



3805 S. Casper Dr.
New Berlin, WI 53151

Phone (262) 797-2443
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email: recreation@newberlin.org
www.newberlin.org

Dear Business Friends,

The City of New Berlin Recreation Department invites you and your company to become a Business Sponsor in 2018. Our health, our neighborhoods, our economy, and our environment all benefit from Recreation. Without the support and dedication of our business community, the City would not be able to provide the quality parks and recreational services our citizens enjoy today.

As a sponsor, you are demonstrating positive corporate citizenship and greater visibility for your company within the community. Your company/business will gain valuable exposure by advertising with the City of New Berlin, while extending your visibility, and achieving your marketing goals.

In teaming up with the City of New Berlin Recreation Department, we will work with your company to develop a marketing package to include advertising and direct mail opportunities within publications, on our website, at events, and within City owned park facilities.

Business Sponsor Programs include:

- Sponsorship within the Recreation Seasonal Activity Guide
- Sponsorship through the Athletic Facility Sponsor Banner Program
- Sponsorship for a Community Special Event or Program
- Sponsorship through the Adopt-A-Park Program

Benefits you will receive:

- Visibility in multiple locations such as parks, program events, and our print/online Activity Guide increase your exposure to your market.
- Hit your target population or select all sponsorship options to saturate the entire community or niche market areas.
- Helping the community by enhancing the development and improvement of our parks & recreational services.

Thank you for considering this invitation to become part of our sponsorship programs and making a larger impact on our community. Enclosed you will find the 2017 Sponsorship Program Brochure which outlines the various Business Sponsorship Programs. If you are interested in the full sponsorship program packet including Sponsor Benefits, Program Pricing Structure, and Commitment Form, please contact us at (262) 797-2443 or email us at recreation@newberlin.org. We look forward to having you as a sponsor!


Your partner in community,

Caitlin Vosberg, CPRP
Recreation Supervisor

New Berlin Sponsor Program

Sponsor Banner

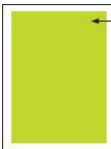

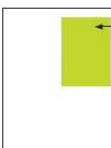
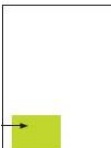
We are offering advertising opportunities at our baseball/softball fields at Malone Park Sports Complex. This unique opportunity allows you and your company the chance for valuable community exposure from early spring into the fall at our baseball/softball fields. As you may already know, the fields at Malone Park are used by thousands of individuals each year through various Youth Sports organizations, Adult Softball leagues, and for programs and tournaments during the spring, summer, and fall seasons. Banners will be displayed the third week of April – August.

Sponsorship Information	Banner Size
<p>Corporate Sponsors are responsible for purchasing their banner based on the following specifications:</p> <p>The banners shall be 4 feet by 8 feet HDPE Reinforced Banner (Recyclable*) Material with Latex 6-color Digital Print, with brass grommets at a minimum of every 1 foot along the entire border of the banners.</p> <p>*HP sponsored recycle program</p> <p>Cost: One Year Contract- \$300 Three Year Contract - \$800</p>	

Banner advertising at Malone Park is exclusive to the New Berlin Recreation Dept. Banners can be produced and provided by the department's preferred provider, National Sign & Design phone (414)727-4646 or email ntlsign@gmail.com; or supplied by vendor of your choice per specifications listed above.

Activity Guide Advertising

We will be selling advertising space in our Seasonal Activity Guides. This advertising opportunity has significant discounts and no middleman. Spaces are limited – call for available sizes.

Sponsorship Information	Ad Size Options			
<p><i>Black and White</i></p> <p>Artwork must be camera ready. We would prefer it to be JPEG or PDF. Artwork and photographs should be in 300 dpi.</p> <p>Cost is per season.</p>		<p>Full Page 8" x 10.5" Cost: \$450</p> <p>*NEW! Back Cover Glossy Color Print Cost: \$1500</p>		<p>Half Page 8" x 5.25" Cost: \$250</p>
		<p>Quarter Page 4" x 5.25" Cost: \$125</p>		<p>Eighth Page 4" x 2.625" Cost: \$75</p>

Ad space available on back cover of Activity Guide. Be the sole sponsor on the back page of the Activity Guide and really stand out. Full page ad available for \$1500.

The City of New Berlin Recreation Activity Guide is direct-mailed to approximately 17,000 households three times per year. They are also distributed online at the City's website (www.newberlin.org), on Facebook, the New Berlin Public Library and Hickory Grove Center.

Seasonal Activity Guide Seasons:

Winter/Spring Seasonal Activity Guide (December-May)

Summer Seasonal Activity Guide (May-September)

Fall Seasonal Activity Guide (September-December)

Adopt-A-Park Sponsor


The Adopt-A-Park program allows area businesses, neighborhood groups, and interested residents to make a difference in the community's parks. This program combines both in-kind service, as well as a financial contribution that helps off-set costs of maintaining and improving adopted parks.

How to participate:

- Choose a park to adopt (Malone, Lions, Calhoun, Valley View, Buena, ProHealth Care, Deer Creek Sanctuary, Stigler Nature Preserve, Biber, Gatewood, Regal, Weatherstone, High Grove, Maple Ridge, Historical, or Prospect Parkway).
- Adopter agrees to adopt the park for a minimum of 3 years.
- Adopter agrees to do one service project/clean-up per year.
- Group must designate a member as the coordinator.
- Complete the Adopt-A-Park contract.
- Schedule the annual date/time of service project/clean-up with the Department.

Adopter receives:

- Group/business name on a sign installed at the park.
- Opportunity for free use of a park shelter for a group/business activity once per calendar year.
- Recognition on the City of New Berlin website.
- Recognition in the seasonal activity guides.
- The pride of helping beautify the New Berlin Park System.

Sponsorship Information	Sign Example- .040 Aluminum
<p>Cost per park:</p> <p>Tier 1 \$500/year - Malone, Lions, Calhoun, Valley View, Buena, ProHealth Care, Deer Creek Sanctuary, Stigler Nature Preserve</p> <p>Tier 2 \$250/year - Biber, Gatewood, Regal, Weatherstone, High Grove, Maple Ridge, Historical, Prospect Parkway</p>	 <p style="text-align: right;">14"</p>

Community Special Event/Program Sponsor

As a sponsor of one of the city annual events, you will receive recognition in the event booklet, a prominent banner/sign at the event, name recognition on the back of t-shirts (where applicable), inclusion in any Public Service Announcements prior to the event, announcements and recognition throughout the event day, recognition in subsequent activity guide and recognition on the City's Facebook page. For specific recognition differences between the classes of sponsorship, please contact the Recreation Department at (262)797-2443.

Movies in the Park

This FREE community event takes place at Malone Park usually on Friday evenings three times each summer season. Average attendance is 250 participants per movie. One of the Movies will be an Old Fashioned Drive-In Movie, complete with a large projection screen and FM transmitter.

Title Sponsor – Sponsor all 3 movies for the price of \$3750.00 (limited to one/summer season)

City Wide Halloween Party

This event brings in about 300 people each year. There are various activities that take place at Hickory Grove Center including hay rides, cookie decorating, and Halloween themed games.

Title Sponsor – Title sponsor for the program (limited to one) - \$500

Activity Room Sponsor – Sponsor a themed room which may include food decorating, children's games or a haunted story - \$250

Community Playgrounds

This awesome summer experience for hundreds of children ages 5-12 years old is a great sponsorship opportunity! Your company's logo will go on the back of the children's and staff's t-shirts which are worn to all of the various fieldtrips throughout the summer.

T-shirt Sponsor - \$1,000

Safety Town

Children entering kindergarten participate for two weeks in this unique program which prepares them for various aspects of safety and awareness. Your company logo will go on the back of each of the children's t-shirts.

T-shirt Sponsor - \$1,000

Fishing Clinic

This FREE community event offers children the opportunity to learn all about fishing including knot tying, casting, fish identification and water safety. The clinic will take place in the spring at a city of New Berlin stocked fishing pond.

Title Sponsor - \$250

Basketball Free Throw Contest

FREE to all residents of New Berlin, this Free Throw Contest is offered during winter basketball season as a precursor to the Southeast Park and Recreation Council's district meet (SEPRC). All participants will take home a small prize and the winners of each grade level have the opportunity to represent New Berlin at the SEPRC district finals.

Title Sponsor - \$250

SNAP Poms

Special needs and ability poms (SNAP) meet weekly and perform at local competitions such as the Memorial Day, July 4th and Christmas parades. Your company's logo will be featured on each of the participants t-shirts.

T-shirt Sponsor - \$250

Miscellaneous Program Sponsor

Individual corporate sponsorships can be arranged for a variety of other department programs. Contact us at (262)797-2443 or email at mschroeder@newberlin.org, or discuss other possible sponsorship opportunities.

Sponsorship Terms & Policies

1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of New Berlin. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of New Berlin:
 - a. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
 - b. Promotion of gambling or illegal drugs.
 - c. Promotion of the sale or use of firearms or other weapons.
 - d. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
 - e. Commentary or advocacy of a social, religious or political nature.
 - f. Promotion of services or programs that are already offered by the City of New Berlin.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues.

Subject to the City of New Berlin terms for accepting sponsorship contracts will be accepted on a first-come, first-serve basis.

2. The City of New Berlin Parks, Building & Grounds Commission and the Recreation Commission reserves the right to make final determination for acceptance on sponsorship contracts.
3. The City of New Berlin reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of New Berlin shall not be responsible for damages if an advertisement fails to be published for any reason.
4. The City of New Berlin reserves the right to determine and/or change the placement of ads without notice.
5. Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the City of New Berlin, without limitation against, for any and all claims made thereof against losses sustained by the City of New Berlin Parks, Building & Grounds Department, Recreation Department, City Council, and employees.
6. The advertisers and its agency, each represent that they are fully authorized and licensed to use:
 - a. The names, portraits, and/or pictures of living persons;
 - b. Any copyrighted or trademarked materials;
 - c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of New Berlin publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of New Berlin against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.
7. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of New Berlin policies will be binding on the City of New Berlin or its agents.
8. The City of New Berlin shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the City of New Berlin.
9. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
10. The City of New Berlin will not return any items submitted for Sponsorship.
11. Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.
12. The City of New Berlin reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.



New Berlin Recreation Sponsorship Commitment Form

SPONSOR INFORMATION:

Complete the following information:

Name: _____

Business/Organization Name (if any): _____

Email: _____ Business located in New Berlin? Yes [] No []

Address: _____ City/State/Zip: _____

Primary Phone: _____ Other Phone: _____

SPONSORSHIP OPTIONS:

Activity Guide (Check all that apply)

- Winter/Spring Full \$450 Half \$250
- Summer Quarter \$125 Eighth \$75
- Fall Back Cover \$1500

Athletic Facility Banner

- Malone Park 1-year \$300 3-years \$800

Program Sponsorship

- Movies in the Park \$3,750
- City Wide Halloween Party \$500 or \$250
- Community Playgrounds \$1,000
- Safety Town T-Shirts \$1,000
- Fishing Clinic \$250
- Free Throw Contest \$250
- SNAP Poms T-Shirts \$250

Sponsor Type:

Adopt-A-Park

- Tier 1 \$500 Malone Park Deer Creek Sanctuary
- Calhoun Park Valley View Park
- Buena Park ProHealth Care Park
- Stigler Nature Lions Park Preserve
- Tier 2 \$250 Biwer Park Gatewood Park
- Regal Park Weatherstone Park
- High Grove Park Maple Ridge Park
- Historical Park Prospect Parkway

Other - Miscellaneous

Name of Program: _____ \$TBD

PLEASE READ:

Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines.

Signature: _____

Date: _____

FOR OFFICE USE ONLY: Staff Initials: _____

Date Submitted: _____

Amount Paid: _____ Date Paid: _____