



ARDEN PARK SPONSORSHIP OPPORTUNITIES



Our Mission:

**TO PROVIDE SAFE,
CLEAN, BEAUTIFUL
PARKS AND
FACILITIES, ALONG
WITH RECREATION
ACTIVITIES FOR
ALL RESIDENTS.**

ARDEN PARK
Recreation & Park District

**1000 La Sierra Drive
Sacramento, CA
95864**

**916-483-6069
APRPD.ORG**

WHY SPONSOR AT ARDEN PARK?

**BUSINESS
AWARENESS
AND
VISIBILITY**

**WIDE
MARKETING
REACH TO
THE PUBLIC**

**ENHANCE
AND IMPROVE
RECREATION
SERVICES**

**MAKE A LASTING
IMPACT ON THE
ARDEN PARK
COMMUNITY**

**BUILD
CONNECTIONS
WITH OTHER
COMMUNITY
MEMBERS**

**SET YOURSELF
APART FROM
OTHERS BY
PROVIDING
GOODWILL**

Dear Community Partner,

The Arden Park Recreation and Park District (APRPD) is a small, independent special district in Sacramento County. It is our mission to provide safe, clean, and beautiful parks and facilities as well as a variety of recreation activities and special events for Arden Park residents to enjoy.

APRPD hosts multiple community events throughout the year that are low cost or free to the public. By supporting Arden Park programs and events through generous sponsorships, we can continue to provide and enhance these experiences for our neighborhood families.

As a sponsor, it is Arden Park Recreation and Park District's goal to provide positive community exposure and visibility for your business. Please take a moment to go through this packet, which highlights the different sponsorship options we have available for our valued community partners. From annual sponsorships to specific events, any help you are willing to provide is greatly appreciated.

As an Arden Park sponsor, you will be highlighted and celebrated through a variety of marketing outlets ranging from social media and website visibility, semi-annual Activity Guides, event marketing materials and more. With you as an APRPD sponsor, we can make Arden Park an even more fantastic place to live and play.

Sincerely,

Miranda Ellis
Recreation Supervisor
mellis@aprpdp.org
916-483-6069



ANNUAL SPONSORSHIPS

FEATURES	SILVER YOUTH PROGRAM SPONSOR \$1,500	GOLD \$3,000	PLATINUM \$5,000
Listed as an annual sponsor (with logo) on Arden Park website	★	★	★
Listed as an annual sponsor (with logo) in the semi-annual Activity Guides	★	★	★
Listed as an annual sponsor on social media with mentions/tags during special events		★	★
Logo on the 3 street signs in Arden Park prior to and during all events		★	★
Announced at all special events as an annual Arden Park sponsor		★	★
Logo on all special event marketing material as an annual sponsor		★	★
Prominent banner or signage placement during all special events			★
Booth space at all special events			★
Logo on back of Summer Camp shirts	★		★
Logo on all youth programming marketing materials	★		

SPECIAL EVENT SPONSORSHIPS

Arden Park Recreation and Park District hosts a variety of special events for the community throughout the year. Our amazing sponsors make these events possible! All special event sponsorship packages include:

- Announcement to the public during the special event as an event sponsor
- Listed as a sponsor on the Arden Park district website under that event
- Listed as an event sponsor on Arden Park's Facebook, Instagram, and Nextdoor pages
- Listed as an event sponsor in the corresponding Activity Guide (either the Spring/Summer or Fall/Winter Activity Guide)

MOVIES IN THE PARK

Arden Park hosts 4 Movies in the Park each year - May, June, August and September. The sponsorship covers the movie licensing fee. 4 sponsorships at \$500 available.

MUSIC IN THE PARK

We host 4 Music in the Park concerts each year - May, June, August and September (Hot Arden Nights Car Show). The sponsorship covers the band fee. 4 sponsorships at \$600 available.

EASTER EGG HUNT & BREAKFAST WITH THE BUNNY

APRPD hosts its annual Easter Egg Hunt with a pancake breakfast and pictures with the Easter Bunny. Egg sponsorship: \$600. Breakfast sponsorship: \$500

JULY 4TH FESTIVAL & PARADE

The annual July 4th Festival & Bike Parade with a Kid Zone, BBQ and raffle is a community favorite. Kid Zone inflatables sponsorship: \$2,000. Band sponsorship: \$600. Raffle donations welcome!

TENTS IN TOWN

We host an annual campout in Arden Park for families with a Kid Zone, BBQ dinner and breakfast. Multiple \$250 sponsorships available - all sponsors receive the sponsor package + logo on shirts.

FALL FESTIVAL

APRPD hosts an annual Fall Festival with a craft fair, Kid Zone, band, food trucks and a wine/beer garden. Kid Zone inflatables sponsorship: \$1,500. Band sponsorship: \$600

HOLIDAY IN THE PARK & SLEIGH RIDES

We host Holiday in the Park with a concert, Santa photos, ornaments for the kids participating, and tree lighting. We also run sleigh rides through the lit-up neighborhood. Stage sponsorship: \$1,000. Ornament sponsorship: \$600. Santa sponsorship: \$300. Sleigh ride sponsorship: \$1,000.

FATHER DAUGHTER DANCE - NEW EVENT IN 2022!

APRPD is hosting its inaugural Father Daughter Dance! Families will come to dance, take photos at a photo booth, and enjoy snacks together. DJ sponsorship: \$600 Photo booth sponsorship: \$500

ACTIVITY GUIDE SPONSORSHIPS

Arden Park Recreation and Park District creates and distributes two seasonal Activity Guides each year - Spring/Summer and Fall/Winter. Each Activity Guide reaches the entire Arden Park community - approximately 1,800 households and 5,000 residents. Arden Park sells advertising space in our Seasonal Activity Guides for local businesses to gain exposure in the neighborhood. Spaces are limited - call for available sizes at 916-483-6069.

ACTIVITY GUIDE ADVERTISEMENT SIZE OPTIONS

FULL PAGE

8in x 10.5in

Back Cover
Print in Color
\$400

FULL PAGE

8in x 10.5in

Inside Front Cover
or
Inside Back Cover
Black & White
\$380

FULL PAGE

8in x 10.5in

Inside Activity
Guide
Black & White
\$315

HALF PAGE

8in x 5.25in

Inside Activity
Guide
Black & White
\$175

BUSINESS CARD

2in x 3.5in

Inside Activity
Guide
Black & White
\$100



Arden Park
•Recreation & Park District•