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## Dear Community Supporter,

The City of Melbourne Parks & Recreation Department invites you to become a Play Melbourne Parks and Recreation community partner. It is our strong belief that the services and programs provided through our Parks and Recreation Department are a critical component in building a stronger, vibrant, and more active community. Without the support and dedication of our local community, we would not be able to provide the quality parks and recreational services our citizens enjoy today.

Your partnership with Play Melbourne Parks and Recreation will allow you to support and engage residents and visitors while demonstrating community goodwill and increasing your organization's visibility in the community. We will work with you one-on-one to create opportunities that are mutually beneficial.

With your support, we will be able to strengthen our programs, enhance our playground structures, offer additional youth scholarships, and continue to increase accessibility to our parks and open spaces for our citizens.

We hope you will consider joining our team. The following pages describe sponsorship opportunities, packages and benefits. We can also offer customized and in-kind partnerships that can be specifically designed to meet your needs.

I look forward to meeting with you to discuss the possibilities of a partnership between Play Melbourne Parks and Recreation and your organization.

Sincerely,



Meg Richey  
Marketing & Development Administrator  
City of Melbourne, Parks & Recreation Department  
P: 321-243-3314 - mrichey@melbourneflorida.org



# OUR MISSION: GET OUT AND PLAY!

The City of Melbourne Parks and Recreation Department is committed to providing safe, innovative, and diversified programs and activities with an emphasis on customer satisfaction.



\* Charitable contributions to governmental units like the City of Melbourne may qualify as a charitable tax-deductions under §170(c)(1) of the Internal Revenue Code if made for a public purpose.

play  melbourne  
parks & recreation



# RECREATION & PROGRAM GUIDE

## RECREATION & PROGRAM GUIDE AD SPONSOR

The Play Melbourne Recreation & Program Guide is published 3x/year. Over 100,000 copies are distributed throughout the community annually; 75,000 of which are distributed via Florida Today newspaper. This comprehensive guide is a 16 page publication that highlights the City of Melbourne Parks & Recreation facilities, programs, classes, and special events. In addition, a digital copy is sent out to e-news subscribers and is also posted on the City's website and social media pages. The (3) editions are distributed in January, April, and August each year.

-  **FULL-COLOR 1/8 PAGE AD SPONSOR - \$200/GUIDE**
-  **1-YEAR COMMITMENT - \$500 / 3 GUIDES**
-  **FULL-COLOR 1/16 PAGE AD SPONSOR - \$150/GUIDE**
-  **1-YEAR COMMITMENT - \$375 / 3 GUIDES**

## ADOPT A PARK

This program provides opportunities for groups to help improve and maintain the City of Melbourne's 38 parks. The Adopt A Park program allows area businesses, neighborhood groups, and concerned residents to make a difference in the parks. This program combines in-kind service with a financial contribution that helps offset the costs of maintaining and improving the adopted park.

Volunteers can help enhance and maintain our public lands through clean up efforts, beautification, tree and ornamental plantings, weeding of landscaped areas, painting of picnic tables and park benches and other projects. Your efforts in our parks increases public awareness of the importance of protecting our natural resources; generates pride in our park system; and demonstrates a commitment to your community.

## **ADOPT A PARK SPONSOR - \$350**



# PARKS & OPEN SPACES

## HOW TO PARTICIPATE:

- Choose a park to adopt
- Adopter agrees to adopt the park for a minimum of 2 years
- Adopter agrees to do one service project/cleanup per year

## ADOPTER RECEIVES:

- Group/Company name on sign installed at the park
- Recognition on City website and social media
- The pride of helping beautify the Melbourne Park System
- Opportunity to rent park pavilion, gazebo, or facility at a discounted rate.



# GOLF DIVISION

Over 80,000 rounds of golf played each year  
Over 100 patrons visiting our courses daily

## SITE AMENITIES

- 18 hole year round course
- PGA Professional
- Pro Shop
- Driving range
- Putting greens
- Locker room facilities
- Snack bar



Considered to be among the best public golf courses in Central Florida!

## MALLARDS LANDING & CRANE CREEK RESERVE GOLF COURSE

The City of Melbourne Parks & Recreation Department operates two outstanding golf courses. Mallards Landing is known for its championship layout and is in its 46th year of operation, and Crane Creek Reserve, a Donald Ross designed golf course, has been open since 1928 and officially became a member of Florida's Historic Golf Trail in 2015.

### GOLD TEE SPONSOR - \$750\*

Prominently display your name and logo on tee/hole sign  
One round of golf per year (up to 4 players), carts included  
Clubhouse signage & mention on our website  
Logo/Ad displayed on over 40,000 scorecards  
\*Only Available May - August

### SILVER TEE SPONSOR - \$450

Prominently display your name and logo on tee/hole sign  
One round of golf per year (up to 2 players), cart included  
Mention on our website

### SCORECARD SPONSOR - \$325\*

Logo/Ad displayed on over 40,000 scorecards  
One round of golf per year (up to 2 players)  
Includes a 1½ by 4 inch ad  
\*Only available May - August

### GOLF CART SPONSOR - \$1,250

Full color Logo/Ad placed on 20 golf carts



# ATHLETICS

## ATHLETICS SPONSORSHIP

The City of Melbourne Parks & Recreation Department operates 31 Athletic Fields, 18 Outdoor Basketball Courts, 3 indoor gyms located in our community centers, as well as multiple adult and youth leagues. Over 1,000 adults participate in our softball league, and over 650 participate in our youth basketball leagues annually. In addition to the City leagues, the Parks & Recreation Department allocates, prepares and maintains game fields used by 7 independent and local youth and adult sports organizations. The groups include the Eau Gallie Little League, Lipscomb Park Baseball, Police Athletic League, Men's Softball and Brevard Soccer Alliance.

### SPONSOR FIELD / GYM BANNER - \$250

\*Banner costs are the responsibility of sponsor

Full Color, 4x5 banner mounted on fence or gym way

### SPONSOR INDOOR GYM SCOREBOARD - \$400

Full Color Sign/Ad mounted next to scoreboard  
Sizes vary for each facility

### BASKETBALL TEAM TSHIRT SPONSOR - COST VARIES

Logo displayed on basketball league t-shirts



## POOLS

The City of Melbourne Parks & Recreation Department operates (3) pools. Fee Avenue, Sherwood, and Lipscomb pool. Our pools are open Memorial Day through Labor Day, and over 15,000 individuals use the pools each summer. The pools host a variety of aquatic programming, including swim lessons, swim meets, and pool parties.



### SPONSOR POOL BANNER - \$250

\*Banner costs are the responsibility of sponsor  
Full-color, 4'x 5' banner mounted to fence



### SPONSOR SLIDE - \$400

Full-color, signage mounted to slide sign



### SPONSOR POOL EVENTS - VARIES

Sponsor receives name/logo on promotional materials; flyer, website, social media, day of event signage. Option to have booth at event



## SUMMER CAMPS

# TENNIS & AQUATIC DIVISION

## TENNIS COURTS

The Parks & Recreation Department is proud to operate (3) Tennis Complexes in the City of Melbourne: Fee Avenue, Jimmy Moore, and Ballard Courts. These complexes have a total of 21 Hard Courts, 4 Clay Courts, and 3 Practice Walls. Our tennis complexes offer multiple tennis programs, lessons, leagues, tournaments, as well as 4 pickleball courts. The tennis courts are open year round and over 20,000 players frequent the courts on an annual basis. Additionally, (4) local High School Varsity teams and the Florida Institute of Technology tennis team are proud to call Fee Avenue their home court.



### SPONSOR TENNIS BANNER - \$250

\*Banner costs are the responsibility of sponsor  
Full-color, 4'x 5' banner mounted to fence



### SPONSOR TENNIS TOURNAMENT - VARIES



## SUMMER CAMPS

Each summer, over 500 participate in the City of Melbourne Parks and Recreation Department Summer Camp Program. Summer camps are designed to introduce youth to a variety of recreational activities, team building events, and adventurous excursions. Summer camps focus on maximizing fun, engagement, and physical fitness. Your contribution will help create a memorable experience and many long lasting memories for summer camp participants!



### SUMMER CAMP T-SHIRT SPONSOR - \$4,000

Logo exclusively displayed on over 600 camper/counselor t-shirts, all summer camp promotional material and the option to place banners at camp locations.



### SPONSOR FIELD TRIP, LUNCH, OR SPECIAL OUTING - COST VARIES

Assist with special field trips and outings by making a contribution. In-kind donations are also accepted.

[Eau Gallie Teen Extreme Summer Camp](#) | [Wickham Park Community Center Youth Summer Camp](#) | [LipScomb Youth Summer Camp](#).



## SPECIAL EVENTS & PROGRAMS



### PLAY MELBOURNE TRACK & FIELD DAY

The City of Melbourne Parks & Recreation Department hosts an annual Track and Field at Eau Gallie High School. The event is for students ages 8-14 years who compete in a wide range of track and field events including running, softball throw, relays, and long jump. The event is designed to give our local youth an opportunity to participate in competitive, fun, and fitness-oriented events all while encouraging a healthy and active lifestyle. On average, over 500 youth participate each year.

### OTHER SPONSORSHIP OPPORTUNITIES

- Halloween Family Fun Night
- Christmas In The Park
- Easter Egg Hunt
- Martin Luther King Jr. Day
- Father / Daughter Dance
- Breakfast with Santa

### EVENT SPONSOR - \$350

- Mention in all Media/Promotional advertising including flyers, event press release, and social media.
- Day-of-event advertising
- Display up to two banners/signs at event
- Option to have booth at event
- Option to place item/brochure in goodie-bag (if applicable)

### THE MELBOURNE AUDITORIUM

The Melbourne Auditorium is a multi-use 20,600 square feet facility located in the City of Melbourne. The Auditorium is an excellent venue for many events, including: Conventions, Weddings, Receptions, Festivals, Concerts, Trade Shows, Sporting and Entertainment Events. The Auditorium offers ample parking facilities, and large grounds with lakes that provide lovely settings for outdoor events.



## CITY AUDITORIUM

### PRESENTING SPONSOR - \$50,000

- Naming Rights for City Auditorium
- 5 Year contract
- Banner displayed in Lobby
- Logo on City of Melbourne's website

### PARTNER SPONSOR - \$1,500

- Banner displayed in Lobby
- Recognition on Marquee 4 weeks of the year.
- Logo on City of Melbourne's website



# 4TH OF JULY

## INDEPENDENCE DAY

The City of Melbourne's 4th of July Celebration is one of the area's most exciting and enticing regional events for thousands of residents, families and friends. The 2016 celebration features the Firecracker 5K and the Honor America 4th of July Parade, all leading up to the longest and most spectacular fireworks show in the area.

### RISING STAR SPONSOR - \$1,000

- Company/organization logo with supporting link on City website
- Recognition on Social Media
- Logo on Welcome Signage
- (2) Tickets to VIP July 4th Celebration Fireworks Display Private Reception. Includes parking pass.

### STAR OF THE FIREWORKS: \$500

- Mention on Welcome Signage at entrances and website.

### SUPER STAR SPONSOR - \$5,000

- Mention in media/promotional advertising including, PSA's, radio, and social media.
- Logo prominently displayed on all printed materials including flyers and print ads.
- Logo on Welcome Signage
- Display up to two banners in a prominent event location and/or VIP area.
- Logo on the Invitation for the VIP July 4th Celebration Fireworks Display Private Reception.
- Company logo with supporting link on the website.
- (16) Tickets to VIP July 4th Celebration Fireworks Display Private Reception. Includes parking passes.

### SHINING STAR SPONSOR - \$2,500

- Logo displayed on all printed materials including flyers and print ads.
- Display one of your organization banners in a prominent event location and/or VIP area.
- Recognition on Social Media.
- Logo on Welcome Signage.
- Company/organization logo with supporting link on website.
- (10) Tickets to VIP July 4th Celebration Fireworks Display Private Reception. Includes parking passes.

### PARTNER SPONSOR - \$10,000

- Company logo prominently displayed on welcome page in the Play Melbourne Recreation & Program Guide that is published 3x/year and over 100,000 are distributed throughout the community annually; 75,000 of which are distributed via Florida Today.
- Company ad (full-color) prominently displayed in Play Melbourne Recreation & Program Guide.
- Presenting Sponsor for City of Melbourne's Auditorium: Includes a banner displayed in Auditorium lobby, logo on City of Melbourne's website (Auditorium Page), and Marquee recognition (4) weeks of the year.
- Company Logo (with link) on City of Melbourne Parks & Recreation Department website and social media pages.
- Company logo displayed on Community Center rental information pamphlets and monthly newsletters.
- Company name mentioned in all City of Melbourne Parks & Recreation press releases.
- Choice of (10) Banner Sponsorships at our Facilities or Parks.
- \$1,000 towards other City of Melbourne Parks & Recreation Sponsorship opportunities.
- Choice of (3) Program/Event Sponsorships.
- Adopt A Park Sponsorship.
- Complimentary 3 hour meeting room or private pool rental at facility of your choice.
- Complimentary special event tickets and rounds of golf at our City Golf Courses.



# CORPORATE SPONSORS

Our Corporate Partnership Program offers a wide array of sponsorship opportunities. The goal is to work with organizations to develop business strategies that deliver a positive impact for the Melbourne community. There are a variety of ways to work with the City of Melbourne's Parks & Recreation Department in reaching your marketing goals and objectives as well as supporting the Melbourne community.

### COMMUNITY SPONSOR - \$5,000

- Company logo displayed on welcome page in the Play Melbourne Recreation & Program Guide that is published 3x/year. More than 100,000 are distributed throughout the community annually; 75,000 of which are distributed via The Florida Today newspaper.
- Company ad (full-color) displayed in Play Melbourne Recreation Guide.
- Recognition in monthly Play Melbourne newsletters.
- Choice of (5) Banner Sponsorships at our Facilities or Parks.
- \$500 towards other Parks & Recreation Sponsorship opportunities.
- Choice of (1) Community Event/Program Sponsorship.
- Adopt A Park Sponsorship.
- Complimentary special event tickets and rounds at our City Golf Courses.
- Complimentary 2 hour meeting room or private pool rental at facility of your choice.
- Company Logo (with link) on City of Melbourne Parks & Recreation Department website and social media pages.





Contact:

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