

2025

SPONSORSHIP  
GUIDE

WHITESTOWN



PARKS + RECREATION

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# ABOUT US

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The Whitestown Parks Foundation was created to help support the events put on by the Whitestown Parks Department. With the Foundation's help, the Parks Department has been able to grow immensely over the past few years.

Today, the Foundation raises and collects funds to create events that the town knows and loves. The foundation funds almost all of the events that the Parks Department puts on for the community as well as supports other projects that the department develops.



# Whitestown Parks Foundation

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The Whitestown Parks Foundation's mission is to promote, aid, support, and encourage the purposes, activities, and endeavors of every kind connected with the Whitestown Parks and Recreation Department.

The Foundation is committed to supporting the beautiful public spaces and events of the Whitestown Parks Department.





# Whitestown Parks and Recreation



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

The Parks Department is committed to cultivating a safe, welcoming, and active community for our residents.



# WHY SPONSOR?

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The Whitestown Parks and 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! All sponsorship dollars go directly towards funding our events.



**Be recognized for your contribution to the community with on-site acknowledgment**



**Increase brand awareness through on-site banners**



**Support our Parks Department & Foundation**

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 & the Whitestown Parks Foundation.

**Your sponsorship makes a true difference!**



# 2024 EVENTS RECAP

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**43 Events**



**24,000+ people attended events**



**\$67,600 raised to support the Foundation**



# INDEX

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## On-site Activation Space

An on-site activation space is the 10x10 area given to sponsors at our events. Sponsors are able to use this space to set up a tent, tables, and any other promotional signs and items they wish to display at the event. Activation spaces allow you to be present at the event, offer face to face interactions with the community, and help you promote your business!

## On-site Sponsor Banner

On-site sponsor banners are mesh banners that feature your company's logo and are prominently displayed at our events. These banners offer an excellent opportunity to showcase your brand, boost visibility, and enhance logo recognition among attendees!

## 2025 Parks Event Shirts

NEW this year, the Whitestown Parks Foundation will be selling 2025 Parks Events shirts to help raise money for our events. Presenting Sponsors will have the opportunity to have their logo displayed on the back of the shirts! These shirts will be available at all of our 2025 events and offer continuous brand recognition for your business.

## Social Media Mentions

Your business will be tagged on social media the amount of times listed in your sponsorship tier. You will only be tagged in the posts made about the event you are sponsoring. Social media posts can be found on the Whitestown Parks and Recreation pages on Facebook (@whitestownparksandrec) and Instagram (@whitestownparks)!







# EVENTS





Saturday, April 12 | 8 a.m.  
Whitestown, IN  
Estimated attendance: 250-500

### Let the battle begin!

Lace-up your running (or walking) shoes for the fourth-annual Battle of the Badges 5K! This family-friendly event features a fun competition between the Whitestown Fire and Police Departments.

When signing up, participants will choose which team to support. The department with the most entries wins the BOTB 5K traveling trophy!

A portion of the proceeds for this event will go towards a local charity.

**\*Please note sponsorship levels with an asterisk are subject to a print deadline of March 1st.**

# BATTLE OF THE BADGES 5K







Saturday, April 12 | 8 a.m.

Whitestown, IN

Estimated attendance: 250-500

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

- Presenting logo on website & race shirt\*
- On-site sponsor banner & activation space
- Event acknowledgement
- 6 complimentary registrations
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*

**SOLD OUT**

### Rally Towels Sponsor (1 available) / \$1,500

- Logo on website & race shirt\*
- On-site activation space
- Event acknowledgement
- 5 complimentary registrations
- Logo on rally towel provided to participants\*

**SOLD OUT**

### Gold Sponsor / \$1,000

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

# BATTLE OF THE BADGES 5K







Saturday, April 12 | 8 a.m.

Whitestown, IN

Estimated attendance: 250-500

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

**SOLD OUT**

- Logo on running bibs

**Route Sponsor / \$200**

- Logo banner displayed along 5K route

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

**SOLD OUT**

- Logo displayed at water station

# BATTLE OF THE BADGES 5K







Saturday, April 19 | 10 a.m. – 12 p.m.  
Main Street Park  
Estimated attendance: 1,500 – 2,000

### The hunt is on!

Get ready for a morning of fun at our annual Easter Egg Hunt! This beloved community event features multiple egg hunts designed for various age groups, ensuring that every child can join in on the fun! Participants will also have the chance to snap a picture with the Easter Bunny, enjoy a drink from a local coffee truck, and collect eggs from our sponsors.

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**We ask that all sponsors provide filled eggs or candy to hand out during the event.** This not only enhances the fun, but allows you to connect directly with families while showing your support for our local community!

\*Please note sponsorship levels with an asterisk are subject to a print deadline of **March 1st.**







Saturday, April 19 | 10 a.m. - 12 p.m.  
Main Street Park  
Estimated attendance: 1,500 - 2,000

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

- Presenting logo on website
- On-site sponsor banner & activation space
- Mentions in all social media posts
- Presenting logo on bags used to collect eggs\*
- Logo on 2025 Parks Events shirts\*

### Gold Sponsor / \$1,000

- Logo on website
- On-site sponsor banner & activation space
- (3) social media mentions
- Logo on bags used to collect eggs\*

### Silver Sponsor / \$500

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

### Community Sponsor / \$100

- On-site activation space



# EASTER EGG HUNT







Tuesday, April 22 | 9 a.m.  
Whitestown Big 4 Trail

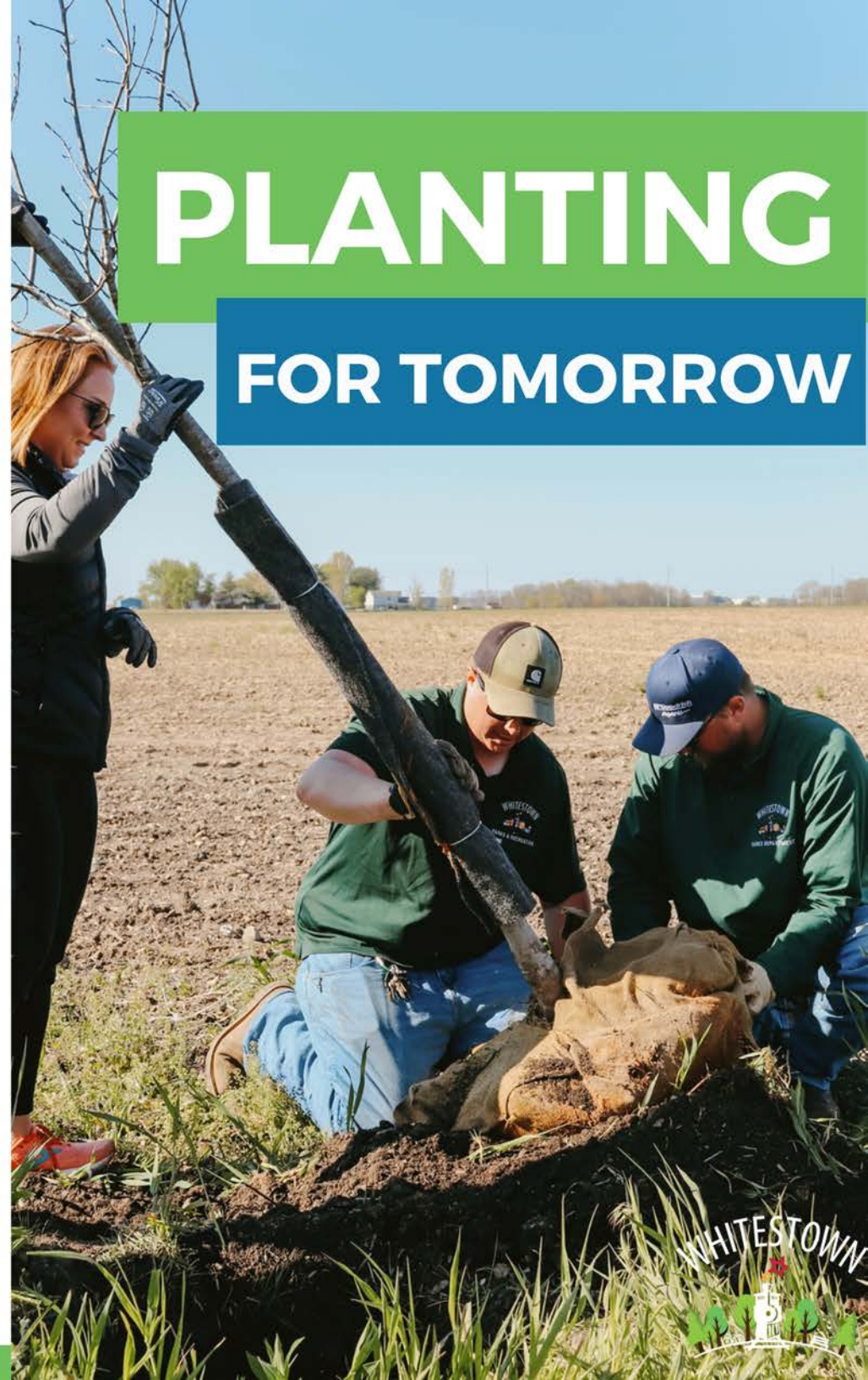
Let it grow!

Whitestown Parks and Recreation invites the community to celebrate Earth Day by helping us plant trees along the Big 4 Trail!

As the Presenting Sponsor, your support will provide essential resources for the tree planting. Together we can make a lasting difference while bringing the community together for a meaningful day of service!

Presenting Sponsor (available) / \$10,000

- Permanent display sign on the trail thanking your business for planting trees
- Presenting logo on website
- Mentions on all social media posts



# PLANTING FOR TOMORROW







# VIKING FEST

Friday, April 25 – Sunday, April 27  
Anson Acres Park  
Estimated attendance: 5,000–8,000

## Skol!

Get ready for an unforgettable weekend at Viking Fest! Immerse yourself in Viking culture with authentic Viking villages, reenactors, and a variety of stage entertainment. Attendees can browse unique handcrafted items from artisan vendors, enjoy delicious food and drinks, and even compete in our Keg Toss Competition!

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Area sponsors will have the opportunity to sponsor one of our crowd-gathering attractions such as the inflatable attractions in the kid zone, the Viking reenactment arena, or the fire pit at the center of our event!







# VIKING — FEST —

Friday, April 25 – Sunday, April 27  
Anson Acres Park  
Estimated attendance: 5,000–8,000

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

- Presenting logo on website
- Main stage space, booth, and/or on-site activation space
- Event acknowledgment
- Free tickets (20)
- (10) social media mentions

## Gold Sponsor (2 available) / \$3,000

- Logo on website
- Top side stage banner & on-site activation space
- Event acknowledgment
- Free tickets (15)
- (7) social media mentions

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

- Logo on website
- Bottom side stage banner & on-site activation space
- Event acknowledgment
- Free tickets (5)
- (4) social media mentions



# VIKING FEST

**SOLD OUT**







# VIKING — FEST —

Friday, April 25 – Sunday, April 27

Anson Acres Park

Estimated attendance: 5,000–8,000

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

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

## Community Sponsor / \$750

- On-site activation space

**SOLD OUT**







Thursdays, May 22 & September 18 | 5:30-7:30 p.m.  
Panther Park  
Estimated attendance: 100-200

### Dogs and brews – what could be better?!

Grab your doggo(s) and enjoy a night out socializing with other people and pups, cooling down with an adult beverage, enjoying food from a local food truck, and mingling with local businesses and pet-related vendors. The Humane Society for Boone County will also be in attendance with adorable rescues looking for their forever homes.

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Each sponsorship level will be one payment that covers both dates.

\*Please note sponsorship levels with an asterisk are subject to a print deadline of March 1st.







# HOPS & HOUNDS

Thursdays, May 22 & September 18 | 5:30-7:30 p.m.  
Panther Park  
Estimated attendance: 100-200

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

- Presenting logo on website
- On-site sponsor banner & activation space (both dates)
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*



## Gold Sponsor / \$500

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

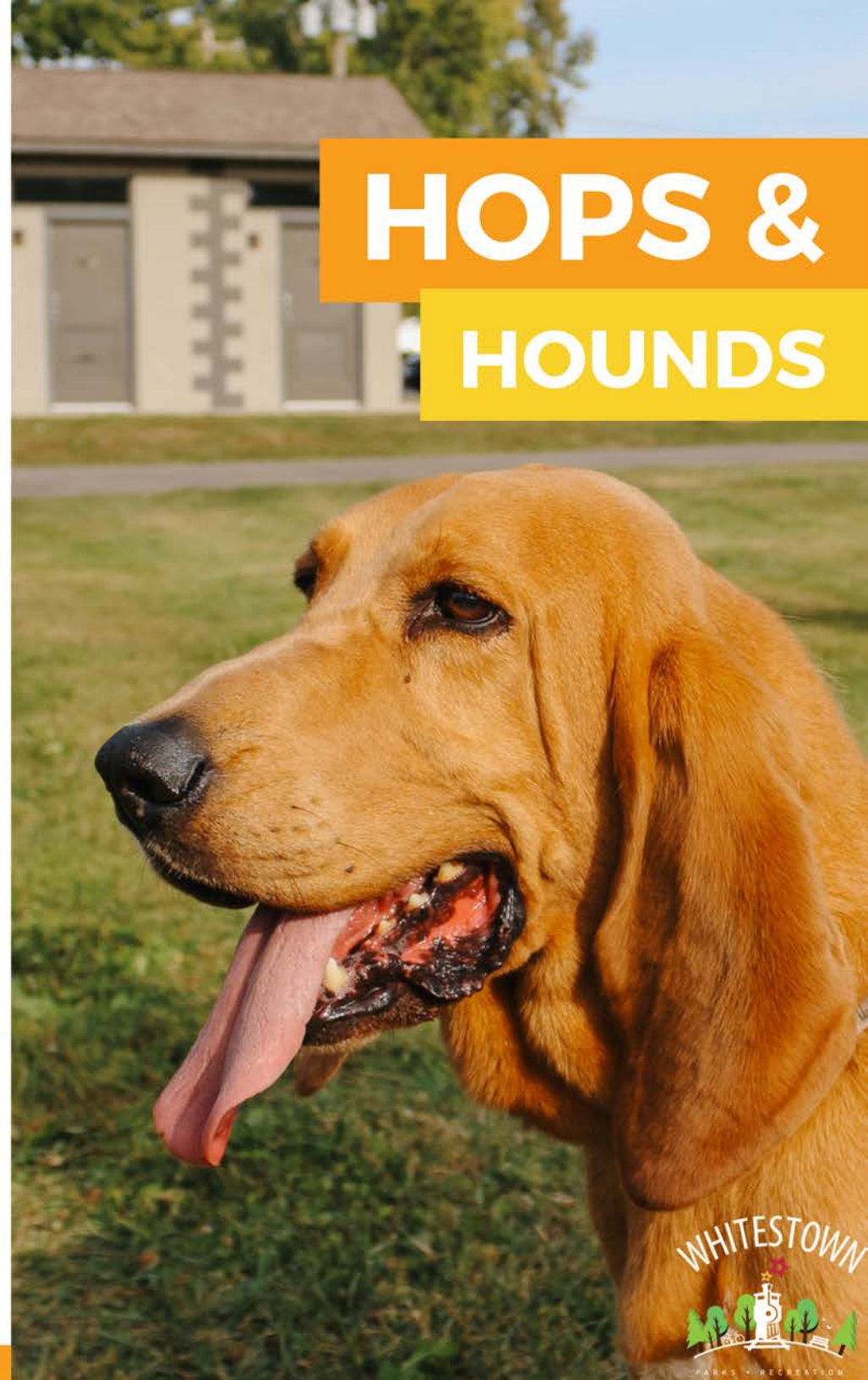
## Agility Area Sponsor (1 available) / \$250

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



## Community Sponsor / \$50

- On-site activation space (both dates)







Fridays, June 6 – July 25 | 6 – 9 p.m.  
Main Street Park  
Estimated attendance per concert: ~1000

### Rock on!

Join us this summer for our FREE Friday night concerts at Main Street Park! The Summer Concert Series has an incredible lineup of bands performing from a variety of genres. With each Friday bringing new performances, it promises something special for music lovers of all tastes.

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**Presenting Sponsors** will be the featured sponsor on our Summer Concert magnets that are passed out throughout the week by local businesses and at our events!

**Presenting and Gold Sponsors** will have the opportunity to have their logo on our concert series hand fan! These fans will be handed out at each concert throughout the summer.

\*Please note sponsorship levels with an asterisk are subject to a print deadline of March 1st.



# SUMMER CONCERT SERIES





Fridays, June 6 – July 25 | 6 – 9 p.m.

Main Street Park

Estimated attendance per concert: ~1000

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

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*
- Presenting logo on line-up magnets\*
- Presenting logo on series hand fans\*

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

- Logo on website
- Top side stage banner & on-site activation space
- Event acknowledgement
- (9) social media mentions
- Logo on series hand fans\*

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

- Logo on website
- Bottom side stage banner & on-site activation space
- Event acknowledgement
- (6) social media mentions

# SUMMER CONCERT SERIES







Fridays, June 6 – July 25 | 6 – 9 p.m.  
Main Street Park  
Estimated attendance per concert: ~1000

**Bronze Sponsor / \$1,500**

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

**Community Sponsor / \$200 per concert**

- On-site activation space

\*In honor of Independence Day, there will not be a concert on Friday, July 4, 2025.







Thursdays, June 12 – August 28 | 5 – 8 p.m.  
Main Street Park  
Estimated seasonal attendance: 1,000

### Fresh, Local, Fun!

Join us every Thursday for the Whitestown Farmers Market! Shop a variety of local products and food, while listening to live music, eating from a local food truck, and enjoying all of the park's amenities.

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**Presenting Sponsors** will have the opportunity to have their logo featured on the Farmers Market hand fan that is passed out throughout the market season!

\*Please note sponsorship levels with an asterisk are subject to a print deadline of March 1st.



# FARMERS MARKET

WHITESTOWN







Thursdays, June 12 – August 28 | 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 10 markets
- Mentions in all social media posts
- Logo on 2025 Parks Events Shirts\*
- Logo on Farmers Market hand fan\*

### Gold Sponsor / \$1,000

- Logo on website
- On-site sponsor banner & activation space at 7 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 / \$150 per market

- On-site activation space

\*\*In observation of Juneteenth & Independence Day, there will not be a market on June 19th and July 3rd.







# INDEPENDENCE DAY

Thursday, July 3 | 6 p.m.

Eagle Church

Estimated attendance: 3,000-5,000

## Queue the fireworks!

Come and join us for one of our biggest events of the year, our annual Independence Day celebration! Bring your family and friends to enjoy delicious carnival-style food, live music, and fantastic fireworks!

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**Area Sponsors** will have to opportunity to sponsor one of our crowd-gathering attractions featured at the event!

\*Please note that sponsorship levels with an asterisk are subject to a print deadline of March 1st.







# INDEPENDENCE DAY

Thursday, July 3 | 6 p.m.

Eagle Church

Estimated attendance: 3,000-5,000

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

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*

**SOLD OUT**

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

- Logo on website
- Top side stage banner & on-site activation space
- Event acknowledgement
- (7) social media mentions

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

- Logo on website
- Bottom side stage banner & on-site activation space
- Event acknowledgement
- (4) social media mentions







# INDEPENDENCE DAY

Thursday, July 3 | 6 p.m.

Eagle Church

Estimated attendance: 3,000-5,000

## Area Sponsor (2 available) / \$750

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

## Community Sponsor / \$500

- On-site activation space







Saturday, September 6 | 6 p.m.  
Whitestown, IN  
Estimated attendance: 250

### Lights, Camera, Action!

Join us for a fun-themed outdoor movie night under the stars! Bring your family and friends for an evening of food, pre-movie activities, and Hollywood glamour. Settle in as the sun sets for a movie screening, made complete with some free popcorn!

\*Please note that sponsorship levels with an asterisk are subject to a print deadline of March 1st.

# MOVIE NIGHT







Saturday, September 6 | 6 p.m.  
Whitestown, IN  
Estimated attendance: 250

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

- Presenting logo on website
- On-site sponsor banner & activation space
- Mentions in all social media posts
- Logo on popcorn bags
- Logo on 2025 Parks Events shirts\*

### Movie Sponsor (1 available) / \$750

- Logo on website
- On-site activation space
- (3) social media mentions
- Logo displayed on screen until movie starts

### Community Sponsor / \$100

- On-site activation space





# HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 25 | 4 - 8 p.m.

Anson Acres Park

Estimated attendance: 1,500-2,000

## BOO!

Come be a part of the fun at one of our biggest events of the year! Our Trick-or-Treat Trail is a fun, family-friendly, safe Halloween trick-or-treating event. All ages are invited to walk our spooky trail, trick-or-treat for candy from local businesses, take a trip on our hayride, and roast s'mores over a bonfire!

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S'mores Sponsors will be provided with s'mores supplies to hand out to patrons. This offers a reason for people to visit your booth and start up a discussion about who you are & what you are promoting!

Premium Community Sponsors will be able to set up their booth inside the Spooky Trail! Our trail being the main attraction of this event puts Premium Community Sponsors right in the action!

All levels are asked to provide candy to handout.

# HALLOWEEN TRICK-OR-TREAT TRAIL





# HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 25 | 4 - 8 p.m.  
Anson Acres Park  
Estimated attendance: 1,500-2,000

## Presenting Sponsor (7 available) / \$1,500

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

**SOLD OUT**

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

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

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

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

**SOLD OUT**

# HALLOWEEN TRICK-OR-TREAT TRAIL





# HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 25 | 4 - 8 p.m.  
Anson Acres Park  
Estimated attendance: 1,500-2,000

**Premium Community Sponsor (6 available) / \$150**

- On-site activation space in Spooky Trail

**Community Sponsor / \$100**

- On-site activation space

# HALLOWEEN TRICK-OR-TREAT TRAIL







2025 Saturdays, November 15 & December 13  
2026 Saturdays, January 10, February 7 &  
March 7 | 9 a.m. - 12 p.m.  
Whitestown Municipal Complex Gym  
Estimated seasonal attendance: 1,000

### The weather outside is frightful...

...but the market is so delightful! If you have been missing the Farmers Markets in the colder months, join us for our Winter Market held inside the Whitestown Municipal Complex! The market is held once a month & will feature a variety of local products and foods. Bring your families as well and enjoy some live music and a kids craft station!

\*Please note that levels of sponsorship with an asterisk are subject to a print deadline of March 1st.

# WINTER MARKET







**2025** Saturdays, November 15 & December 13  
**2026** Saturdays, January 10, February 7, &  
March 7 | 9 a.m. - 12 p.m.  
Whitestown Municipal Complex Gym  
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
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*

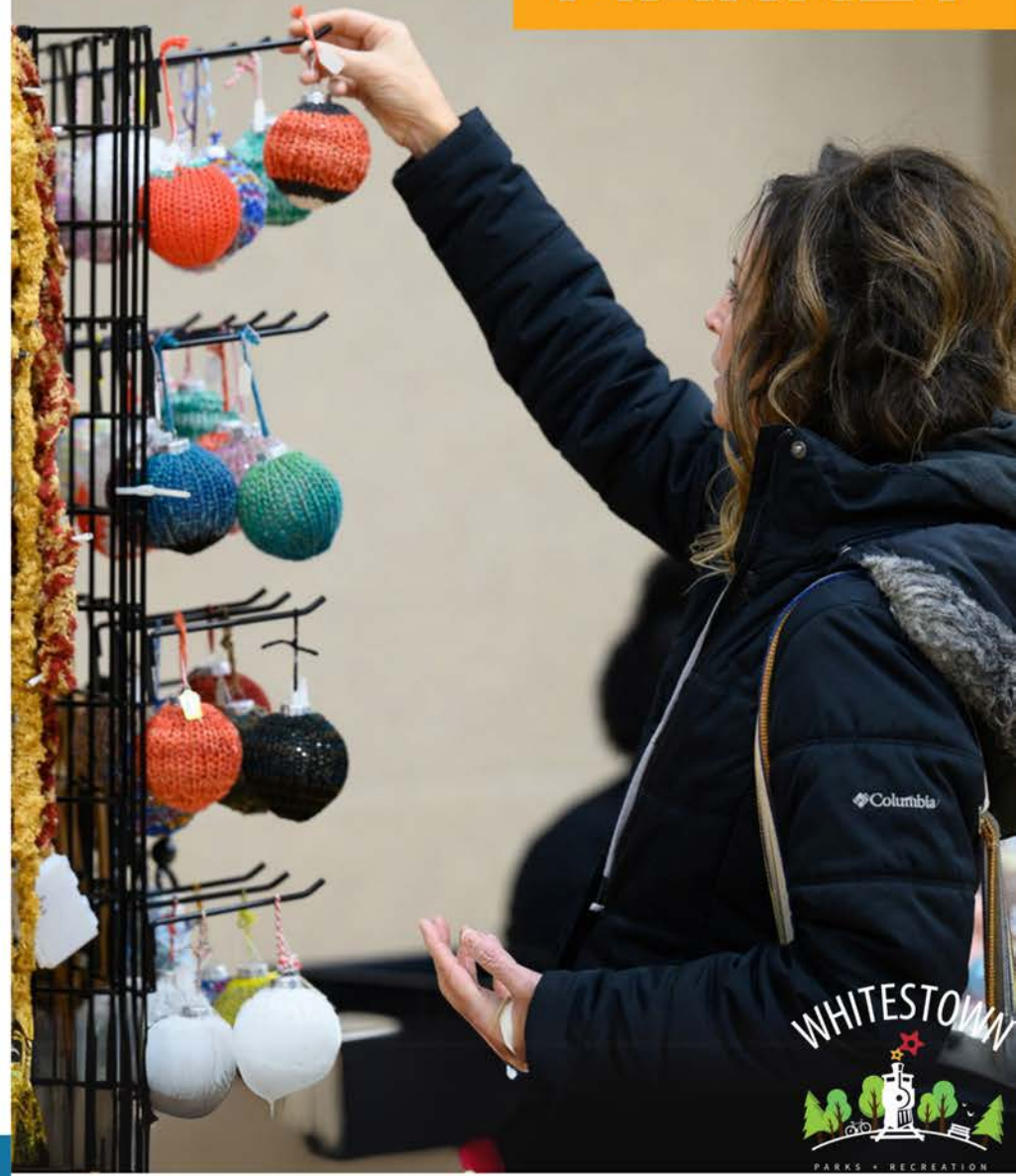
### Gold Sponsor / \$500

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

### Community Sponsor / \$250

- On-site activation space at all 5 markets

# WINTER MARKET







Saturday, November 29 | 5 - 7 p.m.  
Main Street Park  
Estimated attendance: 500

### Celebrate the season!

We are in the process of redesigning this event. If you would still like to be involved, please let us know and we will reach out as the details for Merry at Main are finalized!

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**Entertainment Sponsors** will have the opportunity to sponsor the entertainment for Merry at Main, showcasing their brand while supporting the festive atmosphere!

\*Please note that sponsorship levels with an asterisk are subject to a print deadline of March 1st.







Saturday, November 29 | 5 - 7 p.m.  
Main Street Park  
Estimated attendance: 500

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

- Presenting logo on website
- On-site sponsor banner & activation space
- Mentions in all social media posts
- Logo on 2025 Parks Events shirts\*

### Entertainment Sponsor / \$750

- Logo on website
- 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





# WHITESTOWN



PARKS + RECREATION



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



[events@whitestown.in.gov](mailto:events@whitestown.in.gov)



@WHITESTOWNPARKS



@WHITESTOWNPARKSANDREC