



Dear Business/Organization,

The City of Monona Parks and Recreation Department is proud to a part of the Monona Community. Whether it is the 45,000 people that visit the pool each summer, or the 2,000 people that participate in a recreation program, or the 4,000 households that receive our biannual newsletter, we strive to offer the best service at the best price. We have expanded recreational opportunities that the community can choose from to include special events such as our Mulligan's Fore Monona Golf Outing, Flick 'N' Floats Outdoor Movie at the pool, and Concerts in the Park. These events are great for people of all ages and help strengthen our sense of community.

We are currently seeking sponsorship support from all our local businesses. Sponsors will receive many advertising benefits that are listed in the following packet. The business community has been very supportive in the past sponsoring Youth Baseball and Softball teams, ads in our newsletter and participation in city sponsored events. Our hope is that we can grow the participation and involvement level of the local business community with Monona Parks & Recreation programs.

If you are interested in sponsorship, please mail the completed sponsorship form to **Monona Parks & Recreation Department, 1011 Nichols Rd, Monona WI 53716**. Please note there are deadlines for some activities to be included in the marketing campaign. We can take cash, check or credit card for payment. For additional information, please contact our Parks & Recreation Director Jake Anderson at (608) 216-7469 or by email at janderson@ci.monona.wi.us

Thank you in advance for your support of Monona Parks & Recreation!

Sincerely,

Jake Anderson

Monona Parks & Recreation Director

CONCERTS/MOVIES IN THE PARK



“LeeDing Zeros jamming out at Dream Park Shelter”

The Monona Parks & Recreation Department is organizing the 2011 Concerts & Movies in the Park Series. We will feature a movie this year after our concert for a full night of fun and entertainment for the whole family. There will be games and prizes and even contests throughout the evening. Expected attendance is between 200 – 500 people for each event. The dates are:

Monday June 27

Monday July 18

Monday August 8

GOLD SPONSOR - \$500 (PER EVENT) – 4 SPOTS AVAILABLE

The Gold Sponsor will benefit from the highest level of profile branding through the event promotional materials, prime presence at the event and the opportunity to enhance the positive image of your company through direct involvement in the community

Benefits Include

- Logo and recognition on all promotional materials including posters, flyers, newsletter articles, media press releases, banners and city website
- Onsite location during concerts to allow for maximum exposure and direct interaction with the community during the event
- Opportunity to distribute merchandise, products or services to the public at the event
- Advertising slot in pre-movie slide show

SILVER SPONSOR - \$250 (PER EVENT) – 6 SPOTS AVAILABLE

The Silver Sponsor will benefit from branding through event promotional activities and MC recognition at the event

Benefits Include

- Logo and recognition on promotional materials for single event
- Opportunity to distribute merchandise, products or services to the public at the event

FLICK 'N' FLOAT MOVIE AT THE POOL



Join us for our third year of offering Flick 'N Floats that attract over 400 people to the Monona Outdoor Pool! It is a fun night of games such as the Rubber Duck races down the pool slide, a penny dive in the shallow end, "cannonball" competitions for kids and adults on the diving boards and a movie on our huge inflatable screen. Sponsorship of this events helps defray the cost of prizes and games for the kids. The dates for the 2011 Flick 'N Floats are:

Friday June 24

Friday August 29

GOLD SPONSOR - \$500

The Gold Sponsor will benefit from the highest level of profile branding through the event promotional materials, prime presence at the event and the opportunity to enhance the positive image of your company through direct involvement in the community

Benefits Include:

- Logo and recognition on all promotional materials including posters, flyers, newsletter articles, media press releases, banners and city website
- Onsite location during Flick 'N Float to allow for maximum exposure and direct interaction with the community during the event
- Opportunity to distribute merchandise, products or services to the public at the event

SILVER SPONSOR - \$250

Benefits Include:

- Logo and recognition on promotional materials for single event
- Opportunity to distribute merchandise, products or services to the public at the event



POOL ADVERTISEMENT

Looking at having a direct message to over 50,000 people annually? Have a 3' x 5' banner on the pool fence or an 18" x 24" poster located in both the men's and women's locker room
3' x 5' banner - **\$250/year – 3 year commitment**
18" x 24" locker room poster - **\$150/year – 2 year commitment**

Business is responsible for having banner designed and printed

GOLF SCRAMBLE SPONSORSHIP PACKAGE

The City of Monona is committed to providing a high quality of life through city services. The Mulligan's Fore Monona Golf Scramble provides people an opportunity to have a great day of playing golf and raise funds for the Monona Fire Department and Monona Recreation Department.



Event Sponsor - \$1,000 (6 spots available)

Deadline April 1st

- Logo on all advertising materials (flyers, newsletter, registration forms, website, cable and newspaper)
- Logo & Name on banner at course
- Entry Fee for 4 golfers
- Signage on all golf carts
- 1 Hole Sponsor

Hole Sponsor - \$200 (36 spots available)

Deadline Monday June 20th

- Name on banner
- hole sign
- listing in Fall/Winter Newsletter

Beverage Sponsor - \$1,000 (2 spots available)

Deadline Monday June 20th

- underwrites cost of golfer beverages tickets (2 tickets each)
- Logo/Name on banner
- Listing in Fall/Winter Newsletter

In Kind Donations (\$25 value or greater)

Deadline Friday July 1st

Any golf apparel or equipment, gift certificate, or cash for the raffle prizes and hole prizes (long drive, long putt, closest to the green, etc)



NFL FLAG FOOTBALL



2nd & 3rd grade tournament at Ahuska Park last fall

The following sponsorships are available for Monona Parks & Recreation NFL Flag Football program. Over 70 kids have participated the past two seasons. Games and practices are held at Ahuska Park. There is an end of season tournament for 2nd & 3rd grade that will have over 20 teams in Monona for one day.

GRADES K&1 COED - TUESDAYS & THURSDAYS SEPTEMBER 13 – OCTOBER 27

Each player will receive a replica NFL jersey and the sponsor name will be on the back of the jersey. Coaches will also receive a polo shirt. This is a Monona in-house league and will play games at Ahuska Park. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$150 per team (4 available)

GRADES 2&3 COED - MONDAYS & WEDNESDAYS SEPTEMBER 12 – OCTOBER 26

Each player will receive a replica NFL jersey and the sponsor name will be on the back of the jersey. Coaches will also receive a polo shirt. This is a Monona in-house league and will play games at Ahuska Park. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$150 per team (4 available)

GRADES 4&5 COED - THURSDAYS & SATURDAYS SEPTEMBER 12 – OCTOBER 29

Each player will receive a replica NFL jersey and the sponsor name will be on the back of the jersey. Coaches will also receive a polo shirt. This is a traveling league playing games against other teams in Dane County. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$200 per team (2 available)

SPONSOR DEADLINE DATE:

AUGUST 1ST, 2011

YOUTH BASEBALL/SOFTBALL



The following sponsorships are available for Monona Parks & Recreation Youth Baseball and Softball. Businesses that sponsored teams in 2010 have until April 11th to return their sponsorship forms. New sponsors have until April 18th to get their sponsorship forms in.

GRADES K-2

\$125 PER TEAM

T-BALL - MONDAYS & TUESDAYS MAY 16 - JULY 27

COACH PITCH - WEDNESDAYS & THURSDAYS MAY 18 - JULY 28

Each player will receive a t-shirt with the sponsor name on the back of the t-shirt. Coaches will also receive a t-shirt. Sponsors will receive a team photo plaque and recognition in the Fall/Winter Newsletter, City Website and Cable Channel.

GRADES 3&4

\$ 150 PER TEAM

MACHINE PITCH BASEBALL - MONDAYS & WEDNESDAYS MAY 16 - JULY 27

COACH PITCH SOFTBALL - MONDAYS & WEDNESDAYS MAY 16 - JULY 27

Each player will receive a t-shirt and hat with the sponsor name on the back of the shirt. Coaches will also receive a t-shirt. Teams in this league travel to Cottage Grove and McFarland to play. Sponsors will receive a team photo plaques and recognition in the Fall/Winter Newsletter, City Website and Cable Channel.

GRADES 5&6

\$200 PER TEAM

PLAYER PITCH BASEBALL - MONDAYS & WEDNESDAYS MAY 16 - JULY 27

PLAYER PITCH SOFTBALL - TUESDAYS & THURSDAYS MAY 17 - JULY 28

Each player will receive a jersey and hat with the sponsor name on the back of the jersey. Coaches will receive a polo shirt with your logo on the sleeve. Teams in this league travel to Cottage Grove and McFarland to play. Sponsors will receive a team photo plaque and recognition in the Fall/Winter Newsletter, City Website and Cable Channel.

GRADES 7&8

\$250 PER TEAM

PLAYER PITCH BASEBALL

GRADE 7 - TUESDAYS & THURSDAYS MAY 17 - JULY 28

GRADE 8 - MONDAYS & WEDNESDAYS MAY 16 - JULY 27

PLAYER PITCH SOFTBALL - TUESDAYS & THURSDAYS MAY 17 - JULY 28

Each player will receive a jersey and hat with the sponsor name on the back of the jersey. Coaches will receive a polo shirt with your logo on the sleeve. Teams in this league travel all over Southern Wisconsin to play. Sponsors will receive a team photo plaque and recognition in the Fall/Winter Newsletter, City Website and Cable Channel.

Returning Sponsors Deadline April 11th, 2011

New Sponsors Deadline April 18th, 2011

2011-2012 YOUTH BASKETBALL



The following sponsorships are available for Monona Parks & Recreation Youth Basketball. Over 85 kids participated in the 2010-1011 season.

GRADES K&1 COED – TUESDAYS & THURSDAYS; NOVEMBER 1-DECEMBER 22

Each player will receive a t-shirt and the sponsor name will be on the back of the t-shirt. Coaches will also receive a t-shirt. This is a Monona in-house league and will play games at Winnequah School. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$125 per team

GRADES 2&3 BOYS – MONDAYS & WEDNESDAYS; NOVEMBER 28-FEBRUARY 8

GRADES 2&3 GIRLS – TUESDAYS & THURSDAYS; NOVEMBER 29-FEBRUARY 9

Each player will receive a t-shirt and the sponsor name will be on the back of the t-shirt. Coaches will also receive a t-shirt. This is a Monona in-house league and will play games at Winnequah School. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$150 per team

GRADES 4-8 BOYS – WEEKDAYS & SATURDAYS; NOVEMBER 7-FEBRUARY 18

GRADES 4-8 GIRLS – WEEKDAYS & SATURDAYS; NOVEMBER 8-FEBRUARY 18

Each player will receive a jersey and the sponsor name will be on the back of the jersey. Coaches will receive a polo shirt with your company logo on the sleeve. This is a traveling league called the Big 10 that includes various communities from the area. The season concludes with a tournament for each grade. Sponsors will receive a team photo plaque and recognition in the Spring/Summer Newsletter, City Website and Community Cable Channel.

\$250 per team

Sponsor Deadline Date:

October 1, 2011



2011 SPONSOR REGISTRATION FORM

Make Checks Payable to **City of Monona**
 Visa, Mastercard, American Express Accepted

Sponsor Information

Organization/Company Name _____

Contact Person	Title
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Phone/Fax/Email _____

Authorized Signature _____

Sponsorship Levels

Mulligan's Fore Monona

Event Sponsor - \$1,000	<input type="checkbox"/>
Beverage Sponsor - \$1,000	<input type="checkbox"/>
Hole Sponsor - \$200	<input type="checkbox"/>
In-Kind Donation _____	<input type="checkbox"/>

Concerts /Movies in the Park

Gold Sponsor - \$500	<input type="checkbox"/>
Silver Sponsor - \$250	<input type="checkbox"/>

Youth Baseball/Softball (per team)

T- Ball - \$125	<input type="checkbox"/>
Grades 3&4 Softball - \$150	<input type="checkbox"/>
Grades 5&6 Softball - \$200	<input type="checkbox"/>
Grades 7&8 Softball - \$250	<input type="checkbox"/>

Coach Pitch Baseball - \$125	<input type="checkbox"/>
Grades 3&4 Baseball - \$150	<input type="checkbox"/>
Grades 5&6 Baseball - \$200	<input type="checkbox"/>
Grades 7&8 Baseball - \$250	<input type="checkbox"/>

Youth Basketball (per team)

Grades K&1 Coed - \$125	<input type="checkbox"/>
Grades 2&3 Boys - \$150	<input type="checkbox"/>
Grades 4 th - 8 th Boys - \$250	<input type="checkbox"/>

Grades 2&3 Girls - \$150	<input type="checkbox"/>
Grades 4 th -8 th Girls - \$250	<input type="checkbox"/>

NFL Flag Football (per team)

Grades K&1 - \$150	<input type="checkbox"/>
Grades 2&3 - \$150	<input type="checkbox"/>

Grades 4&5 - \$200	<input type="checkbox"/>
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Flick 'N Floats

Gold Sponsor - \$500	<input type="checkbox"/>
Silver Sponsor - \$250	<input type="checkbox"/>
Bronze Sponsor - \$100	<input type="checkbox"/>

Pool Advertising

3' x 5' Outside Banners - \$250	<input type="checkbox"/>
18" x 24" Locker Room Signs - \$150	<input type="checkbox"/>

Total Enclosed \$ _____

Return form to **Monona Parks & Recreation, 1011 Nichols Rd, Monona WI 53716**