

# SPONSORSHIP OPPORTUNITIES



## IMPROVING YOUR QUALITY OF LIFE



**PARD Office:**  
700 Lehman Rd  
Kyle, TX 78640

Phone: (512) 262-3939  
Email: parks@cityofkyle.com

@KyleParksAndRecreation



@kylepard





## OVERVIEW OF SPONSOR BENEFITS

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

Your sponsorships and donations assist Kyle PARD in improving the quality of life in Kyle and meeting our mission of providing quality parks, programming and special events, while continuously seeking innovation through courage to adapt to the changing needs of our growing community.

Kyle's Core Values of: Knowledge, Yes-Attitude, Leading Edge and Employee Accountability are the foundation for why partnering with Kyle Parks and Recreation can benefit you and your business. Our sponsorship levels provide you not only the opportunity to market your business but to also have a positive impact on the community.

<b>4 SPONSORSHIP LEVELS</b>	<b>TITLE SPONSOR \$2,000</b>	<b>PRESENTING SPONSOR \$1,000</b>	<b>EVENT SPONSOR \$500-\$300</b>	<b>SUPPORTING SPONSOR \$100 or less</b>
Verbal acknowledgement at the event	X	X	X	X
City provided banner with company/ organization logo displayed at the event entrance	X			
Opportunity to address the crowd at the event	X			
Recognition as the official sponsor for the event	X			
Acknowledgement on the Kyle Parks and Recreation Department Website	X	X	X	X
Acknowledgement on the Kyle Parks and Recreation Department Facebook Page	X	X	X	
10 X 10 Vendor Booth Space at the event	X	X		
2 Reserved Parking spaces at the Event	X			
Company/logo used on all promotional print material	X	X	X	X
Business banner displayed at two Kyle PARD locations for 6 months	X	X		

# SPONSORSHIP OPPORTUNITIES

Below is a listing of Kyle Parks and Recreation Department events and programs that are seeking sponsorships. Please reach out to Kyle PARD staff at 512-262-3939 or parks@cityofkyle.com regarding specifics of each event .

## **Hooked on Fishing Tournament**– March 21, 2020

Adult fishing tournament. 100% of proceeds to the Kid's Fishing Clinic and Lake Kyle Development.

## **Easter Egg Hunt**: April 4, 2020

Over 80,000 eggs will be dropped from a hot air balloon at Gregg Clarke Park! The City of Kyle in partnership with Eikon Church will host the 7th Annual Easter Egg Drop Eggstravaganza. The event is free and open to the public. The event welcomes approximately 9,000 people.

## **Market Days**: April 11, May 9, July 11, August 8 & September 12, 2020

Local vendors, arts & crafts, farm to market items, live music and more beginning at 9am. Free to attend.

## **Movies on the Square**: May 15, May 29, June 19, July 17, July 24 (at the pool) & August 14, 2020

Free movies on Fridays during the summer at Mary Hartson City Square Park and one free movie at the pool during July is Parks and Recreation Month.

## **4th of July Fireworks**: July 4, 2020

Annual City of Kyle fireworks are launched from Plum Creek Golf Course. Free to attend.

## **Kyle Founders Parade**– October 10, 2020

Annual parade celebrating the founding of Kyle which took place sometime around the 15th of October in 1880. Free to attend.

## **Center Street Trick or Treat**– October 24, 2020

Local businesses and organizations set up booths at Mary Kyle Hartson City Square Park to provide a fun and safe opportunity for trick or treating. Free to attend.

## **Santa on the Square Event**– December 2, 2020

Always on the Wednesday after Thanksgiving, the City of Kyle welcomes Santa to town with the lighting of the Christmas Tree and lights at Mary Kyle Hartson City Square Park. Free to attend.

## **Mary Kyle Hartson City Square Park Holiday Lights**– 1st Wednesday in December-January 3, 2021.

The Mary Kyle Harson City Square Park Holiday Lights were brand new to the City in 2019. Thousands of people visit the lights. The lights are lit the first Wednesday during Santa's Arrival Event and come on nightly in December through January 3rd.

## **Polar Bear Splash**– January 1, 2021

This New Years Day Kyle tradition when participants take a plunge into the cold waters of the Kyle Pool to refresh and start the New Year.

# SPONSORSHIP OPPORTUNITIES

## Summer Camp:

All sponsorship money is utilized to send a child to camp during the summer and to assist with fieldtrip costs.

## Athletics Sponsorships:

The Kyle Parks and Recreation Department offers various sponsorships through our athletics programming including tournament sponsorships, league sponsorship, and team sponsorships.

## Kyle Pool/Kyle Kudas Swim Team:

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

**Banner Advertising:** If you would like to advertise *only*, and not sponsor an event or program, fees are below.

Banners are placed at Gregg-Clarke Park. Please speak with staff regarding advertising agreement.

Fields 1-4 (Sportsplex) Annual rate of \$5 per square foot with a minimum of \$100

Field #5 (Next to Post Office) Annual rate of \$10 per square foot with a minimum of \$200

Scoreboard at Field 5 Annual rate of \$480 (sign must be 4' tall and 8' wide)

**In-Kind Donations :** In-Kind Donations are also accepted for all events and programs. Please speak with staff regarding In-Kind Donation possibilities.

## THANK YOU TO OUR 2019 SPONSORS!

### **Polar Bear Splash**

Progressives Aquatics

### **Santa On The Square**

Texas First Rentals

### **Fishing Tournaments**

Money & More Pawn– Kyle  
Casa Garcias  
Kyle Liberty Tax  
Walmart  
Eagle Claw Fishing

### **Center St. Trick or Treat**

Allied Services of Kyle  
HEB  
Chick-fil-A  
Texas Custom Signs  
To the Moon and Back with Nana  
Fine Line Tatoos

### **Kyle Market Days**

HEB

### **Easter Egg-stavangza**

Eikon Church

# SPONSORSHIP FORM

- These sponsorship is active for only (1) calendar year.
- Sponsorships must be received by event or program deadlines. Please speak with Kyle Parks and Recreation Department Staff regarding specific event and program deadlines.
- All sponsorships are tax deductible.
- Please send your business/organization logo in high quality resolution to parks@cityofkyle.com.

**Thank you for decision to become a sponsor for Kyle Parks and Recreation Department!**

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

Contact Person: \_\_\_\_\_

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

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

Phone Number: \_\_\_\_\_

Event: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

In-Kind Donation (please list items that will be donated):  
\_\_\_\_\_  
\_\_\_\_\_

Make checks payable to: City of Kyle Parks and Recreation  
700 Lehman Rd  
Kyle, TX 78640

\*\*\* We do not offer sponsorship refunds for event cancellations as a result of inclement weather. The sponsor may request for their sponsorship to be applied to the next event or the same event the next time it is offered.

## ADDITIONAL OPPORTUNITY TO IMPACT THE COMMUNITY

### ADOPT-A-PARK:

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 will come out once a month and provide clean ups/reports on a monthly basis. Kyle PARD provides all the necessary tools and supplies. Activities include raking mulch around play structures, pulling weeds and cleaning up litter.

