SPORTS AUTHORITY®

Sponsorship Opportunities

With Englewood Parks & Recreation

Play Englewood Parks & Recreation

ENGLEWOOD PARKS & RECREATION

What is the Parks & Recreation Mission?

Englewood Parks and Recreation provides opportunities for Englewood residents and citizens from the surrounding community to pursue their leisure interests and needs.

The Department offers individual and group programs for all ages at both city and community facilities. Programs are designed to promote a lifetime of healthy living for residents during all stages of their lives.

We strive to create opportunities for participants to get out, be active, have fun, enjoy life, become involved, achieve health, and improve overall quality of life.

We want people to get out and "play" in our programs, in our facilities, in our parks…

and with our sponsorship partners!

Play Englewood Parks & Recreation

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How Can We Help Drive Traffic To Sports Authority

Take a look at some of our numbers…

- **313,000 participants came to workout, play or take a class at the Englewood Recreation Center in 2010**
- **2,400 seniors (55+) claimed membership with the Malley Senior Recreation Center in 2010**
- **120,000 visitors made a trip to swim, take lessons or relax at Pirates Cove from June through August 2010**
- **600 youth (& approximately 2,000 family members) learned to play golf with the Broken Tee Hole-N-One program in 2010**
- **65,000 rounds of golf played & 100,000 buckets of balls hit at Broken Tee Englewood in 2010**
- **3,500 participants registered for a Fitness class at the Englewood or Malley Recreation Center in 2010**
- **330 teams/3,100 adults were involved in Englewood Sports Leagues (Basketball, Softball, Volleyball) in 2010**
- **880 children were involved in Englewood Youth Sports (Basketball, Volleyball, Lacrosse, Tennis, Inline Hockey, Baseball, Start Smart) in 2010**

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How Can Sports Authority Reach These Participants?

There are a number of great opportunities to help get the Sports Authority name out in front of the participants of Englewood Parks and Recreation Programs.

We invite Sports Authority to review the opportunities presented in this packet to determine where your sponsorship dollars would be of most value to you.

You can pick one, two…or all four areas to get involved, it is up to you. A breakdown of each area is included on the following pages

We are confident that these sponsorship opportunities will provide a positive impression on our clientele and prove to be a mutually beneficial relationship.

Once we are notified which offers of sponsorship look promising and acceptable to Sports Authority, we can prepare a more detailed document to serve as a contract between our two organizations.

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Reaching Participants at our

RECREATION CENTERS

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Visibility at Englewood & Malley Recreation Centers

313,000 ERC Traffic & 121,000 Malley Traffic in 2010

Permanent Placement

Sponsorship Pricing reflects price per facility
Englewood Recreation will order/provide signage

- **Logo Screened on Gym Floor**
  - $10,000 for 5 years
  - $18,000 for 10 years
- **Logo Displayed on Scoreboards** for Life of Board (approx 15-20 yrs)
  - *Englewood Recreation Center*
    - $12,000 Lower End Board
    - $20,000 Midrange w/Digital Options
  - *Malley Recreation Center*
    - $6,000 Lower End Board
    - $10,000 Midrange w/Digital Options
- **Logo Displayed in Specialty Rooms** i.e. Fitness, Pool, etc.
  - $2,500 for 5 years per placement/room

Temporary Placement

Sports Authority to provide the banner per Englewood Recreation Specs

- **Banner Placed in Gym**
  - $5,000 per year, first facility
  - $2,500 per year, second facility
- **Banner Placed in Fitness Room**
  - $1,500 per year, ERC
  - $1,200 per year, Malley

Value Added Benefits

If Sports Authority opts for a permanent or temporary placement option, these opportunities will be offered as a courtesy

- **Sports Authority Sponsor Slide** included in lobby & fitness room displays at ERC & Malley
- **Sports Authority Coupons** distributed to program participants
- **1/8 Page Sports Authority Ad** included in the *Play Englewood* Activities Guide quarterly
- **Sports Authority Referral Line** printed on registration receipts

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Reaching Participants at our

PIRATES COVE

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Visibility at Pirates Cove Family Aquatics Center

120,000 visitors June-August 2010

Permanent Placement

Englewood Recreation will order/provide signage

- **Sponsor An Attraction**
  Logo markers placed at selected/sponsored feature
  - Slides, Play Structure, Lazy River, Sand Play Area, Diving Board, Drop Slide, and/or Bay
    $5,000 per year per feature
  - Lazy River Tubes (Available 2012)
    Logo imprinted on tubes
    $5,000 for 2 years
  - Cabanas
    Includes all 4 Cabanas
    $2,500 per year

Temporary Placement

Sports Authority to provide the banner per Englewood Recreation Specs

- **Banner Placed at Facility**
  - $5,000 per year

Value Added Benefits

If Sports Authority opts for a permanent or temporary placement option, these opportunities will be offered as a courtesy

- **Sports Authority Sponsor Slide** included in electronic displays at Pirates Cove
- **Sports Authority Coupons** distributed to facility visitors
- **1/8 Page Sports Authority Ad** included in the *Play Englewood* Activities Guide (Summer or Fall)
- **Sports Authority Referral Line** printed on registration receipts
- **Voice Commercial on PA System**
  If sponsorship totals $20,000 for a 1 year period; Sports Authority to provide 15-30 second audio commercial to play 4X daily through season

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Reaching Participants at our

BROKEN TEE ENGLEWOOD

BROKEN TEE
ENGLEWOOD

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Visibility at Broken Tee Englewood Golf Course

65,000 Rounds of Golf Played in 2010

Permanent Placement

Englewood Recreation will order/provide signage

- **Sponsor the Driving Range**
  Logo marker at driving range
  - $10,000 per year

Temporary Placement

From programs to temporary signage, here's a pick list of ways to be seen at the Golf Course

- **Banner Placed in Clubhouse**
  Sports Authority to provide the | banner per Broken Tee Specs
  - $10,000 per year
- **Magnetic Logo Markers on Golf Carts**
  69 Golf Carts
  - $7,500 per year
- **Logo/Coupon Offer on Scorecards**
  50,000 Cards per year
  - $7,500 per year
- **Sponsor Youth Hole-N-One Program**
  600 Youth Participants & 2,000 family members in 2010
  - $5,000 per year

Value Added Benefits

If Sports Authority opts for a permanent or temporary placement option, these opportunities will be offered as a courtesy

- **Sports Authority Sponsor Slide** included in electronic display board at Broken Tee
- **Sports Authority Coupons** distributed to facility visitors
- **1/8 Page Sports Authority Ad** included in the *Play Englewood* Activities Guide quarterly

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Reaching Participants through

MISCELLANEOUS OPPORTUNITIES

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Direct Interaction at Programs & Events

Community Events

As a sponsor your logo will be included on marketing pieces, plus bring your booth to interact with participants

- **Sounds of Summer Concert(s)**
  Average Attendance 400
  - $500 per concert
- **KidStage Performance**
  Average Attendance 330
  - $500 per concert
- **FunFest**
  Average Attendance 3,000
  - $500-3,800 for Inflatables & Bungee
  - $1,200 for Entertainment
- **Halloween Carnival**
  Average Attendance 2,000
  - $100-500
- **Egg Hunt**
  Average Attendance 475 Children + Their Families
  - $100-250

Program Events

Your Logo will be included on flyers, plus participants will know that you've made it possible for them to participate

- **Fitness Challenge (s)**
  - ERC Challenge runs Jan.-March
    Average Participation 415
    $1,000 Title, $500 Shared or $175 Kick-Off Exhibitor
  - Malley Challenge runs April-May
    Average Participation 100
    $300 Title, $100 Shared or $75 Kick-Off Exhibitor
- **Summer Drama Program**
  Average Attendance 1,400
  110 Program Participants
  - $10 Ad to $1,000 Sponsor
- **Swim Meets**
  Average Participant150 per meet
  50 Youth in Swim Team Program
  - $200 for 2 Meets
  - $100 for T-Shirts

Scholarships

Determine your parameters be it a fund for all, for youth, etc…we'll name it after Sports Authority and distribute accordingly

- **General Annual Donation**
  To be included with scholarship funding for all programs and available to all participants
  Suggested Scholarship funds from $1,000-$10,000
- **Matching Funds**
  Match a grant we currently receive for a particular program i.e. Make a Splash, $5,000
- **Create Your Own**
  Named after Sports Authority and distributed per criteria you establish

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Direct Interaction at Programs & Events - Continued

In-Kind Donations

Rather than Donating dollars, assist us in outfitting our programs; Your Logo will be included on program flyers

- **Youth Athlete of the Week Giftcard**
  21 Gift Cards valued at $10 each
- **Equipment for Youth Programs**
  - Baseball: Helmet w/facemasks, catcher's gear, baseballs, T-ball T's, Aluminum bats
  - Basketball: Youth size basketballs, scrimmage pennies, wristbands
  - Volleyball: Volleyballs ,nets
  - Lacrosse: Sticks, helmets, gloves, arm pads, mouth pieces, balls
  - Tennis: Ball hoppers, balls, racquets
  - General: Hand pumps, equipment bags, whistles, inflating needles, first aid supplies
- **Sports Kits for Coaches**
  Approximately 75 Kits to include: Balls, practice jerseys, ball bags, and other coaching supplies

What's Left?

Here are a few starter suggestions of other options to get involved, but feel free to add from your own imagination

- **Shop Day at Store Location**
  Discount coupons or percentage off purchase on a specific day for ERC program participants
- **Cash Donation**
  Make one cash donation and we'll apply to programs for the biggest impact… and make sure you get the credit

Value Added Benefits

If Sports Authority opts to participate in any of the direct interaction opportunities, these benefits are a courtesy offer

- **Sports Authority Sponsor Slide**
  included in lobby & fitness room displays at ERC & Malley
- **Sports Authority Coupons**
  distributed to program participants
- **1/8 Page Sports Authority Ad**
  included in the *Play Englewood* Activities Guide each quarter of the sponsorship
- **Sports Authority Referral Line**
  printed on registration receipts

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How do we proceed from here?

Take a chance to review the ideas presented in this packet. See which proposals will best fit Sports Authority's goals. Let us know if you want to modify any of the ideas you see here.

When ready, contact Denise White, Englewood Parks and Recreation Marketing Administrator, at 303-762-2668 or dwhite@englewoodgov.org.

Once we are notified which offers of sponsorship look promising, we will prepare a detailed contract between our two organizations to outline those specific details.

We are looking forward to creating a long lasting relationship that will be mutually beneficial to our organizations, and to the community we serve.

Play Englewood Parks & Recreation

CITY OF ENGLEWOOD
Parks & Recreation
www.EnglewoodRec.org

For more information on these sponsorship opportunities, please contact:

Denise White
Marketing & Public Information Administrator
303-762-2668 • dwhite@englewoodgov.org