

Partners with the Park 2017

Sponsorship & Advertising Opportunities



City of Peculiar | Parks & Recreation



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PECULIAR, MISSOURI



Do you want to promote your business in the Peculiar Community ?

The City of Peculiar offers numerous opportunities for you to reach new customers and at the same time give back to the community!



Reach your demographic and tap into the active Peculiar Community. The City of Peculiar works with companies, large and small, to create valuable impressions for your business. Be a part of this rapidly growing community and reach your demographic through creative and innovative methods! Show the community that your organization shares the same mission as the City of Peculiar and strives to enhance the quality of life through exceptional parks, open spaces, trails, facilities and programs.

Partners with the Parks Perks

Every Partner with the Parks will receive the following perks :



- Name or logo with website link on the Partners with the Parks webpage within the CityofPeculiar.org website.
- Name or logo on event or program flyers, which are distributed via email and are handed out in area schools.
- Name or logo on seasonal parks and recreation newsletter.
- Business or organization mentioned with event or program social media posts.
- Additional perks come with specific sponsorship opportunities.





Children's Fishing Derby April 2017

Venue:

Peculiar City Lake

About the program:

Hungry crappie, blue gill and a variety of other fish are ready for young anglers to try their luck on while competing for prizes. Children can also learn how to cast and test their skills at the casting challenge

Target market:

- Estimated attendance 60—100 families with children up to 15 years of age

Investment:

\$200



Flashlight Easter Egg Hunt April 2017

Venue:

Raisbeck Park

About the program:

The event is held Friday night before Easter and are encourage to bring their own flashlight and baskets. Event features 2,000 eggs stuffed with candy and other prizes

Target market:

- Estimated attendance 60—100 families with children up 2 to 12 years of age

Investment:

\$500



Mother Son Game Night May 2017

Venue:

McKernan Park

About the program:

This action packed evening will have mothers and sons competing as a team in a variety of different games

Target market:

- Estimated attendance 20—60 mothers and sons

Investment:

\$200

Peculiar Bikes Month May 2017

About the program:

Celebrate Peculiar Bikes Month with several events for all ages that will get the community rolling

Target market:

- Estimated attendance 50—100
- Adults and Families
- Downtown and neighborhood residents
- Biking community

Investment:

\$200





Trick or Treat Trail October 2017

Venue:

Raisbeck Park

About the program:

Children experience a fright-free trick-or-treat along a wooded trail, where costumed characters from popular children's stories and movies hand out treats.

Target market:

- Families with children up to 10 years of age

Investment:

Businesses are asked to participate by dressing up in costume and handing out treats throughout the trail

Touch a Truck November 2017

Venue:

Raisbeck Park

About the program:

Kids ages 1—10 years look at, climb on and explore the inner workings of all their favorite vehicles

Target market:

Estimated attendance 100—200 families with preschool-aged children

Investment:

\$100





Holiday Market November 2017

Venue:

Peculiar Municipal Parking Lot

About the program:

Holiday Market closes out the Market season and brings farm vendors, artisans, and entertainment to one location to kick off the holiday shopping season

Target market:

- Estimated attendance 500—1000 community members and holiday shoppers

Investment:

\$100



Peculiar Pumpkin Launch November 2017

Venue:

Raisbeck Park

About the program:

Launch teams register and build pumpkin launching devices and community residents come to watch the fun

Target market:

- Estimated attendance 20—100 community members

Investment:

\$200



Flicks on the Field

Venue:

Raisbeck Park

About the program:

Free, family-oriented movies are shown throughout the spring, summer and fall months at dusk and appeals to both Peculiar residents and our neighbors as well.

Target market:

- Estimated attendance 60—100 families with children up 2 to 12 years of age



Investment:

Gold Level \$3200

- 8 movies of your choice / Entire season
- Logo on all advertisements, logo on screen, recognition of sponsorship prior to the movie, logo with link on Partners of the Park webpage, commercial ran during movie (if made available by sponsor)

Silver Level \$1600

- 4 movies of your choice
- Logo on all advertisements, logo on screen, recognition of sponsorship prior to the movie, logo with link on Partners of the Park webpage, commercial ran during movie (if made available by sponsor)

Bronze Level \$400

- 1 movie of your choice
- logo on screen



About the program:

Each of these four-week instructional programs teach 3 through 4 year olds the fundamentals of team sports by developing each child's skills and instilling self-confidence in a non-competitive atmosphere



Venue:

Raisbeck Park

Target market:

- More than 20 players and 60 spectators per session
- Young athletes who are learning the game of soccer and flag football
- Parents of young athletes who are exposing their children to healthy, active lifestyles and team work through sports

Opportunities to connect with target market:

- Logo on player uniforms
- Name or logo on program fliers
- Name or logo with link on program website
- Name on seasonal newsletter

Investment:

\$200 per season

Little Soccer Kickers season April & September

Little Tikes Football season October



About the program:

- Peculiar Youth Basketball provides area youth between grades of 4th—8th with a basketball experience that promotes self-esteem, fair play, sportsmanship and skill development
- Season includes weekly practices and games and concludes with a single-elimination tournament

Venue:

Ray-Pec Schools and other surrounding cities gymnasiums

Target market:

- More than 100 players and 300 spectators per season
- Parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- Logo on jerseys
- Recognition on league photos
- Sponsorship plaque
- Name or logo with link on league website
- Name on seasonal newsletter

Investment:

\$150 per team

\$1000 entire league



About the program:

- Peculiar Youth Soccer offers levels of play for youth between the ages 4 through 12 years during the Spring and Fall
- Season includes weekly practices and games and concludes with a single-elimination tournament



Venue:

Raisbeck Park and other surrounding cities parks

Target market:

- More than 100 players and 300 spectators per season
- Parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- Logo on jerseys
- Recognition on league photos
- Sponsorship plaque
- Name or logo with link on league website
- Name on seasonal newsletter

Investment:

\$150 per team

\$1000 entire league per season

Youth Soccer seasons:

March—May & August—October



About the program:

- Peculiar Youth Volleyball provides area youth between the grades of 3rd through 8th with a volleyball experience that promotes self-esteem, fair play, sportsmanship and skill development
- Season includes weekly practices and games and concludes with a single-elimination tournament

Venue:

Ray-Pec Schools and other surrounding cities gymnasiums

Target market:

- More than 50 players and 150 spectators per season
- Young athletes who are learning the game of volleyball in a fun, developmental atmosphere
- Parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- Logo on jerseys
- Recognition on league photos
- Sponsorship plaque
- Name or logo with link on league website
- Name on seasonal newsletter

Investment:

\$150 per team

\$1000 entire league



About the program:

- Peculiar Flag Football is a recreational league designed for beginning through the advanced player grades K through 6
- Season includes weekly practices and games



Venue:

Raisbeck Park and other surrounding cities parks

Target market:

- More than 30 players and 90 spectators per season
- Parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- Logo on jerseys
- Recognition on league photos
- Sponsorship plaque
- Name or logo with link on league website
- Name on seasonal newsletter

Investment:

\$150 per team

\$1000 entire league



Seniors Poker Walk

Venue:

Peculiar City Hall

About the program:

The Poker Walk is a weekly event that challenge, enabling seniors to fulfil their goals for their physical activity, while playing a hand of poker at the same time.

Target market:

- Estimated attendance 10—20 participants
- Adults 55+ years of age engaging in an active and healthy lifestyle.

Investment:

\$300 per year

Seniors Peculiar Bingo

Venue:

TBA

About the program:

Celebrate Peculiar Bikes Month with several events for all ages that will get the community rolling

Target market:

- Estimated attendance 20—50 participants
- Adults 55+ years of age living a active and social lifestyle.

Investment:

\$300 per year



Athletic Field Flag Banners

Venue: Raisbeck Park

- Feather flag banners on the outdoor athletic field put your name in front of players and spectators of numerous soccer leagues, pre-school sports programs and flag football leagues. Feather flags 8' tall
- \$400 / year, \$300 renewal



Picnic Shelter Banners

Venues:

McKernan, City Lake shelters and City Lake Pier

Opportunities to connect with target market:

- Space for your company's message is available on each of the three shelters,
- 4' x 8' mesh banner

Investment:

\$400 / year, \$300 renewal



Athletic Field Naming Rights

Venue:

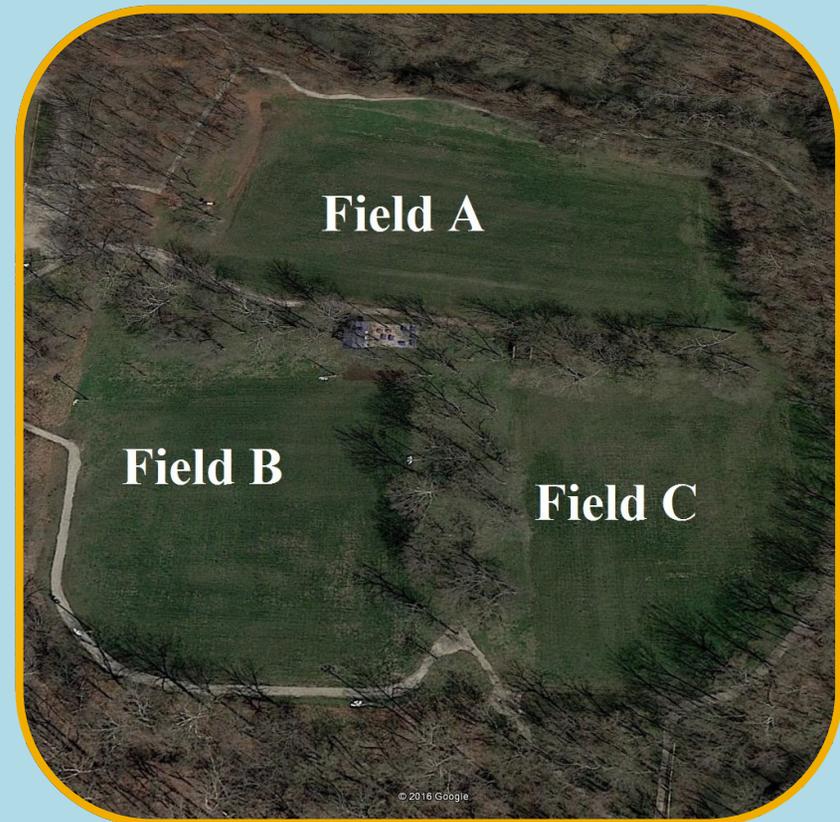
Raisbeck Park

Opportunities to connect with target market:

- Raisbeck Park has 3 outdoor athletic fields that were built in 2014. You will be able to name a field and have that name on league schedules.
- A permanent sign with your name will be placed next to the field and have your name in front of players and spectators of numerous soccer leagues, preschool sports programs and flag football leagues.

Investment:

- Field A \$1000 / year, \$800 renewal
- Field B \$900 / year, \$700 renewal
- Field C \$800 / year, \$600 renewal





Parks & Trail Enhancements

About the program:

Peculiar parks has several enhancement opportunities where sponsors can invest in the community's healthy and active lifestyle by funding a park or trail improvement.

Supporting the Peculiar parks is a great way to market your business or organization in a highly visible location.

Peculiar Parks and Recreation will recognize these partnerships with various signs with the partner's name and logo.



Venue:

Raisbeck Park, South Grand River Trail

Enhancement:

The South Grand River Trail is a 3/4 mile nature trail that runs alongside the South Grand River. The trail has two locations where visitors can stop and look at the river. Those areas would be a great location for a bench so visitors can rest and enjoy the surrounding nature.

Investment:

\$600 Park bench

\$300 Trash receptacle



Venue:

McKernan Park

Enhancement:

McKernan Park is one of the most popular parks in the City of Peculiar. The park is often used for birthday parties, family reunions and other celebrations. This park has a nice playground, but has space that can be utilized to continue to improve the playground and park.

Investment:

\$10,000 Playground Equipment

- Ages 5—12
- 24 Kid Capacity

Venue:

Peculiar City Lake

Enhancement:

The City Lake is a great fishing and nature watching location where many visit throughout the year. The park greatly use several park benches overlooking the lake.

Investment:

\$600 Park Bench

\$300 Trash receptacle





Venue:

Highline Park

Enhancement:

Highline Park is the newest park in the City of Peculiar centrally located at the corner of Peculiar Drive and Trackside Drive and can be access by Highline Trail which makes it a perfect location for an outdoor fitness zone. An outdoor fitness zone is a cluster of exercise equipment permanently placed and would be a great way to promote healthy and active lifestyles.

Investment:

- \$20,000 Fitness Zone



Venue:

Highline Trail

Enhancement:

Highline Trail is currently a half mile crushed limestone surface trail that runs between Main Street and Sharri Drive. This trail is continuing to be built heading northwest following Peculiar Drive. The continuation of the trail creates an opportunity for sponsors to add enhancements along the trail.

Investment:

- \$600 Park Bench
- \$300 Trash receptacle
- \$250 Flowerbed





Parks: Apparel Sponsorship

About program:

Peculiar Parks and Recreation apparel sponsorship is an excellent way to have your name or logo at every parks and recreation event, program and league. Sponsors of the parks and recreation apparel will have their business or organization's name or logo placed on all of the apparel of the parks and recreation staff.

Investment:

- \$500





| | | | | |
|----------------|------------|-------|---|-----------|
| Contact Person | | | PAYMENT INFORMATION | |
| Company Name | | | Method of Payment (check one) | |
| Address | | | <input type="checkbox"/> Check enclosed (Make payable to City of Peculiar) <input type="checkbox"/> Credit Card (fill in information below) | |
| City | State, ZIP | Phone | CARD TYPE | |
| | | | <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard | |
| | | | Cardholder Name (please print) | |
| Email | | | Card Number | Exp. Date |

Please check the following opportunities that interest you:

| | | | | |
|--|---|--|--|--|
| EVENTS: <input type="checkbox"/> Trick or Treat Trail - would like to participate in the event <input type="checkbox"/> Touch a Truck - \$100 <input type="checkbox"/> Holiday Market - \$100 <input type="checkbox"/> Peculiar Pumpkin Launch - \$200 <input type="checkbox"/> Children's Fishing Derby - \$200 <input type="checkbox"/> Flashlight Easter Egg Hunt - \$500 <input type="checkbox"/> Mother Son Game Night - \$200 <input type="checkbox"/> Peculiar Bike Month - \$200 <input type="checkbox"/> Flicks on the Field - Gold \$3200 <input type="checkbox"/> - Silver \$1600 <input type="checkbox"/> - Bronze \$400 | YOUTH SPORTS: <input type="checkbox"/> Youth Basketball League - \$150 per team <input type="checkbox"/> - \$1000 entire league <input type="checkbox"/> Youth Soccer League - \$150 per team <input type="checkbox"/> - \$1000 entire league <input type="checkbox"/> Youth Volleyball League - \$150 per team <input type="checkbox"/> - \$1000 entire league <input type="checkbox"/> Youth Flag Football League - \$150 per team <input type="checkbox"/> - \$1000 entire league <input type="checkbox"/> Little Soccer Kickers - Spring \$200 <input type="checkbox"/> - Fall \$200 <input type="checkbox"/> Little Tikes Football - \$200 | PROGRAMS: <input type="checkbox"/> Senior Poker Walk - \$300 <input type="checkbox"/> Seniors Peculiar Bingo - \$300 BANNER PROGRAM: <input type="checkbox"/> Athletic Field Banners - \$400 <input type="checkbox"/> McKernan Shelter Banner - \$300 <input type="checkbox"/> City Lake Shelter Banner - \$400 <input type="checkbox"/> City Lake Pier Banner - \$400 ATHLETIC FIELD NAMING RIGHTS: <input type="checkbox"/> Raisbeck Field A - \$1000 <input type="checkbox"/> Raisbeck Field B - \$900 <input type="checkbox"/> Raisbeck Field C - \$800 APPAREL SPONSORSHIP: <input type="checkbox"/> Parks Apparel - \$500 | PARK & TRAIL ENHANCEMENTS: <input type="checkbox"/> Raisbeck Park Bench - \$600 <input type="checkbox"/> Raisbeck Trash Receptacle - \$300 <input type="checkbox"/> City Lake Park Bench - \$600 <input type="checkbox"/> City Lake Trash Receptacle - \$300 <input type="checkbox"/> McKernan Playground Equipment - \$10,000 <input type="checkbox"/> Highline Park Fitness Zone - \$20,000 <input type="checkbox"/> Highline Trail Park Bench - \$600 <input type="checkbox"/> Highline Trail Trash Receptacle - \$300 <input type="checkbox"/> Highline Trail Flower Bed - \$250 | |
| | | | Total \$ | |

Questions? Contact:

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816-779-2225



Mail to: Peculiar Parks and Recreation

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