas St.
Hopkinsville, KY 42240
O: 270-887-4290
info-parks-and-rec@h-ky.us
www.hoptownrec.com

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