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# SPONSORSHIP OPPORTUNITIES

LEXINGTON PARKS AND RECREATION





## WHO WE ARE

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# ACTIVE FIRST, IT ISN'T JUST A TAGLINE...

Our mission is to promote community pride and wellness through diverse, intentional, and relevant leisure opportunities. Our vision for Lexington is a vibrant, healthy, energized, and progressive community. We value having a welcoming environment, accessible service, enriching experiences, safe atmospheres, and quality parks and programs.

The department provides programs, special events, and activities for all ages, and operates and maintains 21 parks, offering a wealth of outdoor fun. These programs and facilities enhance the overall quality of life for citizens of Lexington. Support from local businesses help us offer activities and events that give residents the chance to have fun together, get outdoors, and build our community.

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## WHAT WE CAN DO

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### **Increase Brand Awareness**

Increase your visibility to a captive audience by partnering with us. As a recognized sponsor, your business will be highlighted in promotional materials and on social media. A bi-annual program guide is printed and sent to every residential home in Lexington, as well as distributed to all elementary school students within the city. Our social media presence engages with families and residents across a wide demographic range.

### **Connect with the Community**

We are heavily involved within our community. Residents look to us for a place to exercise, connect with nature, and socialize with others. That's why it makes sense to align your business here. By becoming a sponsor, your business will communicate support within our community.

### **Find the Perfect Fit**

Flexible options offer opportunities for any size of business to get involved. Businesses can choose to become a sponsor, or make an in-kind donation.

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## OPPORTUNITIES

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### **Multicultural Festival - Levels from \$500 to \$2500**

Thousands travel into Lexington to be transported through a sampling of the cultures and heritages that make up our community. Cultural diversity is showcased through elaborate clothing, musical instruments, exhibits, and entertainment.

### **Athletics - Levels from \$100 to \$1000**

We offer a variety of athletic programs to over 600 youth participants each year, as well as adults. Our goal is to provide an environment where kids are able to learn and develop necessary skills.

### **Special Events - Levels from \$100 to \$500**

Flexible options offer opportunities for any size of business to get involved. Businesses can choose to become a sponsor, or make an in-kind donation to support events.

### **Program Guide - Levels from \$500 to \$2500**

12,000 program guides are mailed to every home in Lexington and given to all elementary school students. Get your business in front of Lexington residents twice a year.

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Contact Andrew Lance for more information on our options, and how we can achieve your desired results.  
[aglance@lexingtonnc.gov](mailto:aglance@lexingtonnc.gov) • 336-248-3960



# MULTICULTURAL FESTIVAL

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## Premier Sponsor - \$2500

### Signature Sponsor \$1000

- Recognition in Opening Ceremonies.
- Exposure through Facebook event and social media posts, and inclusion in e-newsletter to 2000+ subscribers.
- Table space at event with ability to do business and provide materials/giveaways.

### Supporting Sponsor \$750

- Exposure through Facebook event and social media posts, and inclusion in e-newsletter to 2000+ subscribers.
- Table space (10' x 10') at event with ability to do business and provide materials/giveaways.

### Contributing Sponsor \$500

- Exposure through Facebook event and social media posts, and inclusion in e-newsletter to 2000+ subscribers.
- **OR** •
- Table space (10' x 10') at event with ability to do business and provide materials/giveaways.

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## SPECIAL EVENTS

**Art in the Park - April**  
**Reels at Robbins - Spring and Fall**  
**Light Up the Block - December**

**Go Fly a Kite Day - April**  
**Grinch @ Finch - December**  
**Where's Ranger - December**

### **Signature Sponsor - \$250**

- Event includes "Presented by your company name" on all advertising.
- Co-host of Facebook event, tagged in all posts.
- Table space at event with ability to do business and provide materials/giveaways.

### **Supporting Sponsor - \$100**

- Recognition on social media as a Supporting Sponsor.
- Ability to provide handouts to attendees

### **In Kind Sponsor - Varied**

- Provide a product or service to our event and be recognized for your contribution.

Prices listed are per event. Interested in working with us to provide a NEW event? We are always open to new ideas and experiences for our participants.

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## PROGRAM GUIDE

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### **Back Cover - \$2000**

- 8" x 8" ad space
- Link in digital guide to webpage of your choice.

### **Full Page Interior Ad - \$1500**

- 10.5" x 8" ad space
- Link in digital guide to webpage of your choice.

### **Half Page Interior Ad - \$1000**

- 5.25" x 8" ad space
- Link in digital guide to webpage of your choice.

### **Quarter Page Interior Ad - \$500**

- 5.25" x 4" , or 2.5" x 8" ad space
- Link in digital guide to webpage of your choice.

Prices listed are per issue. Ad design must be approved by Lexington Parks and Recreation. Design services are available for an additional fee.

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