



Whitestown
Parks Foundation

2026

SPONSORSHIP GUIDE

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ABOUT US

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.



WHY SPONSOR?

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.



Increase brand awareness through on-site banners



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



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!

2025 EVENTS RECAP



40 Events



25,000+ people attended events



\$75,850 raised to support the Foundation



9,127 social media followers



**46 Community Partners
58% supporting multiple events**



6 completed community projects

INDEX

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!

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





BUNNY HOP

Hop to it!

Get ready for a morning of fun at our new & improved Bunny Hop! This beloved community event has been revamped to include hopping down the Bunny Trail to collect eggs, snapping a picture with the Easter Bunny, enjoying a drink from a local coffee truck, and collecting eggs from our sponsors.

All levels are asked to provide candy to handout.



Saturday, April 4 | 10 a.m. - 12 p.m.
Whitestown Municipal Complex
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

Gold Sponsor / \$1,000

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

Silver Sponsor / \$500

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

Community Sponsor / \$100

On-site activation space

Get involved: events@whitestown.in.gov



PLANTING FOR TOMORROW

Let it grow!

Whitestown Parks and Recreation invites the community to celebrate Earth Day by helping us plant trees around the community!

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!



Wednesday, April 15 | 9 a.m.

Presenting Sponsor (1 available) /

\$1,000
SOLD OUT

Permanent display piece thanking your business for providing trees

Presenting logo on website

Mentions on all social media posts



WHITESTOWN VIKING FEST

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!



WHITESTOWN VIKING — FEST —

Friday, April 24 – Sunday, April 26
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
Event acknowledgment
Free tickets (20)
Mentions in all social media posts

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



WHITESTOWN VIKING FEST

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!



WHITESTOWN VIKING FEST

Friday, April 24 – Sunday, April 26
Anson Acres Park
Estimated attendance: 5,000-8,000

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

Area Sponsor (1 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



SUMMER CONCERT SERIES

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.



Fridays, May 29 – July 31 | 6 – 9 p.m.
Main Street Park
Estimated attendance per concert: ~1,000

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

- Presenting logo on website
- Main stage sponsor name & on-site activation space
- Event acknowledgment
- Mentions in all social media posts
- Presenting logo on line-up magnets
- Presenting logo on series hand fans



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

- Logo on website
- Top side stage name & on-site activation space
- Event acknowledgment
- (9) social media mentions
- Logo on series hand fans



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

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





SUMMER CONCERT SERIES

Rock on!

Sponsoring a concert series is a powerful way to connect with the community while showcasing your brand to a wide, diverse audience! Concerts draw large crowds and create memorable experiences, giving your business valuable visibility through event signage, promotions, and social media.



Fridays, May 29 – July 31 | 6 – 9 p.m.
Main Street Park
Estimated attendance per concert: ~1,000

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 observance of Juneteenth & Independence Day, there will not be concerts on Friday, June 19 or July 3, 2026.*



FARMERS MARKET

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.



Thursdays, June 4 – August 27 | 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 12 markets
- Mentions in all social media posts
- Logo on Farmers Market hand fan

Gold Sponsor (2 available) / \$1,000

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



Silver Sponsor (2 available) / \$500

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



Get involved: events@whitestown.in.gov

NEW



Saturday, August 22 | 12 - 4 p.m.
Anson Acres Park
Estimated attendance: 500-1,000

BOARDS & BREWS

EVENT

CHEERS!

Our new community event is packed with flavor, fun, and friendly competition! Taste your way through our homebrewing competition, grab a partner and show off your tossing skills in our cornhole tournament, or cheer on the teams while enjoying live music and bites from local food vendors.

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

- Presenting logo on website
- Main stage sponsor banner & on-site activation space
- Mentions in all social media posts
- Logo on corn hole board
- Complimentary entry for 1 team of 2
- Free tickets (15)

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

- Logo on website
- Top side stage banner & on-site activation space
- (5) social media mentions
- Complimentary entry for 1 team of 2
- Free tickets (10)

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

- Logo on website
- Bottom side stage banner & on-site activation space
- (4) social media mentions
- Complimentary entry for 1 team of 2
- Free tickets (5)

Get involved: events@whitestown.in.gov

NEW



Saturday, August 22 | 12 - 4 p.m.
Anson Acres Park
Estimated attendance: 500-1,000

Board Sponsor (5 available) / \$500

Logo on website
On-site activation space
Logo on corn hole board
Complimentary entry for 1 team of 2

Designated Driver Sponsor (1 available) / \$50

Logo on website
Provides soft drinks to be given to patrons for free

BOARDS & BREWS

EVENT

Presenting and Board Sponsors will have the opportunity to display their logo on the boards used in the cornhole tournament!

The Designated Driver Sponsor will pay \$50 to secure their spot. The remaining payment will be made by purchasing the soft drinks for the event.



MOVIE NIGHT

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!



Saturday, September 5 | 6 p.m.
Whitestown, IN
Estimated attendance: 250

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



Presenting logo on website
On-site sponsorship booth & activation space
Mentions in all social media posts
Logo on popcorn bags

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



HOPS & HOUNDS

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.



Thursdays, September 17 | 6 – 8 p.m.
Gateway Park
Estimated attendance: 100-200

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

SOLD OUT

Presenting logo on website
On-site sponsor banner & activation space
Mentions in all social media posts

Gold Sponsor / \$500

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

Community Sponsor / \$50

On-site activation space



BATTLE OF THE BADGES

Let the battle begin!

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



Saturday, October 3 | 8 a.m.
Whitestown, IN
Estimated attendance: 250-500

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

- Presenting logo on website & 5K shirt
- On-site sponsor banner & activation space
- Event acknowledgement
- 6 complimentary 5K registrations
- Mentions in all social media posts



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

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

Gold Sponsor / \$1,000

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



BATTLE OF THE BADGES

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



Saturday, October 3 | 8 a.m.
Whitestown, IN
Estimated attendance: 250-500

Bib Sponsor (1 available) / \$500

Logo on running bibs



Snack Sponsor (1 available) / \$200

Logo displayed at snack table

Route Sponsor (1 available) / \$200

Logo displayed along 5K route

Water Station Sponsor (1 available) / \$200

Logo displayed at water station



HALLOWEEN TRICK-OR-TREAT TRAIL

BOO!

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!

All levels are asked to provide candy to handout.

HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 24

Sensory Hour: 3 - 4 p.m. | 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 Presenting Sponsor banner
Premium on-site activation space
Mentions in all social media posts
10 free hayride tickets

Spooky Trail Sponsor (1 available) / \$1,000

Logo on website
Sponsor signage displayed on the trail
On-site activation space
4 complimentary hayride tickets
(4) social media mentions

Hayride Sponsor (1 available) / \$500

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



HALLOWEEN TRICK OR TREAT TRAIL

Saturday, October 24

Sensory Hour: 3 - 4 p.m. | 4 - 8 p.m.

Anson Acres Park

Estimated attendance: 1,500-2,000

HALLOWEEN

TRICK-OR-TREAT TRAIL

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.

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

Logo on website

Area sponsor signage & on-site activation space

S'mores kits to hand out at event

(3) social media mentions

Fall Activities Sponsor (available) / \$500

SOLD OUT

Logo on website

Area sponsor signage & on-site activation space

(3) social media mentions

Premium Community Sponsor
(7 available) / \$150

On-site activation space in Spooky Trail

Community Sponsor / \$100

On-site activation space



WINTER MARKET

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!



2026 Saturdays, November 14 & December 12
2027 Saturdays, January 9, February 6 & March 6
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

Gold Sponsor (3 available) / \$500

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

Greeting Sponsor (1 available) / \$250

On-site activation space at an entrance for all 5 markets

SOLD OUT

Get involved: events@whitestown.in.gov

WHITESTOWN



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



whitestown.in.gov/parks



events@whitestown.in.gov



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