



# Sponsorship Packet

Office: 700 Lehman Road Kyle, Texas

Phone: 512.262.3939

Email: parks@cityofkyle.com

Scan to visit our website



@KyleParksAndRecreation



@kylepard

# SPONSORSHIP BENEFITS



The City of Kyle Parks and Recreation Department hosts over 25 special events and programs each year. These events would not be possible without the support and generosity of our community businesses and individuals who provide the partnerships and sponsorships.

Your sponsorships and donations assist the Kyle Parks and Recreation Department (P.A.R.D) with improving the quality of life in Kyle and meeting our mission of providing quality parks, programs, special events, while continuously seeking innovation through the courage to adapt to the changing needs of our growing community

## "IMPROVING YOUR QUALITY OF LIFE"

### **Kyle Core Values:**

**K**-Knowledge

**Y**- Yes Attitude

**L**-Leading Edge

**E**-Employee Accountability

These core values are the foundation for why partnering with the Kyle Parks and Recreation Department can benefit you and your business. Our variety of sponsorship levels provide you not only the opportunity to market your business but to also the opportunity to leave a long-lasting positive impact on the community.



# SPONSORSHIP OPPORTUNITIES

*Below is a list of Kyle Parks and Recreation Department programs and special events seeking sponsorships. Please contact The Kyle Parks and Recreation Department staff regarding specifics of each event at 512.262.3939 or [parks@cityofkyle.com](mailto:parks@cityofkyle.com).*

**Polar Bear Splash:** A New Years Day tradition where participants take a plunge into the "arctic" water of James Adkins Pool to refresh and start the New Year!

**Valentines Dance for People with Disabilities:** The valentines dance is for individuals with disabilities of ALL ages. The dance will be filled with fun, goodies, music and dancing! The event is free to attend.

**Easter Egg-Stravanganza-** Over 80,000 eggs will be handed out at Gregg Clarke Park! The event is FREE to the public. The event is filled with games, vendors, music, inflatables, face painting and more! The event welcomes over 3,000 people.

**Adult Fishing Tournament:** Fishing tournament held in Kyle that test the strategic abilities of individuals to catch qualifying species of fish. 100% of the proceeds will proceed to hosting the Kids Fishing Clinic.

**Kids Fishing Clinic:** Free event for children to learn the basics of fishing. Children receive a free tackle box and the environment to learn from licensed professionals.

**Movies at the Park-** Free movies for all ages hosted on Fridays as we show a variety of family friendly movies.

**Kyle Market Days:** Opportunity for local organizations/businesses to host a vendor space as residents shop for market items, arts & crafts, live music and more!

**Squeeze Box Event-**An annual music fest featuring the accordion is hosted along side Kyle Market Days. The day is filled with live music, vendors, food and more! Free to the public

**Dive-In Movie-** Free movies for all ages hosted on a Friday at the James Adkins Pool.

**4th of July Firework Event-** Annual City of Kyle fireworks are launched. Free to attend.

**Center Street Trick-or-Treat-** Local businesses and organizations set up booths as trail markers at Mary Kyle Hartson Park to provide a fun and safe opportunity for trick-or-treating . Free to attend

**Veterans Parade-** The City of Kyle hosts a parade and commemoration event to honor veterans. The day will include live music, market vendors, family friendly activities and more!

**Founder's Day Parade-** Annual parade celebrating the founding of Kyle which took place in October 1880.

**Santa's Arrival Event-** Hosted on December 1, the City of Kyle welcomes Santa to town with the lighting of the tree and lights at Marky Kyle Hartson Park.

**Holiday Lights-** The annual lighting of the holiday lights occurs on December 1 through the month of December. The lights are hosted at the Mary Kyle Hartson Park where hundreds of visits attend nightly during the month of December.

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**Earth Day Event:** The Kyle Parks and Recreation Department hosts a FREE PLANT GIVEAWAY at Mary Kyle Hartson Park.

**Keep Kyle Beautiful Event:** As the Kyle Parks and Recreation strives to Keep Kyle Beautiful, we host a series of event ( bulk clean-ups, trail clean-ups, park clean-ups, and more).

**Family Skate Nights:** Gregg Clarke Park: Ash Pavilion, The Kyle Parks and Recreation host an opportunity to skate around with the family to awesome music. We will have food, drinks, and vendor opportunities.

**Outdoor Programs:** The Kyle Parks and Recreation hosts a series of outdoor programs.

**Doggie Dip-** The event where furry friends are welcome to the James Adkins Pool to cool their paws.

**Kyle Spring Break Camp:** A week long camp for campers to join and meet new friends as we engage in fun indoor and outdoor activities. The sponsorship money is utilized to sponsor a camper(s) cost to attend Kyle Spring Break Camp.

**Kyle Summer Camp:** An 8 week camp for campers to join and meet new friends as we engage in fun indoor and outdoor activities, pool trips and exciting field trips. The sponsorship money is utilized to sponsor a campers attendance to Kyle Summer Camp.

**Adult Sports Leagues-** The Kyle Parks and Recreation Department offers various sponsorships through our athletic programs including tournament sponsorships, league sponsorships, and team sponsorships.

**Youth Sport Leagues-** The Kyle Parks and Recreation Department offers various sponsorships through our athletic programs including tournament sponsorships, league sponsorships, and team sponsorships.

**Kyle Swim Team Kyle Kudas:** Sponsor the Kyle Kudas Swim Team! The swim team participants are 5 - 18 years of age. The sponsorship assists with team uniforms, supplies, and swim meet costs.

**In-Kind Donations:** Are also accepted for all events and programs. Please speak with staff regarding in-kind donation possibilities.

**Banner Advertising:** If you would like to advertise ONLY. We have the opportunity to promote your business with a banner at a City of Kyle Park, please speak with a Kyle Parks and Recreation Employee for rates.

# SPONSORSHIP LEVELS

	SUPPORTING SPONSOR \$100 - \$199	EVENT SPONSOR \$200 - \$499	PRESENTING SPONSOR \$500 - \$ 1,499	TITLE SPONSOR \$1,500 and up
Verbal acknowledgement at the event	★	★	★	★
City provided banner with company/organization LOGO displayed at the event		★	★	★
Opportunity to address the crowd during the event				★
Acknowledgement on Kyle Parks and Recreation Department website (logo, website link)		★	★	★
Acknowledgement on Kyle Parks and Recreation Department social media (Pre/Post event)				★
10X10 Vendor Booth Space at the event	★	★	★	★
Company logo used on all printed promotional material (must meet the deadline)			★	★
Business banner displayed at 2 Kyle Parks and Recreation locations for up to 6 months				★
2 FREE REGISTRATIONS FOR THE EVENT (if applicable)			★	★
1 FREE event T-Shirt (if applicable)	★	★	★	★
2 Designated parking spaces at the event				★



# SPONSORSHIP FORM

*We do not offer sponsorship refunds for events cancellation as a result of inclement weather. The sponsor may request for their sponsorship to be applied to an upcoming Parks and Recreation event.*

Send your business/organization logo in high quality resolution to parks@cityofkyle.com

**Business Name:** \_\_\_\_\_

**Main Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Main Number:** \_\_\_\_\_

**Alternative Number:** \_\_\_\_\_

**Social Media Facebook:** \_\_\_\_\_

**Social Media Instagram:** \_\_\_\_\_

**Event Name:** \_\_\_\_\_

**Sponsorship Amount:** \_\_\_\_\_

**Sponsorship Level (circle which applies):** Supporting      Event      Presenting      Title

**In- Kind Donation (please list items):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The sponsorship is active for 1 calendar year. All sponsorships are tax deductible.  
Sponsorship must be received by the event or program deadlines. Please speak with a Kyle Parks and Recreation staff member for specific deadlines.

Checks payable to:  
City of Kyle Parks and Recreation  
700 Lehman Road  
Kyle, Texas 78640





# ADOPT-A-PARK/TRAIL

Community partners are invited to adopt one of our beautiful parks and help keep the park looking great! Partner groups/organizations can adopt a park for one year. Your group would schedule at least 1 once a month to provide clean-ups / reports to the staff member of the Kyle Parks and Recreation Department. The Kyle P.A.R.D provides all necessary tools and supplies. Activities could include but are not limited to raking mulch around the play structures, pulling weeds and litter clean up



SCAN FOR MORE DETAILS

