

ATHLETICS SECTION

# Parks & Recreation

## 2020-2021 Sponsorship Guide



**GREENSBORO**

**Parks & Recreation**

*Enhance. Expand. Connect.*

2400 16TH ST. • GREENSBORO, NC • 336-373-2965 • [DAVID.TUGWELL@GREENSBORO-NC.GOV](mailto:DAVID.TUGWELL@GREENSBORO-NC.GOV)

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# FROM THE ATHLETICS SECTION



*Dear valued partner,*

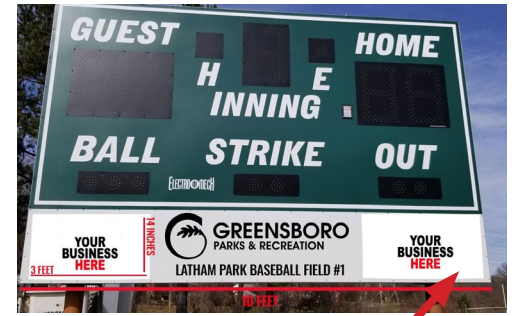
*At Greensboro Parks and Recreation, we take pride in providing exceptional recreational opportunities for people of all ages. Each year, our youth sports programs reach more than **1,400 girls and boys aged 5-16**, providing opportunities to learn about life skills, good sportsmanship, and game fundamentals while emphasizing fun and enjoyment above all else.*

*We offer plenty of opportunity for our adults in the community to stay active and engaged in sports as well. Reaching over **4,500 participants** annually, our adult sports are designed for men and women ages 18 and older to participate in fun activities in order to socialize, be active, and develop positive relationships with other members of the Greensboro community.*

*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 high quality and affordable programs for the community while providing you or your organization positive exposure to **more than 200,000 local youth, families and sports fans** who interact with use every year.*

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

*Austin Homan  
Athletics Superintendent  
City of Greensboro  
Parks and Recreation*



*Your logo here!*



## Your Sponsorship

Being a Parks & Recreation sponsor provides your organization access to thousands of diverse local families and sports fans. You choose your sponsorship level, and we will provide your choice of recognition.

### Team Uniforms

For your \$300 donation, we'll add your name or logo to one team's uniform. You will be part of a treasured piece of clothing that is sure to be in that child's closet

for years. Become a Major League sponsor to be featured on uniforms for **more than 500 kids**.

### Banners

More than **200,000** people visit our 40-plus fields every year. For your contribution of at least \$300, we can provide a **four-by-eight banner at one of our busiest fields**, where it will be seen by parents, participants, and spectators of baseball, softball, and kickball all year round.

If you sign up for any of our baseball sponsorship packages, you can get additional banners for \$200 each.

### Scoreboards

Prefer a more prominent location for your recognition? Add your company name or logo to one of our scoreboards at Latham, Lindley or Barber Park fields. The space is 36-inches by 14-inches and is guaranteed to be a seen. Discounts are available when you sign a 3-5 year commitment.

## Baseball Sponsor Recognition Levels

*Additional banners are available for \$200 with purchase of any sponsorship package.*

	Single - \$300	Double - \$600	Triple - \$900	Homerun - \$2.5K	Major League - \$10K
<i>Cash or in-kind donations welcomed.</i>	Choice of name/logo on 1 team's uniforms OR 1 banner for 1 year OR 1 scoreboard panel for 2 years	Name/logo on 2 teams' uniforms AND 1 banner for 1 year	Name/logo on 3 teams' uniforms AND 2 banners for 1 year	Name/logo on 9 teams' uniforms AND 2 banners for 2 years	Name/logo on 45+ teams' uniforms AND 3 banners for 2 years

**PARTICIPATION DEADLINES: UNIFORMS - FEBRUARY 28; BANNERS/SCOREBOARD - APRIL 1**  
**SPONSOR YOUTH BASEBALL TODAY! CONTACT US AT 336-373-2965 OR DAVID.TUGWELL@GREENSBORO-NC.GOV.**

## Your Sponsorship

R.E.D. Zone Football is a collaboration between Greensboro and High Point Parks and Recreation departments to promote "Recreation, Education, and Development" for our young athletes. We're not just teaching these kids how to play a game. We're helping them develop into more well-rounded people. More than **400 children** participate annually.

Your sponsorship will help offset the costs of uniforms and equipment to keep our kids safe while they play. Since the program serves children in High Point and Greensboro, our sponsors have access to families from across our region.

## PARKS & RECREATION YOUTH FOOTBALL

# RED ZONE



*Your logo here!*



### Signs & Banners

You choose your sponsorship level, and we will provide your choice of recognition -- either an **A-frame sign set up on the sidelines** during games or a **banner** that will be at the field year-round.

The sideline banner is guaranteed to catch the eyes of spectators at each game. Field banners will be seen by both spectators and residents who visit our parks throughout the year. An estimated 10,000 people attend our youth football games each season. Even more visit our fields for other recreational opportunities.

### Football Sponsor Recognition Levels

*Additional banners are available for \$200 with purchase of any sponsorship package.*

	\$300	\$600	\$1,000
	4' by 8' banner on football field fence	3' by 8' A-frame sign on sideline during games	two 3' by 8' A-frame signs and one 4' by 8' banner

**PARTICIPATION DEADLINE: AUGUST 1**

**SUPPORT R.E.D. ZONE TODAY! SIGN UP AT 336-373-2965 OR DAVID.TUGWELL@GREENSBORO-NC.GOV.**



## Your Sponsorship

Parks and Recreation's youth basketball program is a keystone program provided at our City recreation centers. Every year, more than **400 children ages 5-16** play on a team at one of our ten centers located across the city. These children are the pride of their neighborhoods.

You can be a part of that magic! Your sponsorship helps us provide this high-quality program for children. You can support our youth basketball league by putting your organization's name or logo on a

table skirt that will be at the scorekeeper's table for each youth game. Pick the recreation center you want to support.

## Basketball Sponsor Recognition

*Cash or in-kind donations welcomed.*

**\$500**

logo/name on youth scorekeeper's table  
choice of recreation center location

**PARTICIPATION DEADLINE: NOVEMBER 1**  
**SUPPORT YOUTH BASKETBALL TODAY. REACH US AT 336-373-2965 OR**  
**DAVID.TUGWELL@GREENSBORO-NC.GOV.**



## Your Sponsorship

Our adult sports are designed to create a positive and competitive opportunity for anyone aged 18 and older to participate in fun activities in order to socialize, be active, and develop positive relationships with other members of the Greensboro community.

We strive to maintain a family-friendly and sportsmanlike atmosphere while our adult participants play softball, basketball, and kickball. With a combined total of over **4,500 participants each year**, sponsoring adult sports connects your organization or business with thousands of local adults who are interested in active lifestyles, fun, fellowship, and entertainment.

There are opportunities for you to be recongnized throughout the year, as our sports leagues operate in fall, winter and spring.

## Uniforms

For a contribution as low as \$300, your name or logo will be placed on a **women's basketball team uniform**. The women's adult basketball games and practices are held at Simkins Indoor Sports Pavilion, in Barber Park.

## Banners

If you are interested in supporting our kickball or softball leagues

instead, at the \$300 level you may choose a **large 4'x8' custom banner** with your company logo. Banners will be placed on the back of dugout or outfield fence at Latham, Carolyn Allen, or Market Street Fields. Banners will remain up from March through November at your preferred location. Production and installation costs are included and additional banners are available for \$200 each when you sign up for a package.

## Adult Sports Sponsor Recognition Levels

*Sign up for any of our adult sports sponsorship packages, and you can get additional banners for \$200 each.*

\$300	\$300	\$900
4' by 8' field banner	logo/name on one women's team uniform	logo/name on all women's team uniforms (estimated five teams per season)

**BASKETBALL DEADLINE: NOVEMBER 1 BANNER DEADLINE: ROLLING  
SIGN UP AT 336-373-2965 OR DAVID.TUGWELL@GREENSBORO-NC.GOV.**

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*Thank you to our  
2020 sponsors!*

  
**Awards**  
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