



Iredell County Parks and Recreation

Sponsorship Opportunities 2020





Dear Business Owner,

Iredell County operates five unique parks, each with varying features that help serve our community. The County has identified a need for sponsorships - including signage, disc golf hole sponsors, and more - as the recent acquisition of Sertoma Park (along with 49 acres to become Jennings Park) provides many new opportunities for businesses, such as yours.

Jennings Park will be a multipurpose sports facility that will provide additional recreational opportunities for our citizens and serve as host for several sports tourism events annually, bringing thousands of people to our community. This park adds to our repertoire of community-focused parks, including Stumpy Creek Park, Scotts Rosenwald Park, Bigleaf Slopes Park, and East Iredell Lions Club Community Park. In an effort to ensure that visitors patronize local businesses, we have developed a sponsorship program that we believe will be successful in driving customers from our parks to participating businesses in Iredell County. There are many affordable sponsorship opportunities available to fit your budget.

Iredell County Parks and Recreation staff will be accepting Sponsorship Request Forms (pages 12-13) at the Iredell County Parks and Recreation Department ("ICPRD"), located at 123 Grannis Lane in Statesville, from November 1, 2019 until November 30, 2019 at 5:00 pm. The Parks and Recreation staff, along with the county manager, or designee, will vet all submissions for compliance, before sending to the Recreation Advisory Board, for final review and recommendation. If multiple requests are received for the same facility or amenity, sponsorships will be randomly selected. Requests will not be considered if not received by the deadline.

Sponsorship requests will be submitted to the Recreation Advisory Board for approval at the January 2020 meeting. The approval process can be found on page 14. Please contact our staff listed below if you have any questions or wish to tour one of our facilities.

Thank you for your interest and support of Iredell County Parks and Recreation and our park projects.

Sincerely,
Michelle Hepler

Iredell County Parks and Recreation reserves the right to reject any sponsorship requests which we determine is not compatible with or appropriate for our parks. Please note-- all photos in this package are examples only.

For more information, please contact: Michelle Hepler 704-878-3107 or mhepler@co.iredell.nc.us



Baseball Field Sponsorship

Cost Per Year: \$3,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

The fields are currently established and in full-time use by both local teams as well as for various local and travel tournaments. This package provides tremendous exposure to the many visitors of the parks and to our local families and children.

Locations

Jennings Park

Sponsorship Package Details

- Backstop sign with sponsor name
- \$300 allowance for signage on baseball field
- Sponsor name on all baseball schedules and literature which includes play on that field
- Sponsor will have a minimum of 10 opportunities throughout the calendar year to advertise at the park through coupons, promotions etc. Dates must be scheduled in advance
- Link from Iredell County Parks and Recreation website to sponsor's website

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Baseball Outfield Signs

Cost Per Year: \$500 Per Sign

Minimum Duration: 3 Years



Sponsorship Description

Includes a 4'x 8' sign to be placed on an outfield baseball fence (artwork/logos to be provided by sponsor).

Locations

Stumpy Creek Park
Jennings Park

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Playground Sponsorship

Cost Per Year: \$2,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

Our playgrounds will be used mainly by tournament/event visitors as well as our local youth. This package provides tremendous exposure to the many visitors of the park and to our local families and children.

Locations

Jennings Park

Scotts Rosenwald Park

East Iredell Lions Club Community Park

Sponsorship Package Details

- \$500 allowance for signage at the playground
- Sponsor name included in official name of playground (i.e. The XXXXX playground).
- Sponsor name on all playground marketing materials and promotional items
- 5-10 weekends per calendar year to hand out coupons, promotions etc. at playground. Dates must be scheduled in advance.
- Link from Iredell County Parks and Recreation website to sponsor's website

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Soccer Field Sponsorship

Cost Per Year: \$3,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

The fields are used by both local teams and for various local and travel tournaments. This package provides tremendous exposure to the many visitors of the park and to our local families and children.

Locations

Jennings Park

Scotts Rosenwald Park

Sponsorship Package Details

- Large sign with sponsor name
- Sponsor name on all soccer schedules and literature which includes play on that field
- Sponsor will have a minimum of 10 opportunities throughout the calendar year to advertise at the park through coupons, promotions etc. Dates must be scheduled in advance
- Link from Iredell County Parks and Recreation website to sponsor's website

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Pickleball Court Sponsorship

Cost Per Year: \$3,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

The courts will be used by our citizens for recreation as well as for various tournaments. This package provides tremendous exposure to the many visitors of the park and to our local families and children.

Locations

Jennings Park

Sponsorship Package Details

- Large sign with sponsor name
- Sponsor name on all tournament schedules and literature which includes play on that court
- Sponsor will have a minimum of 10 opportunities throughout the calendar year to advertise at the park through coupons, promotions etc. Dates must be scheduled in advance
- Link from Iredell County Parks and Recreation website to sponsor's website

Details

Complete the sponsorship request form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Disc Golf Course Sponsorship

Cost Per Year: \$3,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

The disc golf course is used by our citizens for recreation as well as for various local, regional, and possibly national tournaments. This package provides tremendous exposure to the many visitors of the park and to our local families and children.

Locations

Jennings Park

Stumpy Creek Park

Sponsorship Package Details

- Large sign with sponsor name
- Sponsor name on all disc golf course tournament schedules and literature which includes play on that course
- Sponsor will have a minimum of 10 opportunities throughout the calendar year to advertise at the park through coupons, promotions etc. Dates must be scheduled in advance
- Link from Iredell County Parks and Recreation website to sponsor's website

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Disc Golf Course Hole Sponsorship

One-Time Cost: \$500
Ten Years, or The Life of the Sign



Sponsorship Description

The disc golf course will be used by our citizens for recreation as well as for various local, regional, and possibly national tournaments. This package provides tremendous exposure to the many visitors of the park and to our local families and children. Your company name/logo will appear on a 9"x 12" sign (similar to a no parking sign). The sign will be displayed under the Tee Sign at one hole on the course.

Locations

Jennings Park
Stumpy Creek Park

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Nature/Bike Trail Sponsorship

Cost Per Year: \$1,000 Per Mile
(Pro-Rated for Shorter Trails in Some Locations)
Minimum Duration: 3 Years



Sponsorship Description

Our nature and bike trails are located at three of our locations with various mileage totals. This package provides tremendous exposure to the many visitors of the park and to our local families and children.

Locations

Jennings Park
Stumpy Creek Park
Bigleaf Slopes Park

Sponsorship Package Details

- Large sign with sponsor name
- Sponsor name on all race/event schedules and literature which includes events on the trail
- Sponsor will have a minimum of 10 opportunities throughout the calendar year to advertise at the park through coupons, promotions etc. Dates must be scheduled in advance
- Link from Iredell County Parks and Recreation website to sponsor's website
- Mile sponsorships will be awarded on a first come, first serve basis

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Picnic Shelter Sponsorship

Cost Per Year: \$1,000 (Minimum)

Minimum Duration: 3 Years



Sponsorship Description

With many picnic shelters located throughout our parks, there will be ample opportunities for our citizens and visitors to enjoy a picnic and/or gathering. Each shelter is available to the general public for rental.

Locations

Stumpy Creek Park

Jennings Park

Sponsorship Package Details

- Sponsor name on shelter (i.e. SPONSOR NAME Shelter)
- Sponsor signage to be displayed at shelter entrance
- Sponsor name listed on all shelter reservations

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Tree, Bench, Picnic Table, and Brick Donations

Object Specific, One-Time Contribution, for the Life of the Object:

Brick \$100

Picnic Table \$1,000

Tree \$600

Bench \$1,000



Description

These donations provide a visible and living reminder to the community. Items can be purchased in memory of or in honor of someone.

TREES

Trees may be planted in a park for a donation of \$600. The site is selected with assistance from Iredell County Parks and Recreation personnel. A plaque will be installed next to the tree. If the tree does not survive due to pests, weather, soils, or failure to adapt during the first year after planting, it will be covered by nursery warranty and will be replaced. After the first year, replacement costs will need to be provided by the donor, if replanting is desired.

BENCHES

Benches can be dedicated for a donation of \$1,000 (includes bench purchase and assembly). A plaque will be affixed to each bench. Benches will be maintained for a minimum of ten years, after which the bench will be evaluated on an on-going basis for safety.

PICNIC TABLES

Picnic tables can also be dedicated for a donation of \$1,000 (includes table purchase and assembly). A plaque will be affixed to each picnic table. Picnic tables will be maintained for a minimum of ten years, after which the picnic table will be evaluated on an on-going basis for safety.

BRICKS

Bricks can be dedicated for a donation of \$100 per brick. Each brick will be placed in an attractive display in areas throughout the park for all visitors to see.

Locations: Jennings Park, or East Iredell Lions Club

Details

Complete the Sponsorship Request Form located on pages 12-13. Sponsorship requests will be submitted to the Recreation Advisory Board for approval. The approval process can be found on page 14.



Iredell County Parks and Recreation Sponsorship Request Form

Name of Business: _____

Business Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Contact Name: _____

Contact Phone: _____ **Contact Email:** _____

Sponsorship Opportunities (Please check the sponsorship(s) your business is interested in):

Park Amenities	Yearly Cash Amount	Minimum Length of Term	Check if Interested	Identify Park(s)
Baseball Field Sponsorship	\$3,000	3 Years		
Baseball Outfield Sign	\$500	3 Years		
Playground Sponsorship	\$2,000	3 Years		
Soccer Field Sponsorship	\$3,000	3 Years		
Pickleball Court Sponsorship	\$3,000	3 Years		
Disc Golf Course Sponsorship	\$3,000	3 Years		
Disc Golf Course Hole Sign	\$500	One-Time Fee		
Nature/Bike Trail Sponsorship	\$1,000	3 Years		
Picnic Shelter Sponsorship	\$1,000	3 Years		
Tree	\$600	One-Time Fee		
Bench	\$1,000	One-Time Fee		
Picnic Table	\$1,000	One-Time Fee		
Brick	\$100	One-Time Fee		

For sponsorships or donations not listed, or for values significantly greater than prescribed amounts, considerations can be made on a case by case basis. Please see next page for additional information on your sponsorship.

Important Sponsorship Notes



- Completion of Sponsorship Request Form, and any accompanying sponsorship proposal documentation, will ensure that requests are submitted to Iredell County staff and the Recreation Advisory Board for review.
- Form submittal period is **November 1, 2019 until November 30, 2019 by 5:00 pm**. The Parks and Recreation staff, along with the county manager, or designee, will vet all submissions for compliance, before sending to the Recreation Advisory Board for final review and recommendation. Sponsor status will be determined in January 2020.
- Approved sponsors must pay either A) the full annual cost at time of approval, or B) 50% of the annual cost at time of approval (multi-year sponsorships only). Initial payment deadline is no later than January 31, 2020.
- Payments for sponsorships that are not multi-year terms (one-time sponsorships) must be paid in full at time of approval.
- For multi-year sponsorships, any remaining balance for the annual term will be due to ICPRD within 180 days (by July 31, 2020).
- Payments for the following years of the committed term must be paid in the same manner (100% in January, or 50% in January and 50% in July), until the term of the sponsorship expires, or is renewed (application required).
- Requests/payments can be made in person at the Iredell County Parks and Recreation Department at 123 Grannis Lane in Statesville.
- For sponsorship requests applicable to amenities not yet completed, the sponsorship term will begin at the initial opening of that specific amenity.
- For packages with signage allowances, the sponsor and the Iredell County Parks and Recreation staff will work together to determine best location and type of signs. Any signage that exceeds the stated signage allowance will be billed to sponsor.
- Artwork/logos to be provided by sponsor in appropriate format.
- Iredell County Parks and Recreation reserves the right to reject any sponsorship request, which it determines, in its sole discretion, is not compatible with or appropriate for Iredell County parks.

**** Make checks payable to Iredell County Parks and Recreation Department ****

Printed Name: _____

Signature: _____ **Date:** _____

Mailing Address:

Iredell County Parks and Recreation
PO Box 788
Statesville, NC 28687

Physical Address:

Iredell County Parks and Recreation
123 Grannis Lane
Statesville, NC 28677

Phone: 704-878-3103

Email: icprd@co.iredell.nc.us

Iredell County Parks and Recreation

Sponsorship Approval and Award Process



I. Sponsorship Approval Process

- The Iredell County Parks & Recreation Director will receive the Sponsorship Request Form accompanied by any sponsorship proposal documentation.
- Form submittal period is **November 1, 2019 until November 30, 2019 by 5:00 pm**. The Parks and Recreation staff, along with the county manager, or designee, will vet all submissions for compliance, before sending to the Recreation Advisory Board for final review and recommendation. Sponsor status will be determined in January 2020.
- The Recreation Advisory Board, as well as Iredell County Parks & Recreation, reserve the right to reject any Sponsorship Request Form, which it determines, in its sole discretion, is not compatible with or appropriate for Iredell County parks. For clarity, the term "compatibility" shall not include businesses or services that derive a majority of their proceeds, from the following:
 - The sale of alcohol or tobacco products, firearms, or pornography
 - The sale of products or services that are contrary to the mission of Iredell County Parks and Recreation, which is "To create, encourage, and provide outstanding Recreational, Natural, and Cultural experiences for the citizens of Iredell County, as well as enhance our community for this and future generations"
 - Products, goods or services that are illegal
 - Products, goods or services related to religion or political campaigns or positions.
- The Parks & Recreation Director will notify all sponsors of their status.
- Approved sponsors must pay either A) the full annual cost at time of approval, or B) 50% of the annual cost at time of approval (multi-year sponsorships only). Initial payment deadline is no later than January 31, 2020.
- Payments for sponsorships that are not multi-year terms (one-time sponsorships) must be paid in full at time of approval.
- For multi-year sponsorships, any remaining balance for the annual term will be due to ICPRD within 180 days (by July 31, 2020).
- Payments for the following years of the committed term must be paid in the same manner (100% in January, or 50% in January and 50% in July), until the term of the sponsorship expires, or is renewed (application required).
- Failure to pay the remaining balance by the required deadline(s) may result in removal of any and all sponsorship materials and termination of the sponsorship.

II. Renewal Process

- The Iredell County Parks & Recreation Director must receive a new Sponsorship Request Form, and new submissions of any additional documentation. A sponsorship will not be extended or approved past the original term without a new Sponsorship Request Form being completed.

- The Director will forward all Sponsorship Request Forms to the Recreation Advisory Board.
- The Recreation Advisory Board will approve/deny renewal request. The Director will notify all renewal sponsors of their status.
- Approved sponsors must pay either A) the full annual cost at time of approval, or B) 50% of the annual cost at time of approval (multi-year sponsorships only). Initial payment deadline is no later than January 31, 2020.
- Payments for sponsorships that are not multi-year terms (one-time sponsorships) must be paid in full at time of approval.
- For multi-year sponsorships, any remaining balance for the annual term will be due to ICPRD within 180 days (by July 31, 2020).
- Payments for the following years of the committed term must be paid in the same manner (100% in January, or 50% in January and 50% in July), until the term of the sponsorship expires, or is renewed (application required).
- Failure to pay the remaining balance by the required deadline may result in removal of any and all sponsorship materials and termination of the sponsorship.