Partners with the Park
2017
Sponsorship & Advertising Opportunities

City of Peculiar | Parks & Recreation

PECULIAR, MISSOURI

Looking to promote your business in the Peculiar community?

The Parks and Recreation Department offers numerous opportunities for your business to reach new customers while giving back to the community!

Reach your target market and tap into the active Peculiar community. Peculiar Parks and Recreation works with companies, large and small, to create valuable impressions for your business. Be a part of this rapidly growing community and reach your market through creative and innovative methods! Show the community that your organization, along with the Peculiar Parks and Recreation, strives to enhance the quality of life through exceptional parks, open spaces, trails, facilities and programs.

Promote your business and support your community

Partner with the Peculiar Parks and Recreation Department to:

- Reach an active, rapidly growing market
- Show your organization's support for the City of Peculiar
- Sponsor events to promote your company involvement in local leagues, programs or events
- Support the development and enhancement of trails, lakes, parks to show community pride
- Advertise thru banners at athletic fields or signs at shelter houses

Your business's name and logo will appear on:

- Parks webpage on CityofPeculiar.org, this will include a link to your company's website.
- Event or program flyers, distributed thru email and are provided to students at local area schools.
- Seasonal Peculiar Parks and Recreation newsletter.
- Sponsored event or program social media posts.
- Additional perks come with specific sponsorship opportunities.

Peculiar parks & recreation

Children's Fishing Derby April 2017

Venue:

Peculiar City Lake

About the program:

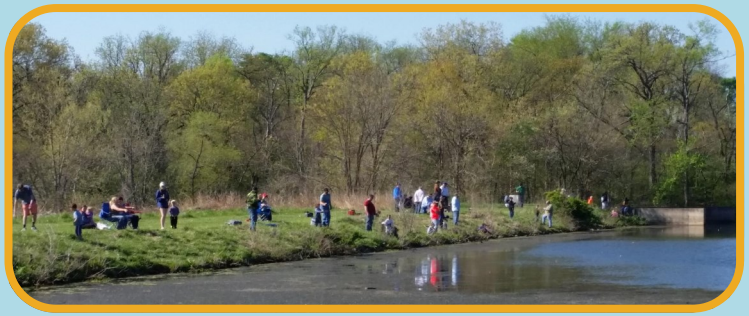
Hungry crappie, blue gill and a variety of other fish are ready for young anglers to try their luck on while competing for prizes. Children can also learn how to cast and test their skills at the casting challenge

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

Peculiar parks & recreation

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

Peculiar parks & recreation

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 ask 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

Peculiar parks & recreation

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

Events: Flicks on the Field

Family friendly movies under the stars

Peculiar parks & recreation

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

Youth Sports: Little Sports Program

Peculiar parks & recreation

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

Youth Sports: Peculiar Youth Basketball

Peculiar parks & recreation

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

Youth Sports: Peculiar Youth Soccer

Peculiar parks & recreation

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

Youth Sports: Peculiar Youth Volleyball

Peculiar parks & recreation

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

Youth Sports: Peculiar Flag Football

Peculiar parks & recreation

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

Programs: Seniors

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

Banner Program

Peculiar parks & recreation

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

Peculiar parks & recreation

Athletic Field Naming Rights

Venue:

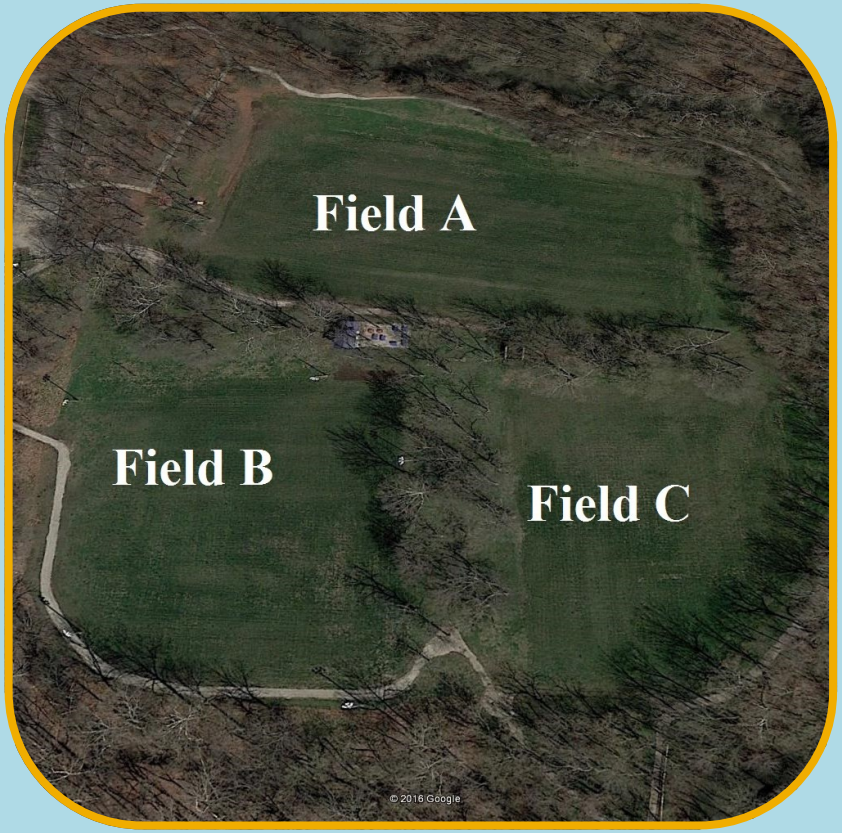
Raisbeck Park

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 place 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



Peculiar parks & recreation

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

Parks & Trails: Enhancements

Peculiar parks & recreation

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

Peculiar parks & recreation

Venue:

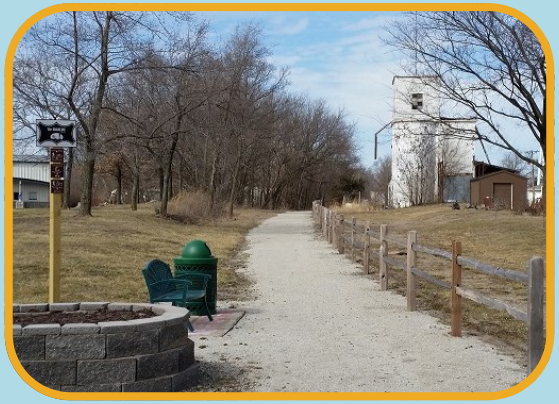
Highline Park

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

City of Peculiar Parks and Recreation

Partners with the Parks Commitment

Peculiar parks & recreation

Contact Person		
Company Name		
Address		
City	State, ZIP	Phone
Email		

PAYMENT INFORMATION

Method of Payment (check one)

- ☐ Check enclosed (Make payable to City of Peculiar)
- ☐ Credit Card (fill in information below)

CARD TYPE

- ☐ Visa
- ☐ Mastercard

Cardholder Name (please print)	
Card Number	Exp. Date

Please check the following opportunities that interest you:

EVENTS:

- ☐ Trick or Treat Trail - would like to participate in the event
- ☐ Touch a Truck - $100
- ☐ Holiday Market - $100
- ☐ Peculiar Pumpkin Launch - $200
- ☐ Children's Fishing Derby - $200
- ☐ Flashlight Easter Egg Hunt - $500
- ☐ Mother Son Game Night - $200
- ☐ Peculiar Bike Month - $200
- ☐ Flicks on the Field - Gold $3200
- ☐ - Silver $1600
- ☐ - Bronze $400

YOUTH SPORTS:

Youth Basketball League
- ☐ - $150 per team
- ☐ - $1000 entire league

Youth Soccer League
- ☐ - $150 per team
- ☐ - $1000 entire league

Youth Volleyball League
- ☐ - $150 per team
- ☐ - $1000 entire league

Youth Flag Football League
- ☐ - $150 per team
- ☐ - $1000 entire league

Little Soccer Kickers
- ☐ - Spring $200
- ☐ - Fall $200

- ☐ Little Tikes Football - $200

PROGRAMS:

- ☐ Senior Poker Walk - $300
- ☐ Seniors Peculiar Bingo - $300

BANNER PROGRAM:

- ☐ Athletic Field Banners - $400
- ☐ McKernan Shelter Banner - $300
- ☐ City Lake Shelter Banner - $400
- ☐ City Lake Pier Banner - $400

ATHLETIC FIELD NAMING RIGHTS:

- ☐ Raisbeck Field A - $1000
- ☐ Raisbeck Field B - $900
- ☐ Raisbeck Field C - $800

APPAREL SPONSORSHIP:

- ☐ Parks Apparel - $500

PARK & TRAIL ENHANCEMENTS:

- ☐ Raisbeck Park Bench - $600
- ☐ Raisbeck Trash Receptacle - $300
- ☐ City Lake Park Bench - $600
- ☐ City Lake Trash Receptacle - $300
- ☐ McKernan Playground Equipment - $10,000
- ☐ Highline Park Fitness Zone - $20,000
- ☐ Highline Trail Park Bench - $600
- ☐ Highline Trail Trash Receptacle - $300
- ☐ Highline Trail Flower Bed - $250

Total $

Questions? Contact:

Grant Purkey, Parks Director

parks@cityofpeculiar.org

816-779-2225

Mail to: Peculiar Parks and Recreation

250 South Main Street

Peculiar, Missouri 64078