



**Dear Friend of Black Mountain Recreation & Parks,**

**Our programs succeed because of backing from individuals and businesses – we couldn't do nearly as much as we do without support from people like you (and perhaps specifically you).**

**After a successful sponsorship campaign last year using our new format of reaching out once a year instead of multiple times we have decided to use the same approach again this year. We have also listened to your feedback and the sponsors that would like to be contacted throughout the year will continue to be reached that way. We have made some small improvements including adjusted costs and more benefits.**

**Approaching sponsorship this way allows you to really think about your budget and the impact of your dollars. With that in mind, take a few minutes to look over the enclosed list of sponsorship opportunities and think about where you might focus your support. Perhaps you've been looking for a way to reach a broader audience, or maybe you have a tie-in to an athletic team. It could be that you would love to combine sponsorship of a few different programs throughout the year. Here are a few things to consider:**

- **Recreation programs in our community improve quality of life for everyone.**
- **Taxes do pay a portion of our operating expenses, but our programs are extra awesome because of your sponsorship support.**
- **Sponsorship allows you to partner with us on programs that include people you're trying to reach.**
- **Friends who support our programs help keep participation costs low or even free for everyone.**

**Please consider sponsoring one or several Black Mountain Recreation and Parks programs. Use the enclosed envelope to secure your sponsorship, or contact our office for more information. Thank you for your partnership!**

**Sincerely,**

**Josh Henderson**

**Recreation & Parks Director**

**[Joshua.Henderson@townofblackmountain.org](mailto:Joshua.Henderson@townofblackmountain.org)**

**828-767-0064**

# Corporate Sponsorships



**Get more for your money as a Corporate Sponsor! We have designed our Corporate Sponsor Packages to allow your business to reach more people in the community:**

**Platinum Level: \$4500**

60,000 visual contacts

Presenting Sponsor for Park Rhythms- Table at Concert of Choice

Presenting Sponsor for Movies in the Park- Table at Movie of Choice

Presenting Sponsor for Kids Area at July 4th Street Dance

Presenting Sponsor for July 4th Fireworks

Secondary Sponsor for Valentine 5K

5 Year Sponsorship at Grey Eagle

Sponsorship of 3 (three) Youth Sports Teams

Mini Monster or Circle of Lights Sponsor

Secondary Sponsor for Swim Team

Gold Disc Golf Sponsor



# Corporate Sponsorships

## **Gold Level: \$2750**

33,000 visual contacts

Presenting Sponsor for Park Rhythms- Table at Concert of Choice

Secondary Sponsor for Outdoor Movie Night

Secondary Sponsor for July 4th Street Dance

3 Year Sponsorship at Grey Eagle

Sponsorship of 2 (two) Youth Sports Teams

Mini Monster or Circle of Lights Sponsor

Presenting Sponsor for Swim Team

## **Silver Level: \$1500**

13,000 visual contacts

Presenting Sponsor for Outdoor Movie Night

Secondary Sponsor for Park Rhythms

Secondary Sponsor for Swim Team

Gold Sponsorship for Disc Golf

Sponsorship of 1 (one) Youth Sports Team



# YOUTH SPORTS

**Est Game Attendance: 100 per game, 8 game schedule, 10 leagues**

**League Sponsor: \$700**

**Team Sponsor: \$150**

**Commitment and Logo Due by: September 20th**

## **Team Sponsor:**

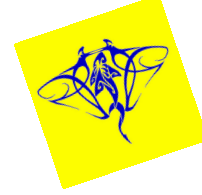
One social media event page thanks  
Link to website from our sponsor page  
Small logo on banner displayed at each game  
Logo on sleeve of sponsored team  
Team plaque

## **League Sponsor: (10 available)**

Large logo on banner displayed at each game  
Logo Printed on your league schedules  
Logo on all flyers  
Large logo on the front of each jersey in that league  
Table to display materials on one Saturday at one league location



# SWIM TEAM



**Swim League**

**Est. Meet Attendance: 300 at Home Meets (3-4 home meets)**

**Presenting Sponsor: \$400**

**Secondary Sponsor: \$100**

**Commitment and Logo Due by: May 15th**



## **Secondary:**

- One social media event page thanks
- Small logo in the back of each meet schedule
- Small logo on banner at swim meets
- Link to website from our sponsor page

## **Presenting: (4 available)**

- Same as Secondary Sponsor Plus:
- One Social Media Thanks on Rec Department Main Page w Picture
- Large logo on banner at swim meets
- Logo on all flyers
- Large Logo in the back of the meet schedule
- Table to display materials at one home swim meet



# EVENTS



## Park Rhythms

**Est. Attendance: 500-700/Show, 8 Shows**

**Presenting Sponsor: \$1,000**

**Secondary Sponsor: \$300**

**Commitment and Logo Due by: May 10th**

### Secondary:

- One social media event page thanks
- Link to website from our sponsor page
- Name listed on Poster
- Name or Small logo on Banner
- Verbal recognition at each event
- 2 free meals from event food vendors

### Presenting:

- Same as Secondary - plus
- Sole sponsorship of concert of choice
- Special recognition on banner and event posters
- Opportunity to display company banner at sponsored concert
- Social media recognition on main Recreation Facebook Page
- Table to display materials at one concert
- 4 free meals from event food vendors





# EVENTS

## Outdoor Movie Night

**Est. Attendance: 300/Show, 5 Shows**

**Presenting Sponsor: \$500**

**Secondary Sponsor: \$150 Commitment  
and Logo Due by: April 26th**

### **Secondary:**

One social media event page thanks

Link to website from our sponsor

page Name listed on Poster

Name or Small logo on Banner

Verbal recognition at each event

2 free meals from event food vendors

### **Presenting:**

Same as Secondary - plus

Sole sponsorship of concert of choice

Special recognition on banner and event posters

Opportunity to display company banner at sponsored concert

Social media recognition on main Recreation Facebook Page

Table to display materials at one concert

4 free meals from event food vendors





# EVENTS

## July 4th Street Dance

**Est. Attendance: 4000**

**Presenting Sponsor: \$1000 for the kid's area  
\$2000 for the Street Dance**

**Secondary Sponsor: \$300**

**Commitment and Logo Due by: May 24th**

### **Secondary:**

One social media event page thanks  
Link to website from our sponsor page  
Name listed on Poster  
Name or Small logo on Banner  
Verbal recognition at each event  
2 free meals from event food vendors

### **Presenting: Kids Area**

Same as Secondary - plus  
Special recognition on banner, posters  
Opportunity to display company banner at the entrance to the kid's area  
Social media recognition on main Recreation Facebook Page  
Table to display materials near kid's area  
4 free meals from event food vendors

### **Presenting: Street Dance**

Same as Secondary - plus  
Special recognition on banner, posters  
Opportunity to display company banner at the entrance to the concert area  
Special social media recognition on main Recreation Facebook Page  
Table to display materials near concert  
4 free meals from event food vendors





# EVENTS



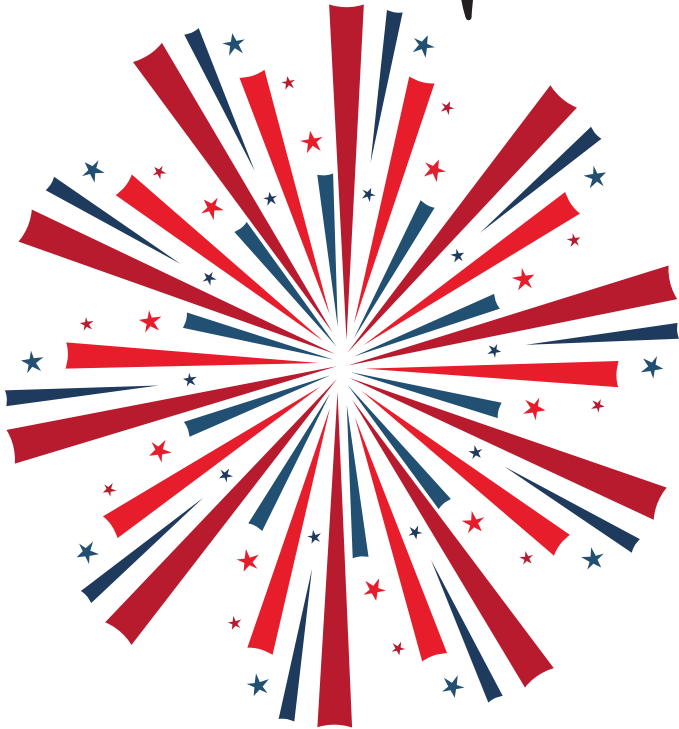
## Fireworks

**Est. Attendance: 10,000**

**Primary Sponsor: \$500**

**Secondary Sponsor: \$100**

**Commitment and Logo Due by: June 7th**

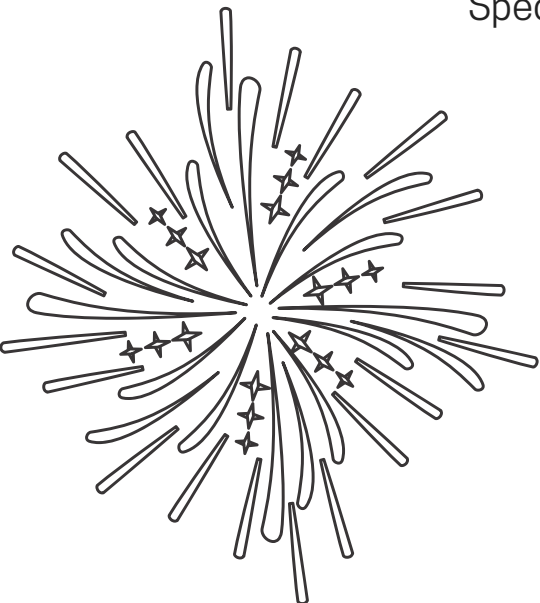


### **Secondary:**

One social media event page thanks  
Link to website from our sponsor page  
Name listed on yard sign in viewing areas  
Name or Small logo on event banner Thank  
you color ad in Black Mountain News

### **Presenting:**

Same as Secondary - plus  
Special recognition on banner and event posters  
Special social media recognition on main Recreation Facebook Page



# Mini Monster Mash

## Mini Monster

**Est. Attendance: 500**

**Sponsor: \$200**

**Commitment and Logo Due by: September 20th**

One social media event page thanks

Link to website from our sponsor page

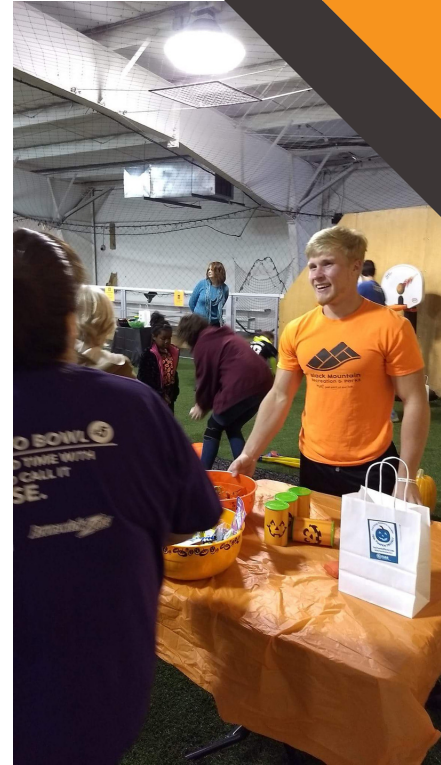
Special social media recognition on main Recreation Facebook

Page Name or logo listed on Poster

Opportunity to display company banner

Table to display materials

Verbal recognition at event



# EVENTS



## Circle of Lights

**Circle of Lights**

**Est. Attendance: 500-600**

**Sponsor: \$200**

**Commitment and Logo Due by: Nov 1st**



One social media event page thanks  
Link to website from our sponsor page  
Special social media recognition on main Recreation Facebook

Page Name or logo listed on poster  
Opportunity to display company banner

Table to display materials  
Verbal recognition at event





# EVENTS

## Valentine 5K

**Est. Attendance: 200-350**

**Presenting Sponsor: \$1,000**

**Secondary Sponsor: \$300**

**Commitment and Logo Due by: December 20th**

### **Secondary:**

- One social media event page thanks
- Link to website from our sponsor page
- Name or Small logo listed on Poster
- Name or Small logo on Banner
- Verbal recognition at each event
- Thank you on back of race bibs
- One comp race entry

### **Presenting:**

- Same as Secondary - plus
- Special recognition posters
- Opportunity to display company banner at finish line & Awards Ceremony
- Special social media recognition on main Recreation Facebook Page
- Official 5K "starter"
- Logo on race bibs
- 5 comp race entries



# FACILITIES & PARKS



## Grey Eagle Arena

**\$750 - 5 Year Plan**

**\$500 - 3 Year Plan**

All sponsorship funding will go towards improvements at Grey Eagle Arena

Over 1500 visits per week during peak season. Nov-Mar

Grey Eagle Arena hosts the only recreational Indoor soccer leagues in Buncombe County

Our leagues have grown between 5-10% every year for the past eight years

Approximately 40% of participants live outside the Town of Black Mountain

We have continually added older age groups as needed to fill demand

Soccer is a lifetime sport that can be played by people of all ages and abilities

As demand grows we hope to add leagues to cusp seasons. Mar-May and Sept-Nov

We have recently added bounce house parties to add to off season demand. In 2019 we have

a goal of having 75 of these rentals, which we are on target to meet.





# FACILITIES & PARKS

## Disc Golf

### SILVER (\$100)

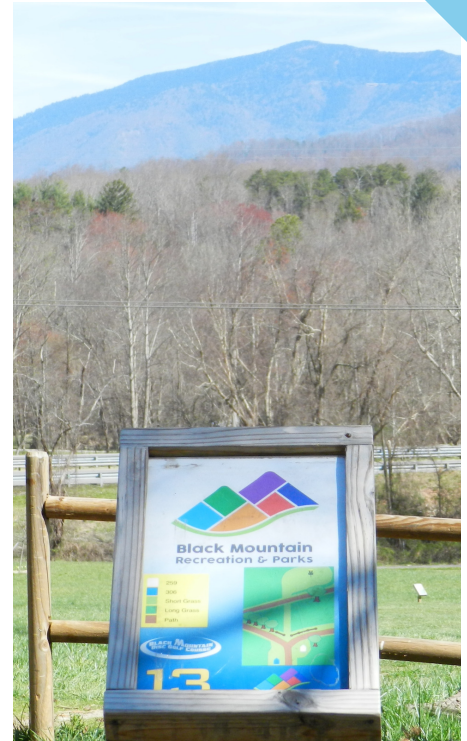
- Name/Logo in printed material and on the website (with link)
- Name/Logo in the third sponsor grouping on kiosk

### GOLD (\$250)

- Name/Logo in printed material and on the website (with link)
- Name/Logo in second sponsor grouping on kiosk
- Display their logo exclusively on one tee sign

### PLATINUM (\$500)

- Name/Logo in printed material and on the website (with link)
- Name/Logo in Premier sponsor location on kiosk
- Explicit and audible “thank you” and appreciation in PA announcements at Events
- Display their logo exclusively on one tee sign



- Over 500 players per month. Based on numbers obtained during a voluntary count during 2012.
- Disc Golf can be played from school age to old age and making it one of the best lifetime fitness sports that can be played by people of all abilities.
- Black Mountain Disc Golf Course is a great place for beginners, families, as well as more advanced players by using our multiple tees on each hole.
- Players and their families spend money locally on their food / lodging / entertainment during visits.
- Players from over 23 States have visited our course according to dgcoursereview.com
- The course will introduce (or remind) participants of the advantages of visiting Western North Carolina, which will encourage return trips.
- Black Mountain Disc Golf Course is the beneficiary of all sponsorship money raised.

# Friends of BMRP



**Black Mountain Recreation and Parks understands that not everyone can meet the pre-set sponsorship levels. We also understand the importance of all levels of support. Therefore we have created a Friends of BMRP sponsorship option. All donations of \$50 or more to any program, event, facility or sport will be considered a Friends of BMRP contributor.**

## **Friends of BMRP will receive:**

Facebook "Shout out"

Website thank you with business website link

Verbal recognition at event

Information displayed on table at event



Black Mountain  
Recreation & Parks

# Sponsorship Rate Card

## Youth Sports

League Sponsorship..... \$700.00  
Team Sponsorship.....\$150.00/team



## Swim Team

Presenting Sponsor.....\$400.00  
Secondary Sponsor.....\$100.00

## Park Rhythms

Presenting Sponsor.....\$1000.00  
Secondary Sponsor.....\$300.00



## Outdoor Movie Night

Presenting Sponsor.....\$500.00  
Secondary Sponsor.....\$150.00



## July 4th Street Dance

Street Dance Presenting Sponsor.....\$2000.00  
Kid's Area Presenting Sponsor..... \$1000.00  
Secondary Sponsor..... \$300.00



## Fireworks

Presenting Sponsor.....\$500.00  
Secondary Sponsor.....\$100.00

## Mini Monster or Circle of Lights

Primary Sponsor.....\$200.00

## Valentine 5 K

Presenting Sponsor.....\$1000.00  
Secondary Sponsor.....\$300.00







**Black Mountain  
Recreation & Parks**

**304 Black Mountain Ave.**

**828-669-2052**

**recreation@townofblackmountain.org**

# Sponsorship Contract

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**Name of Company/Institution/Organization - Print EXACTLY as it should appear in all public use**

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**Website Address -- for public use on the Recreation & Parks website and other promotions**

## **BILLING INFORMATION**

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**Bill-to Address (Please, no PO Boxes) – This will not be used publicly**

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**Contact Name & Title Cell Phone (will not be used publicly)**

**\*Please email logo to recreation@townofblackmountain.org**

**Must be at least 300 dpi**

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**Email Address**

**Choose Sponsor Level Determine Value of Total Contribution**

**Program**

**Amount**

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## SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("Agreement") is entered by and between the organization identified in this document as the "Corporate Sponsor", and Black Mountain Recreation & Parks, (the "Organizer") and sets forth the terms and conditions upon which the Corporate Sponsor agrees to support the Program (or "Facility").

**General.** - The Sponsorship Programs is designed to promote local businesses in the Swannanoa Valley and surrounding areas and benefit Black Mountain Recreation & Parks programs.

**Term.** - This Agreement shall be effective from the date of program through the end of the budget year unless otherwise indicated. Initial \_\_\_\_\_

**Logo Due Date.** - Corporate Sponsor must provide payment and logo in suitable format prior to date indicated with associated program on sponsorship rate card. Failure to meet this deadline may result in forfeiture in some of the sponsorship materials.

**Organizer's Licensed Marks.** - Organizer grants Corporate Sponsor a limited, non-exclusive license to use the Black Mountain Recreation & Parks name and accompanying logo service and/or trade marks solely to promote the Program during the Term of this Agreement. Corporate Sponsor shall not sublicense or transfer the use of the name or marks to any person or entity without prior written consent of Organizer. All advertising and promotional materials should refer to Corporate Sponsor's relationship to the Program in the following form: "Sponsor of the (Selected Program)".

**Corporate Sponsor's Licensed Marks.** - Corporate Sponsor grants Organizer a limited, non-exclusive license to use Corporate Sponsor's name, logo, service and/or trademarks solely for including Corporate Sponsor in listings and descriptions of Program sponsors during the Term of this Agreement. Organizer shall not sublicense or transfer the use of the name or marks to any person or entity without prior written consent of Corporate Sponsor.

**Benefits and Payment.** - Corporate Sponsor shall receive the sponsorship benefits set forth in this Agreement and on the Program Sponsorship Sheet. In consideration of the rights granted, Corporate Sponsor shall pay its sponsorship fee on or before the date indicated on Sponsorship Rate Card and failure to do so shall result in a forfeiture of Corporate Sponsor's sponsorship rights.

**Value of Contribution.** - Corporate Sponsor acknowledges that the tax-deductible amount of the contribution for Federal income tax purposes is limited to the excess of the money and in-kind gifts less the value of goods and services provided by Charity and/or Organizer and that Corporate Sponsor will seek their own tax advisor's counsel in such matters.

**Program Cancellation.** - Organizer will not be responsible for damages that result from delays or postponements of the Program due to circumstances beyond their reasonable control. If the Program does not take place, sponsorship will be returned if funds are available.

**Insurance.** - Organizer shall ensure that insurance is in place for the program in the amount of at least \$1,000,000 per occurrence to cover liability for bodily injury, property damage and death arising out of the activities in connection with the Program.

**Indemnity.** - Each party to this Agreement indemnifies and hold the other harmless from and against any and all expenses, including reasonable attorneys' fees, that the other party may incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct, performance, or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party in connection with the Program.

**Corporate Sponsor Personnel.** - All individuals provided by or associated with Corporate Sponsor who perform services at the Facility shall perform such services at the direction of, under the supervision and control of, and for the benefit of Corporate Sponsor. Such individuals shall not perform such services on behalf of the Organizer, and shall not be agents or representatives of

**Organizer.** - Corporate Sponsor shall be responsible, as between Corporate Sponsor and Organizer, for any injuries or damages caused by or to said individuals.

**Entire Relationship.** - The parties to this Agreement have no legal relationship other than as contracting parties to this Agreement, and this Agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.

**Sign Condition.** - The Organizer will be responsible for maintaining sponsor signs in a presentable fashion.

**Governing Law.** - This Agreement shall be governed by the laws of the State of North Carolina.

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Signature

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Date