2019 SPONSORSHIP OPPORTUNITIES
City of San Marcos Parks and Recreation Department

- DANCES
- MOTHER DAUGHTER TEA
- MISS BEAUTIFUL PAGEANT

- SUMMERFEST
- YOU(TH) CAN DO IT! PAGEANT
- MONARCH FEST

- MOVIES IN YOUR PARK
- PARTY IN YOUR PARK
- SENIOR NEWSLETTER
The San Marcos Parks and Recreation Department prides itself on providing quality programs and events for all members of the community. No matter who your target market is, we have something for everyone. Thousands of attendees are attracted to our programs and events, which offer unique San Marcos recreational experiences in our beautiful parks and facilities.

The Miss Beautiful San Marcos Pageant is now in its fourth year and we have added the You(th) Can Do It! Pageant as well.

Movies in Your Park features fun, outdoor activities followed by 8 popular movies throughout the summer, a perfect way for the community to enjoy the park at the end of a hot summer day.

Party in Your Park travels to various neighborhood parks throughout the community providing games and interactive activities. Mother Daughter Tea is an event for daughters and their mothers or mother figures where they can enjoy quality time together making memories.

SummerFest is celebrating its 39th year in 2019. Monarch Fest and the Sustainability Fair are newer events hosted at the San Marcos Discovery Center.

Our Golden Sweethearts Ball, Dances for Adults with Disabilities, and the Daddy Daughter Dance are hosted at the San Marcos Activity Center and are enjoyed by San Marcos citizens and visitors from the surrounding communities.

The Senior Newsletter is mailed, emailed, and available for pick up at various city facilities. The newsletter includes programs and events targeting the 50+ crowd.

Please look over the following pages filled with various sponsorship opportunities that are sure to meet your advertising and marketing needs. We rely on your generous sponsorships to provide free to low-cost events to our community.

If you have any questions about the sponsorship opportunities offered in this packet, please contact Jennifer Mach at 512.393.8413 or jmach@sanmarcostx.gov.

*The City of San Marcos Parks and Recreation Department reserves the right to refuse sponsors that are not appropriate for our events. Political candidates and political activist groups will not be accepted as sponsors.*
GOLDEN SWEETHEARTS BALL

This event is a very special Valentine Celebration for the Senior Citizens of San Marcos held on February 8. The evening will include an elegant dance and dinner for couples and singles, ages 50 and over. We are expecting 150+ guests at this event due to the great response we have had in previous years. *Deadline is February 1

SPONSOR OPPORTUNITIES AND BENEFITS

Golden Sponsor $100
• Business name displayed on wall signage in the ballroom
• Name on all printed event materials; inclusion in press releases
• Multiple mentions on our social media (Facebook and Twitter)
• Business will be announced at the event (beginning, middle, and end)
• Sponsor will receive two complimentary tickets to the ball

In-kind Donations
• Varying level of recognition will be determined based on value of the donation and will receive all benefits of the qualifying level.

Sweetheart Sponsor $50
• Business name displayed on wall signage in the ballroom
• Business will be announced once at the event
DANCES FOR ADULTS WITH DISABILITIES

The San Marcos Activity Center hosts its popular Dances for Adults with Disabilities every other month with changing themes. Approximately 400 participants pack each event to enjoy a live DJ, dancing, door prizes, and new friends.*Deadline is April 5

February 15 - Sweethearts Dance, April 12 - Prom, June 21 - Luau, August 30 - Western Dance, October 18 - Costume Dance, November 22 - Holiday Dance

SPONSOR OPPORTUNITIES
AND BENEFITS FOR ALL 6 DANCES

Gold Sponsor $150
• Announced during door prizes as sponsor and included on event signage
• Inclusion in press release and social media

Silver Sponsor $60
• Announced during door prizes as sponsor

Door Prize Sponsor
Gift cards or prizes
• Announced during door prizes as sponsor

SPONSOR OPPORTUNITIES
AND BENEFITS FOR ALL 6 DANCES

Gold Sponsor $150
• Announced during door prizes as sponsor and included on event signage
• Inclusion in press release and social media

Silver Sponsor $60
• Announced during door prizes as sponsor

Door Prize Sponsor
Gift cards or prizes
• Announced during door prizes as sponsor

Seniors Advisory Board: New Members Needed!
Your input is valued and requested! This board discusses and makes recommendations on issues, assists with Parks & Recreation activities, and hosts fundraisers to offset the cost of programs. Call Nick at 512-393-8278 if you are interested in serving. Our next meeting will be Tuesday, October 14th at 2 PM at 401 E. Hopkins. All meetings are open to the public. Come by and listen or join in the Citizen Comment portion of the meeting. If you have any ideas and are unable to make the meetings, please call 512-393-8278.

2nd Annual Senior Citizen Day Dance
Thursday, August 21, 2014 2-4 PM
Location: Activity Center
Central Texas Medical Center and The City of San Marcos Parks and Recreation are cohosting a FREE Senior Day Dance for ages 50+. Wear your formal attire and Celebrate Senior Citizens Day! Enjoy music, snacks, door prizes and meet new friends at this FREE event. Refreshments sponsored by Legend Healthcare. A great Creation Health activity!

SENIOR NEWSLETTER

The Out & About 50+ Active Adult Newsletter showcases events, programs, and news targeting the active senior adults of our community. The newsletter goes out quarterly and reaches over 1500 people in print and online per publication. Ads will be accepted on a limited basis per size. *Deadline is March 1

AD OPPORTUNITIES

3.5x5 ad
2 Publications $300
4 Publications (full year) $600

2x3.5 ad (shown in photo)
2 Publications $175
4 Publications (full year) $350
Get out and enjoy YOUR parks! Youth Services is bringing the party to you by hosting Party in Your Park four times each year at city parks in various neighborhoods. This year’s series is expected to attract over 400 participants who will enjoy free games, healthy snacks, music and more. The following sponsorship opportunities include benefits for up to four events: March 1 (Children’s Park), May 17 (Swift Memorial Park), August 23 (Dunbar Park), and October 11 (Eddie Durham Park). *Deadline to be included in all four events is February 11*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Life of the Party – $300**
Limited to TWO sponsors for the series; please call for availability.
- Business logo displayed at park entrance (business may provide a banner or Youth Services will provide a coroplast sign)
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Eight (8) mentions on our social media (Facebook and Twitter)
- Appreciation mentions during the event
- Business name displayed at the welcome table

**Social Butterfly – $150**
- Business name displayed at the welcome table
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (Facebook and Twitter)
- Appreciation mentions during the event

**In-Kind Donations - Varying**
- Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level EXCEPT the sponsorship banner displayed at the park entrance.
The San Marcos Discovery Center is having its very first Sustainability Fair on April 6! Come see the different organizations contributing to the sustainability of this area and how you can get involved. In addition, there will be a mini-series of workshops happening throughout the day as well as our celebrated Spring Native Plant Sale. *Deadline is March 1

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Rainwater Harvester Sponsor – $500**
- Corporate banner on fence during event
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (Facebook and Twitter)
- Multiple appreciation mentions throughout the event

**Composter Sponsor – $250**
- Corporate name on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (Facebook and Twitter)
- Appreciation mention once at the event

**Gardener Sponsor – $100**
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

**In-Kind Donations**
- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.
Due to the popularity of our adult pageant, Miss Beautiful SMTX, we are having our first You(th) Can Do It! Pageant. We will have a maximum of 25 contestants that will compete for Little and Junior Miss Beautiful SMTX and Little and Junior Mr. San Marvelous on March 29.

*Deadline is March 1*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Crowning Sponsor $350**
- Business name displayed on the runway and welcome table
- Logo on all printed event materials; inclusion in press releases
- Three (3) mentions on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Sponsor will receive two front row chairs at the pageant

**Royal Court Sponsor $200**
- Two (2) mentions on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Business name will be displayed on the welcome table
- Business name on all printed event materials

**Spirit Sponsor $100**
- One (1) mention on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning and end)
- Business name will be displayed on the welcome table

**In-kind Donations**
- Varying level of recognition will be determined based on value of the donation and will receive all benefits of the qualifying level.
This will be our fourth annual Miss Beautiful Pageant! We will have a maximum of 25 contestants that will participate in a casual wear, formal wear, and question competition, and vie for Best Smile, Most Articulate, and Most Inspirational. There were approximately 150 audience members that came out to watch the pageant. This year’s pageant will be on June 7, 2019. *Deadline is April 5*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Crowning Sponsor $350**
- Business name displayed on the runway and welcome table
- Logo on all printed event materials; inclusion in press releases
- Three (3) mentions on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Sponsor will receive two front row chairs at the pageant

**Royal Court Sponsor $200**
- Two (2) mentions on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning, middle, and end)
- Business name will be displayed on the welcome table
- Business name on all printed event materials

**Spirit Sponsor $100**
- One (1) mention on our social media (Facebook and Twitter)
- Business will be announced at the event (beginning and end)
- Business name will be displayed on the welcome table

**In-kind Donations**
- Varying level of recognition will be determined based on value of the donation and will receive all benefits of the qualifying level.
Movies in Your Park occurs every Tuesday during the months of June and July, with the exception of the week of July 4. This is a free, family-friendly event that is open to the public. Games and activities will be facilitated from 7:30-8:30 PM followed by the movie at 8:45 PM. Approximately 1,500 guests are expected to attend this year's series, which will feature: The Incredibles 2, Mary Poppins Returns, How to Train Your Dragon 2, Trolls, The Boss Baby, Kung Fu Panda 3, The Grinch, and a special Teen Night featuring Jumanji: Welcome to the Jungle. *Deadline to be included in all seven events is May 6

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Screen Sponsor $1000**
Limited to TWO sponsors for the series; please call for availability.
- Business banner displayed below movie screen at all movies (business may provide a banner or Youth Services will provide a coroplast sign)
- Opportunity for business presence/info table at all movies
- Appreciation mentions at all movies
- Ten (10) mentions on our social media (Facebook and Twitter)
- Logo on all printed event materials and City TV ads; inclusion in press releases

**Deck Sponsor $500**
- 2’x3’ sign displayed below movie screen at all movies
- Appreciation mentions at all movies
- Five (5) mentions on our social media (Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

**Lawn Sponsor $250**
- 1’x2’ sign displayed below movie screen at all movies
- One (1) appreciation mention at all movies

**Patron Sponsor $100**
- One (1) appreciation mention at all movies
- One (1) mention on our social media (Facebook and Twitter)
- Promotional listing on all printed event materials and City TV ads
The 11th Annual Daddy Daughter Dance will be held at the San Marcos Activity Center on Friday, June 14. This beloved tradition welcomes over 300 young ladies and their father figures each year. Featuring music, dancing, treats, tiaras and keepsakes, this heart-warming event will provide memories for a lifetime. *Deadline is May 31*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Crown Jewel – $250**
- Sponsorship sign displayed at the front of the stage
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (Facebook and Twitter)
- Appreciation mentions throughout the event
- Business name displayed at welcome table

**Heart Warmer – $50**
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases

**Memory Maker – $100**
- Business name displayed at the photo booth area
- Logo on all printed event materials and City TV ads; inclusion in press releases
- One (1) mention on our social media (Facebook and Twitter)

**In-Kind Donations**
- Varying level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.
This is our 39th year to celebrate SummerFest and it will be held in conjunction with the San Marcos Performing Arts Association’s Summer in the Park on July 4th from 6pm to 10pm at San Marcos Plaza Park. Annually 6,000+ festival goers enjoy free live music, a youth patriotic costume contest, food, and of course, fireworks. Sponsorship opportunities are for fireworks and opening act. *Deadline is April 1

SPONSOR OPPORTUNITIES AND BENEFITS

**Big Bang Fireworks Sponsor $2,000**
- 10x10 booth space
- Corporate banner (1) on event grounds (5’x2’ or 4’x2’)
- Listing on fireworks sponsorship signage
- Promotional listing in all fireworks event promotion
- Five (5) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website
- City proclamation invite and recognition

**Pinwheel Fireworks Sponsor $500**
- Listing on fireworks sponsorship signage
- Promotional listing in all fireworks event promotion
- Two (2) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name on SummerFest website

**Sparkler Fireworks Sponsor $100**
- Appreciation mention during event
- Inclusion of corporate name on website

**Opening Act Sponsor $1000**
- Appreciation mentions before and after opening act
- Listing on fireworks sponsorship signage
- Promotional listing in opening band event promotion
- Three (3) mentions on our social media (@smtxCS Facebook and Twitter)
- Inclusion of corporate name, logo, and link on SummerFest website
- Introduction of band
The 2nd Annual Mother Daughter Tea will be held on Saturday, September 28. Young ladies and their mothers or mother figures are invited to enjoy a memorable morning together featuring tea, light refreshments, music, games, and keepsakes. *Deadline is September 13*

### SPONSOR OPPORTUNITIES AND BENEFITS

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<thead>
<tr>
<th>Sponsor Level</th>
<th>Benefits</th>
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| **Royal Tea Sponsor – $250** | • Sponsorship sign displayed at the front of the facility  
 • Logo on all printed event materials and City TV ads; inclusion in press releases  
 • Two (2) mentions on our social media (Facebook and Twitter)  
 • Appreciation mentions throughout the event  
 • Business name displayed at welcome table |
| **Heart Warmer – $50** | • Promotional listing on all printed event materials and City TV ads; inclusion in press releases |
| **Memory Maker – $100** | • Business name displayed at the photo booth area  
 • Logo on all printed event materials and City TV ads; inclusion in press releases  
 • One (1) mention on our social media (Facebook and Twitter) |

### In-Kind Donations

- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.
The San Marcos Discovery Center is kicking off its second Monarch Festival this fall to continue spreading awareness of the importance of the monarch butterfly and other pollinators. Organizations dedicated to environmental conservation help show visitors how pollinators and people impact one another and what we can do to keep monarch butterflies around for years to come. *Deadline is August 31*

**SPONSOR OPPORTUNITIES AND BENEFITS**

**Monarch Sponsor – $500**
- Corporate banner on fence during event
- Logo on all printed event materials and City TV ads; inclusion in press releases
- Four (4) mentions on our social media (Facebook and Twitter)
- Multiple appreciation mentions throughout the event
- Corporate name on giveaway items

**Caterpillar Sponsor – $250**
- Corporate name on all printed event materials and City TV ads; inclusion in press releases
- Two (2) mentions on our social media (Facebook and Twitter)
- Appreciation mention twice at the event
- Corporate name on giveaway items

**Milkweed Sponsor – $100**
- Promotional listing on all printed event materials and City TV ads; inclusion in press releases
- Appreciation mention twice at the event

**Nectar Sponsor – $50**
- Appreciation mention once at the event

**In-Kind Donations**
- Varying Level of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.
The Parks and Recreation Department has been providing quality recreation programs, facilities, and services for residents and visitors for over 40 years. The department operates and maintains the parks, athletic fields, Activity Center, Discovery Center, as well as other recreational facilities. They also work to maintain the undeveloped park land and natural green spaces within our city. The City of San Marcos currently boasts over 30 parks, with over 116 acres serving as regional parks. There is also 1,300 acres of green space, 27 miles of trails, and 37 facilities maintained by the department for public use.

MISSION STATEMENT

To provide the citizens and visitors of San Marcos the highest level of programs, parks, facilities, and services that will positively enhance our vision of community.

VISION STATEMENT

Create a unified parks and recreation system that serves the entire community, supports tourism efforts, and remains a good steward to the San Marcos River and surrounding environment.
I’M INTERESTED IN SPONSORSHIPS!

If you are ready to be a sponsor, please check the appropriate sponsorship boxes below and send a check made out to “City of San Marcos”. Please note the varying deadlines for the events. Sponsorships will apply to upcoming events and cannot be used retroactively.

Golden Sweethearts Ball  *Deadline is February 1
- Golden Sponsor $100
- Sweetheart Sponsor $50
- In-Kind Donation
  Please list ______________________

Dances for Adults with Disabilities  *Deadline is April 5
- Gold Sponsor $150
- Silver Sponsor $60
- Door Prize Sponsor
  Please list ______________________

Senior Newsletter  *Deadline is March 1
- 3.5x5 ad
  - 2 Publications $300
  - 4 Publications (full year) $600
- 2x3.5 ad
  - 2 Publications $175
  - 4 Publications (full year) $350

Party in Your Park  *Deadline is February 11
- Life of the Party $300
- Social Butterfly $150
- In-Kind Donation
  Please list ______________________

Sustainability Fair  *Deadline is March 1
- Rainwater Harvester Sponsor $500
- Composter Sponsor $250
- Gardener Sponsor $100
- In-Kind Donation
  Please list ______________________

You(th) Can Do It! Pageant  *Deadline is March 1
- Crowning Sponsor $350
- Royal Court Sponsor $200
- Spirit Sponsor $100
- In-Kind Donation
  Please list ______________________

Miss Beautiful Pageant  *Deadline is April 5
- Crowning Sponsor $350
- Princess Sponsor $200
- Spirit Sponsor $100
- In-Kind Donation
  Please list ______________________

Movies in Your Park  *Deadline is May 6
- Screen Sponsor $1000
- Deck Sponsor $500
- Lawn Sponsor $250
- Patron Sponsor $100

Daddy Daughter Dance  *Deadline is May 31
- Crown Jewel $250
- Memory Maker $100
- Heart Warmer $50
- In-Kind Donation
  Please list ______________________

SummerFest  *Deadline is April 1
- Big Bang Fireworks Sponsor $2000
- Opening Act Sponsor $1000
- Pinwheel Fireworks Sponsor $500
- Sparkler Fireworks Sponsor $100

Mother Daughter Tea  *Deadline is June 1
- Crown Jewel $250
- Memory Maker $100
- Heart Warmer $50
- In-Kind Donation
  Please list ______________________

Monarch Fest  *Deadline is August 31
- Monarch Sponsor $500
- Caterpillar Sponsor $250
- Milkweed Sponsor $100
- Nectar Sponsor $50
- In-Kind Donation
  Please list ______________________

Please fill out your information on the form on the other side of this page.
PLEASE PRINT

Organization _________________________ Contact Person _______________________

Address ______________________________________________________________

City/State/Zip ________________________ Phone ________________________________

Fax _______________________________ Email ____________________________________

Facebook Handle ________________________________________________________

Twitter Handle __________________________________________________________

Website __________________________________________________________________

Please mail form and check to:
City of San Marcos
Parks & Recreation Department
630 E. Hopkins
San Marcos, TX 78666
Attn: Jennifer Mach

☑ I'M INTERESTED IN SPONSORSHIPS!

Thank you for exploring sponsorship opportunities with the
San Marcos Parks and Recreation Department.
We look forward to working together!