

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?

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



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

SOLD OUT

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

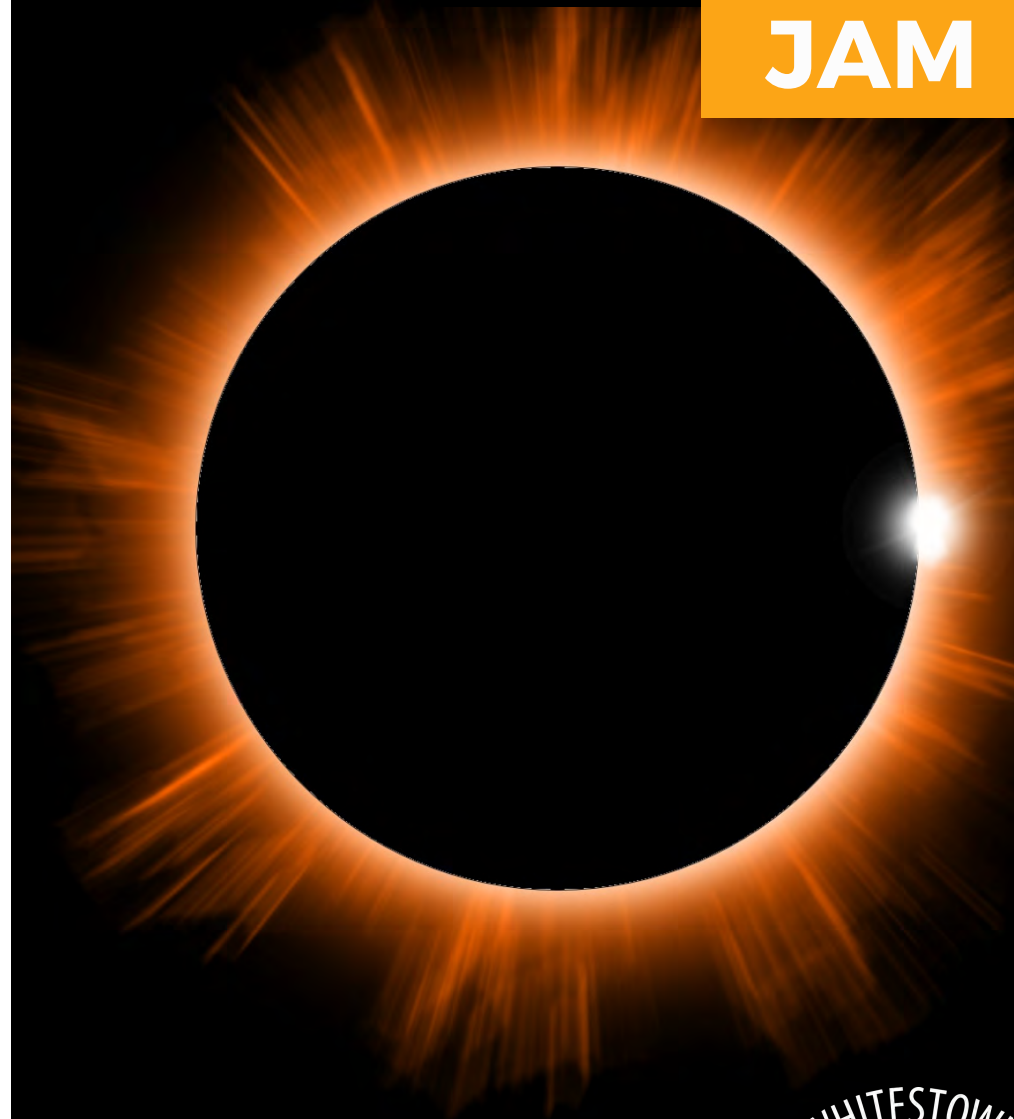
Milky Way Sponsor / \$250

- 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

SOLD OUT

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

SOLD OUT

BATTLE OF THE BADGES 5K



WHITESTOWN





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



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 (1 available) / \$1,500

- Logo on website
- Stage sign or banner (C) & on-site activation space
- Event acknowledgement & (2) social media mentions

Community Sponsor / \$750

- On-site activation space

SOLD OUT



HOPS & HOUNDS

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

SOLD OUT

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)





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

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



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 (1 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 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 (1 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 (7 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 (2 available per date) / \$50 per market

- On-site activation space



**WINTER
MARKET**



Saturday, December 7 | 12 p.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

MERRY AT MAIN



WHITESTOWN



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



whitestown.in.gov/parks



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