

CITY OF GREENSBORO  
**Parks & Recreation**  
2018-2019 Sponsorship Guide

**BETTER LIVES,**



**BETTER COMMUNITY.**



**COME JOIN US.**



**GREENSBORO  
PARKS & RECREATION**

1001 FOURTH ST. • GREENSBORO, NC • 336-373-2559  
SPONSORSHIP@GREENSBORO-NC.GOV • WWW.GSOPARKSANDREC.ORG



# A NOTE FROM THE DIRECTOR

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*Dear valued partner,*

*At Greensboro Parks and Recreation, we take pride in providing exceptional recreational opportunities for people of all ages. We have amazing parks, engaging education programs, gorgeous botanical gardens, economy-stimulating sports tournaments, and so much more.*

*We could not do it without you – the individuals, nonprofits, and businesses who donate their services, money, and time to enhance what we can offer greater Greensboro. With your help, we are able to offer free or affordable programs and special events for the whole community.*

*Thank you for considering a charitable contribution to Greensboro Parks and Recreation, as we celebrate 85 years. Together, we can make better lives and a better community!*

*Nasha McCray  
Director  
City of Greensboro  
Parks and Recreation Department*



# SPECIAL EVENTS

*Parks and Recreation hosts events throughout the year. Most events are free and provide a chance for children, teens, seniors, or families to engage in a fun, safe environment while enjoying our parks and recreation facilities. These events draw a diverse group of residents from both the City of Greensboro and neighboring communities.*



## Regional Events

### **Aggie Fan Fest**

One of the largest City-sponsored special events, this is a three-day celebration of NC A&T State University's homecoming with vendors, food, family fun, and music.

**Estimated attendance:** 50,000

**Participation deadline:** September 1

### **Ghoulash!**

Greensboro Youth Council's annual spook-free Halloween event, with games, crafts, face painting, inflatables, and plenty of candy at Center City Park and LeBauer Park. Organized in conjunction with Greensboro Downtown Parks Inc.

**Estimated attendance:** 4,500

**Participation deadline:** September 15

### **Music for a Sunday Evening in the Park (MUSEP)**

This free summer concert series showcases City parks and gardens and features local musicians from a wide range of genres that appeal to a diverse audience.

**Estimated attendance:** 18,000 per season

**Participation deadline:** April 1

## Regional Events Recognition Levels

	Event Sponsor - \$10K-\$30K	Stage Sponsor - \$2.5K-\$5K	Area Sponsor - \$1.5K-\$2.5K	Support Sponsor - \$500-1K
Name on promotional materials	●	●	●	●
Stage mentions during event	●	●	●	
Social Media and website mentions	●	●	●	
Tent or table at event	●	●		
Naming Rights for the Event	●			

*Additional donation levels and incentives are available. Incentives vary by event. In-kind donations are appreciated.*

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# SPECIAL EVENTS

## Greensboro Beautiful Events

*Greensboro Beautiful works in partnership with Parks and Recreation to showcase our botanical gardens.*

### Art in the Arboretum

A juried art and fine craft exhibit featuring 50 plus regional artists. This event offers live entertainment, garden activities, and food courts.

**Estimated attendance:** 5,000

**Participation deadline:** August 1

### Groovin' in the Garden

Live musical performances on two stages at Gateway Gardens. This event also has plenty of dancing, children's activities, and food courts.

**Estimated attendance:** 2,000

**Participation deadline:** February 1

### Parisian Promenade

Experience an afternoon in Paris at the Bicentennial Garden – with artists, a poodle parade, fresh flowers, entertainment, and food.

**Estimated attendance:** 3,500

**Participation deadline:** April 1



## Greensboro Beautiful Event Recognition Levels

	Event Sponsor - \$10K-\$15K	Stage Sponsor - \$2.5K-\$5K	Children's Area - \$1.5K	Family Activities - \$500-1K	Garden Quest - \$500
Newsletter mention	●	●	●	●	●
Name on event signage	●	●	●	●	●
Name on event map	●	●	●	●	●
Stage mentions during event	●	●			
Name included in marketing materials and social media	●	●			
Tent at event	●				

*Additional donation levels and incentives are available. In-kind donations are appreciated.*

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# SPECIAL EVENTS

## Citywide Events

*Bringing together diverse people from across the community for fun and fellowship.*

### Candlefest

A winter stroll through the Greensboro Arboretum with caroling, hot cider, and roasted marshmallows.

**Estimated attendance:** 1,500

**Participation deadline:** November 1

### Candyland

One of the city's largest egg hunts with activities for children of all ages and abilities at Glenwood Recreation Center.

**Estimated attendance:** 1,200

**Participation deadline:** February 15

### Fall Festival

Celebrate autumn with pumpkin picking, candy, crafts, and other family-friendly fun at Peeler Recreation Center.

**Estimated attendance:** 500

**Participation deadline:** September 15



## Citywide and Community Events Recognition Levels

	Platinum - \$500	Gold - \$250	Silver - \$125	Bronze - \$75	Support - \$50
Website mention	●	●	●	●	●
Event signage mention	●	●	●	●	
Social media thank you	●	●	●	●	
Individual yard sign at event	●	●	●		
Logo included in marketing materials	●	●			
Table at event	●	●			
Banner at event	●				

*Specific incentives may vary by event. In-kind donations, such as items that can be used as prizes, are always welcome.*

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# SPECIAL EVENTS



## **Larry Barham and Ace Kirkman Memorial Golf Tournament**

Gillespie Golf Course fundraiser to benefit Parks and Recreation Adaptive and Inclusive Recreation, providing recreation opportunities for individuals with disabilities.

**Estimated attendance:** 75

**Participation deadline:** May 1

## **Mother and Son Date Night**

In honor of Mother's Day, Warnersville Recreation Center hosts a special dance and dinner.

**Estimated attendance:** 250

**Participation deadline:** April 1

## **Citywide Events**

See previous page for Citywide and Community Events Recognition Levels.

## **Greater Greensboro Senior Games and Silver Arts Showcase**

Guilford County residents aged 50 or better compete in dozens of Olympic-style athletic and creative events, providing healthy and engaging fun. More than 250 seniors participate annually.

**Estimated attendance:** 500

**Participation deadline:** January 15

## **Parks & Rec Fest**

Celebrating Parks and Recreation month with a free family-friendly event, featuring live music and games led by the department staff.

**Estimated attendance:** 2,000

**Participation deadline:** June 1

## **Halloween Hoopla**

This scare-free Halloween event features face painting, a costume contest, and plenty of free games at

Brown Recreation Center.

**Estimated attendance:** 800

**Participation deadline:** September 15

## **Community Events**

Something fun, right there in your neighborhood. See previous page for Citywide and Community Events Recognition Levels.

## **Bridge Building Competition**

A free, all ages Popsicle stick architecture competition.

**Estimated attendance:** 125

**Participation deadline:** January 1

## **Monster Mash**

A community Halloween festival with candy, games, story-telling, and dancing at Glenwood Recreation Center.

**Estimated attendance:** 250

**Participation deadline:** September 15

## **Wrestle Fest**

Pro wrestlers put on a holiday-themed event at Warnersville Recreation Center.

**Estimated attendance:** 175

**Participation deadline:** November 1



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# PROGRAMS

*Greensboro provides a wide range of recreation programs to meet the needs of our diverse community. Our programs are designed to reach residents of all ages and socioeconomic backgrounds. They emphasize health and wellness, encourage conservation and appreciation for natural areas, and provide social opportunities.*



## Adaptive and Inclusive Recreation

The Adaptive and Inclusive Recreation Unit provides programs and special services for individuals with disabilities. Our goal is to provide quality social and athletic programs that enable people of all abilities to enjoy recreation. Most programs are offered at no cost. Sponsorships help pay for adaptive equipment and other program supplies and transportation for participants.

### Signature Programs

- **Camp Joy** – Day camp for children and adults with physical and developmental disabilities and their family members.
- **Adaptive Golf & PGA HOPE** – Teaching golf skills to veterans or individuals with physical disabilities.
- **Indoor Field Day** – Indoor “kayaking,” archery, and adaptive golf for children at the Haynes-Inman and Gateway education centers.

- **Challenger League Football and Cheerleading** – In partnership with the Carolina Panthers and community groups, a league for children and young adults.

## City Arts



The Music Center and the Drama Center offer quality creative educational opportunities for adults and children and affordable access to the arts for the whole community. Sponsorships help pay for the rights to scripts and music, program supplies, and provide scholarships for families in financial need.

### Signature Programs

- **Community Ensembles** – Fifteen musical ensembles provide adults (*Continued on next page*)

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# PROGRAMS

and children an outlet for musical expression and free concerts for the community.

- **Drama Productions** – Featuring inclusive theater opportunities for adults and youth.
- **Theater and Music Education** – Classes for individuals of all ages and abilities.

## Environmental Education



Our Environmental Education Unit provides outdoor and wildlife experiences for pre-school aged children through adults. Affordable or free programs encourage conservation and allow city dwellers to enjoy the nature all

around us. Sponsorships provide program supplies and assist with animal care.

### Signature Programs

- **ECO Bus** – Traveling animal exhibit encourages proper care for wildlife.
- **Guided Paddling Tours and Hikes** – Offered at City lakes and trails.
- **Pre-school and Elementary School Field Trips** – Explore nature at our lakes and botanical gardens.

## Sports Leagues

The Athletics Section provides opportunities for children and adults to engage in a healthy lifestyle, create friendships, and practice leadership, good sportsmanship, and teamwork in a positive, safe

environment. Leagues draw a diverse group of participants. Sponsorships help us provide a quality experience for participants by providing new equipment, uniforms, awards for players, and scholarships for families in financial need.

### Youth Sports



For ages 5-12, our youth sports leagues are an affordable option for families. All leagues are open to boys and girls. Programs are held at recreation centers or parks, encouraging safe spaces to play in neighborhoods across the city.

### League Annual Participation

- Football – 400
- Cheerleading – 65
- Basketball – 750
- Baseball – 675

### Adult Sports

Parks and Recreation provides space for adults to stay active while engaging in a positive experience with friends, new and old. The leagues draw a wide range of experience and athletic abilities.

### League Annual Participation

- Softball – 1,500
- Basketball – 300
- Kickball – 2,000

## Program Sponsorship Recognition Levels

	Platinum - \$250	Gold - \$150	Silver - \$75	Bronze - \$50	Support - \$25
Website mention	●	●	●	●	●
Program signage mention	●	●	●	●	
Social media thank you	●	●	●		
Logo included in marketing materials	●	●	●		
Logo on program T-shirts	●	●			
Banner during program	●	●			

*Specific incentives vary by program. In-kind donations, such as items that can be used as prizes, are always welcome.*

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## Programs for Kids



Our Community Recreation Centers provide a friendly and welcoming space for children to try new things and learn more about themselves. Our affordable and dependable programs provide critical childcare for families throughout our diverse community. Sponsorships help us take kids on special field trips, pay for T-shirts or other program equipment, and fund fee assistance to ensure every family can afford reliable, quality childcare.

### Signature Programs:

- **Summer Day Camp** – Structured play with free lunch and breakfast.
- **After School Program** – Homework help and a bit of fun between school and family time.

## Programs for Teens



Our Youth Services Section provides safe places for young adults to grow as individuals, seek fellowship with other teens, and have fun. Program sponsorships help enhance what we do by providing food, entertainment, or

other incentives for teenagers who participate in our programs.

### Signature Programs

- **Greensboro Youth Council** – High school

volunteers plan and put on a series of special events, including a prom attire giveaway and holiday gifts for children. Volunteers also attend workshops focused on professional development.

- **Youth Leadership Greensboro** – Outstanding high schoolers spend a year learning more about their community to become better leaders and advocates.
- **Summer Night Lights** – More than 100 free programs and events to provide positive activities for teens 13 to 18 during the summer. Organized in partnership with the public libraries.

## Programs for Seniors



Our Seniors Division hosts a wide range of educational, social, and wellness opportunities for adults 55 and older. Our goal is to help residents get the most out of a long, healthy life. Many programs are free. Program sponsorships help provide supplies and equipment, transportation costs, and pay for specialty instructors or guest speakers.

### Signature Programs:

- **Adding Health to Our Years (AHOY)** – A low-impact aerobics class that can be modified to fit any physical ability. One of dozens of fitness classes provided at no cost to participants.
- **Community Garden** – Volunteers maintain a vegetable garden and the bounty is donated to local nonprofits.
- **Clubs** – For book lovers, bowlers, quilters, dancers, and hikers.



# FACILITIES

*Greensboro Parks and Recreation maintains more than 8,000 acres of parks and open space and 14 recreation centers and sports facilities that get more than 3 million visits annually. They provide spaces for the community to gather, residents to embrace nature, and people of all ages to enjoy an active lifestyle.*



## Amenity Needs

Sponsorships allow us to provide new and revitalized amenities to improve access and comfort for visitors and make the best use of these spaces. Both cash or in-kind donations of new items are needed. Costs for amenities vary by project. Please contact us for more information.

### Parks, Trails, Gardens, and Greenways:

- Playground equipment, such as shade structures, innovative equipment, and items that are accessible to people of all abilities
- Benches, picnic tables, or other seating
- Water fountains for people and dogs
- Artwork
- Bathrooms
- Trail signage
- Picnic shelters for outdoor gatherings
- Sports courts, including pickleball
- Garden equipment and supplies

### Recreation Centers:

- Paint or other supplies for minor renovations
- Upgraded lobby seating
- Bleachers
- Digital signage

- Sports equipment
- Board games
- Water bottle filling station
- Craft supplies
- Audio visual equipment

### Pools and Spraygrounds:

- Deck chairs
- Shade structures
- Inflatable games and sports equipment
- Accessibility upgrades to restrooms or locker rooms

### Athletic Fields and Golf Courses:

- Spectator seating
- Lighting
- Digital signage

## Leave A Legacy

Want to make a permanent impact on our community? Parks and Recreation is always looking for businesses, nonprofits, and individual partners to help us build new parks and facilities. Contact us for more information about your planned giving and some of our naming opportunities.

**HELP US SPRUCE UP OUR PARKS! CONTACT US AT 336-373-2559 OR SPONSORSHIP@GREENSBORO-NC.GOV.**



# VOLUNTEERS

*Greensboro Parks and Recreation offers a wide variety of options for volunteers of all ages and abilities. Whether you lend a hand for a day or for a decade, your help makes Greensboro great.*

## Volunteer Needs

Parks and Recreation recruits community volunteers throughout the year to assist with on-going programs, one-time special events, and renovation projects. Some volunteers must submit to a criminal background check in order to participate.

## Sports Leagues and Camps

- All City youth sports leagues are assisted by volunteer coaches.
- Challenger League Flag Football and Cheerleader needs volunteer coaches and assistants to aid participants with disabilities during games and practices.
- In partnership with the nonprofit iCanShine, volunteers are needed to teach children with disabilities how to swim and ride a bike during annual training weeks.

## Facility Programs

- Adopt a Park or Street volunteers are given safety equipment, gloves, and bags to remove litter four times throughout the year.
- Gardeners are needed to help keep our four public gardens beautiful year round.

## Make It A Group Project!

Got a group of people who want to volunteer together? Don't have a particular project in mind? We will work with you to find the right project for your community or church group, employees, students, or friends. Contact us for more details about our current department needs.

## Special Events

Parks and Recreation hosts special events throughout the year for which we sometimes need extra help. These include family events, the North Carolina Folk Festival, Greensboro Beautiful events, tree plantings, and litter cleanups.

## Just For Teens

The Greensboro Youth Council offers high school students the opportunity to serve their city by organizing events like the annual prom attire giveaway and volunteering at other community projects.



**LEND A HAND WITH PARKS AND REC! CONTACT US AT 336-373-2559 OR SPONSORSHIP@GREENSBORO-NC.GOV.**





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