

WHITESTOWN



PARKS + RECREATION

# 2024

## PARTNERSHIP GUIDE



# ABOUT US



## Mission

The Whitestown Parks and Recreation Department is dedicated to enhancing the lives of residents by creating experiences for all.

## Vision

To cultivate a safe, welcoming, and active community for our residents.



# WHY SPONSOR?

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The Whitestown Parks + Recreation Department plans and hosts many great community events throughout the year! These events highlight our wonderful parks and amenities, as well as create a sense of community for residents and visitors. We could not do what we do without your support.



**Commitment to community**



**Increase brand awareness**



**Support our parks department**

By sponsoring an event, your business will increase brand awareness, be recognized for your commitment to the Whitestown community, and support the mission of our Parks Department.

**Your sponsorship makes a true difference.**

# 2023 EVENTS RECAP

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30 Events



16,000+ people attended events



55 Volunteers



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# EVENTS



Saturday, March 30 | 10 a.m. - 12 p.m.  
Main Street Park  
Estimated attendance: 1,000 - 1,500

### Presenting Sponsor (1 available) / \$1,500

- Presenting logo on website
- On-site sponsor banner & activation space
- (5) social media mentions

### Gold Sponsor / \$1,000

- Logo on website
- On-site sponsor banner & activation space
- (3) social media mentions

### Silver Sponsor / \$500

- On-site sponsor banner & activation space
- (1) social media mention

### Community Sponsor / \$50

- On-site activation space

\*\*All levels are asked to provide filled eggs or candy to handout



# EASTER EGG HUNT

**NEW**

# Solar Jam

Monday, April 8 | 1:30 - 4:30 p.m.

Main Street Park

Estimated attendance: 1,000 - 3,000

## Presenting Sponsor (1 available) / \$3,000

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Event acknowledgment & (10) social media mentions



## Moon Sponsor (2 available) / \$1,000

- Logo on website
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgment & (7) social media mentions

## Solar Sponsor (2 available) / \$500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Event acknowledgment & (4) social media mentions

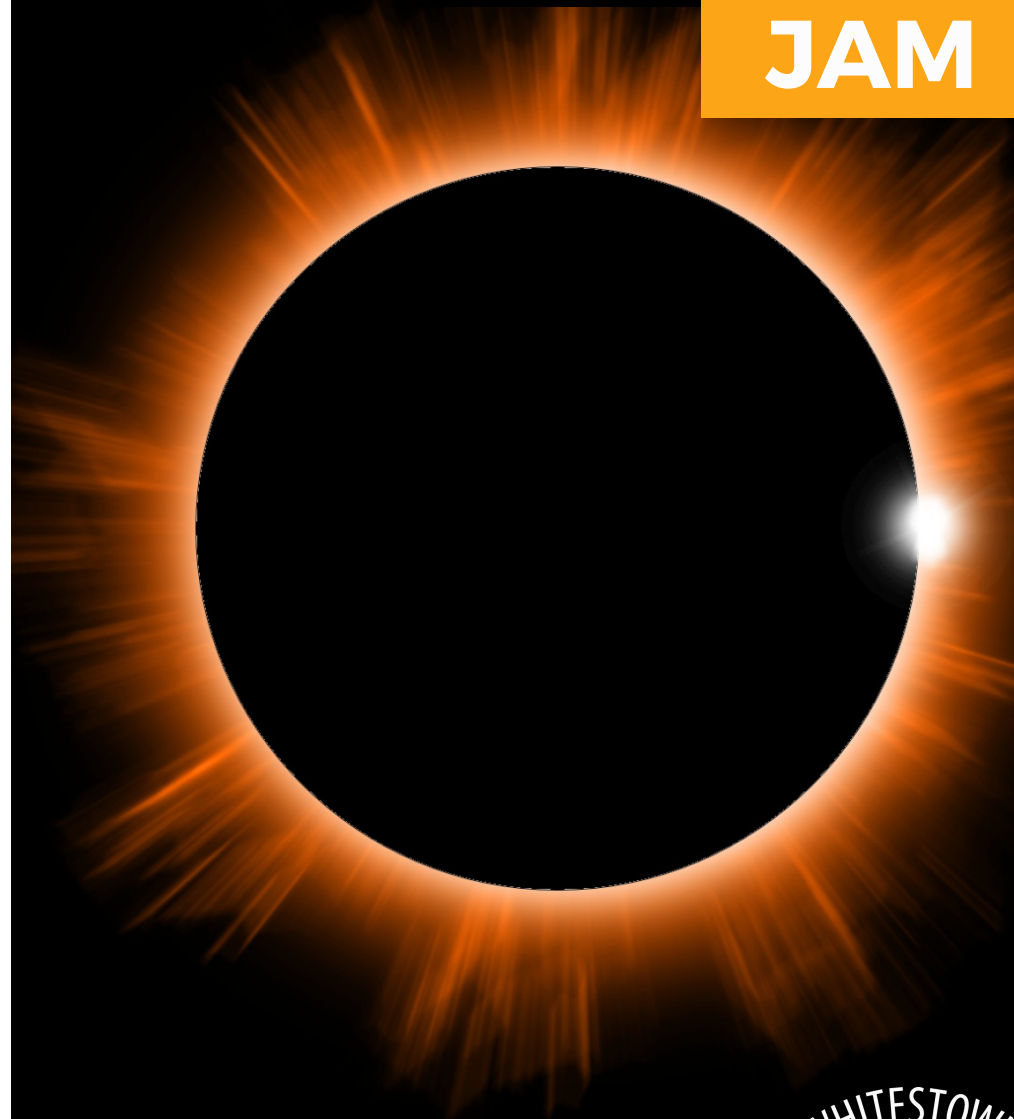
## Milky Way Sponsor / \$250

- Logo on website
- Stage sponsor banner (D) & on-site activation space
- Event acknowledgment & (2) social media mentions

## Community Sponsor / \$100

- On-site activation space

# SOLAR JAM







Saturday, April 20 | 8 a.m.

Whitestown, IN

Estimated attendance: 250-500

### Presenting Sponsor (1 available) / \$2,500

- Presenting logo on website & t-shirt
- On-site sponsor banner & activation space
- Event acknowledgement
- 6 complimentary registrations
- (10) social media mentions

### Gold Sponsor / \$1,500

- Logo on website & t-shirt
- On-site sponsor banner & activation space
- Event acknowledgement
- 4 complimentary registrations
- (5) social media mentions

### Silver Sponsor / \$1,000

- Logo on website & t-shirt
- On-site site sponsor banner
- Event acknowledgement
- 2 complimentary registrations
- (2) social media mentions

# BATTLE OF THE BADGES 5K





Saturday, April 20 | 8 a.m.

Whitestown, IN

Estimated attendance: 250-500

**Bib Sponsor (1 available) / \$500**

- Logo on runners' bib

**Finish Line Sponsor (1 available) / \$200**

- Logo displayed at the finish line

**Water Station Sponsor (1 available) / \$100**

- Logo displayed at finish line water station

# BATTLE OF THE BADGES 5K





# VIKING — FEST —

Friday, April 26 – Sunday, April 28  
Anson Acres Park  
Estimated attendance: 5,000–8,000

## Presenting Sponsor (1 available) / \$10,000

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Free tickets (20)
- Event acknowledgement & (10) social media mentions

## Gold Sponsor (2 available) / \$5,000

- Logo on website
- Stage sponsor banner (B) & on-site activation space
- Free tickets (15)
- Event acknowledgement & (7) social media mentions

## Hotel Sponsor (1 available) / \$3,000

- Logo on website & sole hotel promotion
- Entrance sponsor banner (D) & on-site activation space
- Free tickets (10)
- Event acknowledgement
- (5) social media mentions & (1) designated social media post



# VIKING FEST

**SOLD OUT**





# VIKING — FEST —

Friday, April 26 – Sunday, April 28

Anson Acres Park

Estimated attendance: 5,000–8,000

## Area Sponsor (3 available- arena, fire, kid zone) / \$2,500

- Logo on website
- Area sponsor signage & on-site activation space
- Free tickets (10)
- Event acknowledgement & (4) social media mentions

## Silver Sponsor (2 available) / \$1,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Event acknowledgment & (2) social media mentions

## Community Sponsor / \$750

- On-site activation space





Thursdays, May 9 & September 12 | 5:30–7:30 p.m.  
Gateway Park (May) & Panther Park (September)  
Estimated attendance: 100–200

### Presenting Sponsor (1 available) / \$1,500

- Presenting logo on website
- On-site sponsor banner & activation space (both dates)
- (7) social media mentions

### Gold Sponsor / \$500

- Logo on website
- On-site sponsor banner & activation space (both dates)
- (3) social media mentions

### Agility Area Sponsor (1 available) / \$250

- Logo on website
- On-site sponsor banner & activation space (both dates)
- (1) social media mention

### Community Sponsor / \$50

- On-site activation space (both dates)



# HOPS & HOUNDS





Fridays, June 7 – July 26 | 6 – 9 p.m.  
Whitestown Municipal Complex  
Estimated attendance per concert: 200–500

### Presenting Sponsor (1 available) / \$10,000

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Event acknowledgement & (12) social media mentions

### Gold Sponsor (2 available) / \$5,000

- Logo on website
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgement & (9) social media mentions

### Silver Sponsor (1 available) / \$2,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Event acknowledgement & (6) social media mentions

### Bronze Sponsor / \$1,500

- Logo on website
- Stage sponsor banner (D) & on-site activation space
- Event acknowledgement & (3) social media mentions

### Community Sponsor / \$200 per concert

- On-site activation space

Get involved: [parks@whitestown.in.gov](mailto:parks@whitestown.in.gov)

# SUMMER CONCERT SERIES





Thursdays, June 13 – August 29 | 5 – 8 p.m.  
Main Street Park  
Estimated seasonal attendance: 1,000

### Presenting Sponsor (1 available) / \$2,000

- Presenting logo on website
- On-site sponsor banner & activation space at all 11 markets
- (10) social media mentions



### Gold Sponsor / \$1,000

- Logo on website
- On-site sponsor banner & activation space at 6 markets
- (5) social media mentions

### Silver Sponsor / \$500

- Logo on website
- On-site sponsor banner & activation space at 3 markets
- (3) social media mentions

### Community Sponsor / \$100 per market

- On-site activation space

\*\*In honor of Independence Day, there will not be a market on Thursday, July 4 2024.

Get involved: [parks@whitestown.in.gov](mailto:parks@whitestown.in.gov)



# FARMERS MARKET





# INDEPENDENCE

# DAY

Wednesday, July 3 | 6 p.m.  
Eagle Church  
Estimated attendance: 3,000-5,000

## Presenting Sponsor (1 available) / \$5,000

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Event acknowledgement & (10) social media mentions

## Gold Sponsor (2 available) / \$2,500

- Logo on website
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgement & (7) social media mentions

## Silver Sponsor (2 available) / \$1,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Event acknowledgement & (4) social media mentions







# INDEPENDENCE DAY

Wednesday, July 3 | 6 p.m.

Eagle Church

Estimated attendance: 3,000-5,000

## Area Sponsor (2 available- tent & kid zone) / \$1,000

- Logo on website
- Area sponsor signage & on-site activation space
- Event acknowledgement & (2) social media mentions

## Community Sponsor / \$500

- On-site activation space





Saturday, August 10 | 12 - 4:30 p.m.  
Whitestown Municipal Complex  
Estimated attendance: 500-1,000

### Presenting Sponsor (1 available) / \$10,000

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- VIP tickets (20)
- Event acknowledgement & (10) social media mentions

### Gold Sponsor (2 available) / \$5,000

- Logo on website
- Stage sponsor banner (B) & on-site activation space
- VIP tickets (15)
- Event acknowledgement & (7) social media mentions

### Homebrew Tent Sponsor (1 available) / \$2,500

- Logo on website
- Area sponsor signage & on-site activation space
- VIP tickets (10)
- Event acknowledgement & (4) social media mentions

# WHITESTOWN

## BREW FEST





# WHITESTOWN BREW FEST

Saturday, August 10 | 12 - 4:30 p.m.  
Whitestown Municipal Complex  
Estimated attendance: 500-1,000

## Silver Sponsor (2 available) / \$1,500

- Logo on website
- Stage backdrop banner (2) & on-site activation space
- VIP tickets (5)
- Event acknowledgement & (2) social media mentions

## Designated Driver Sponsor (1 available) / \$500

- Logo on website
- On-site activation space
- VIP tickets (3)
- (1) designated social media post
- Provides soft drinks to patrons

## Community Sponsor / \$500

- On-site activation space



# Movie Night

Fall

Whitestown, IN

Estimated attendance: 250

## Presenting Sponsor (1 available) / \$1,500

- Presenting logo on website
- On-site sponsor banner & activation space
- (5) social media mentions

## Gold Sponsor / \$750

- Logo on website
- On-site activation space
- (3) social media mentions

## Silver Sponsor / \$500

- Logo on website
- On-site activation space
- (2) social media mentions

## Concession Sponsor (1 available) / \$200

- Logo on website
- On-site signage & activation space
- (1) social media mention

## Community Sponsor / \$100

- On-site activation space

**MOVIE  
NIGHT**



# HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 26 | 4-8 p.m.

Anson Acres Park

Estimated attendance: 1,500-2,000

## Presenting Sponsor (1 available) / \$1,500

- Presenting logo on website
- On-site sponsor banner & activation space
- (8) social media mentions

## Gold Sponsor / \$750

- Logo on website
- On-site sponsor banner & activation space
- (5) social media mentions

## Hayride Sponsor (1 available) / \$500

- Logo on website
- Area sponsor signage & on-site activation space
- (3) social media mention

## S'mores Station Sponsor (2 available) / \$500

- Logo on website
- Area sponsor signage & on-site activation space
- (3) social media mentions

\*\*All levels are asked to provide candy to handout

# HALLOWEEN TRICK OR TREAT TRAIL



# HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 26 | 4-8 p.m.  
Anson Acres Park  
Estimated attendance: 1,500-2,000

**Premium Community Sponsor (8 available) / \$100**

- On-site activation space in Spooky Trail

**Community Sponsor / \$50**

- On-site activation space

\*\*All levels are asked to provide candy to handout

# HALLOWEEN TRICK OR TREAT TRAIL



**NEW**

# Winter Market

2024 Saturdays, November 16 & December 14  
2025 Saturdays, January 11, February 8 & March 8  
9 a.m. - 12 p.m.

Whitestown Municipal Complex Community  
Recreation and Event Center

Estimated seasonal attendance: 1,000

## Presenting Sponsor (1 available) / \$1,000

- Presenting logo on website
- On-site sponsor banner & activation space at all 5 markets
- (5) social media mentions

## Gold Sponsor / \$500

- Logo on website
- On-site sponsor banner & activation space at 3 markets
- (2) social media mentions

## Community Sponsor (3 available per date) / \$50 per market

- On-site activation space



**WINTER  
MARKET**



Saturday, December 7 | 11 a.m. - 3 p.m.

Main Street Park

Estimated attendance: 500-1,000

### Presenting Sponsor (1 available) / \$1,500

- Presenting logo on website
- On-site sponsor banner & activation space
- (8) social media mentions

### Area Sponsor (3 available- reindeer, entertainment, defrost) / \$1,000

- Logo on website
- Area sponsor signage & on-site activation space
- (5) social media mentions

### Gold Sponsor / \$500

- Logo on website
- On-site sponsor signage & activation space
- (3) social media mentions

### Community Sponsor / \$250

- On-site activation space

Get involved: [parks@whitestown.in.gov](mailto:parks@whitestown.in.gov)

# MERRY AT MAIN





# WHITESTOWN



P A R K S + R E C R E A T I O N



[whitestown.in.gov/parks](http://whitestown.in.gov/parks)



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