



# WILSONVILLE PARKS AND REC SPONSORSHIP PACKET

## "LET'S GROW. TOGETHER"

"While recognizing community history, enriching the quality of life, and fostering a safe environment, the Wilsonville Parks and Recreation Department shall provide, preserve, maintain, improve and enhance recreational opportunities, social services, natural resources, and parkland for current and future generations."



### **Recreation Coordinator**

Erica Behler |  
behler@ci.wilsonville.or.us

29600 SW Park Place  
Wilsonville, Oregon 97070

[WilsonvilleParksandRec.com](http://WilsonvilleParksandRec.com)

# SUPPORTING WILSONVILLE PARKS AND REC

Thank you for your interest in supporting Wilsonville Parks and Recreation. This Sponsorship Packet outlines the opportunities to give back to the community through the department. There is a wide variety of events throughout the year to sponsor, each with varying levels of participation in order to best fit your organizations sponsorship goals. Through partnering with Wilsonville Parks and Recreation, your brand will gain exposure and community awareness through community wide events. Wilsonville Parks and Recreation strives to bring the community together through healthy, sustainable, and family focused events and programs. The mission statement for Wilsonville Parks and Recreation is as follows:

**“While recognizing community history, enriching the quality of life, and fostering a safe environment, the Wilsonville Parks and Recreation Department shall provide, preserve, maintain, improve and enhance recreational opportunities, social services, natural resources, and parkland for current and future generations.”**

## HOW TO BECOME A SPONSOR

Please review the opportunities outlined in this packet.

An electronic copy of this form is also available at:

[WilsonvilleParksandRec.com/parksrec/page/sponsorship-opportunities](http://WilsonvilleParksandRec.com/parksrec/page/sponsorship-opportunities)

When interested, contact Recreation Coordinator Erica Behler:

Erica Behler, Recreation Coordinator

Wilsonville Parks and Recreation

[behler@ci.wilsonville.or.us](mailto:behler@ci.wilsonville.or.us)

503-570-1525



# EVENTS CALENDAR

## **FEBRUARY**

- The Hunt for Cupid's Hearts

## **MARCH/APRIL**

- Community Egg Hunt

## **MAY**

- Story Walks
- WERK Day

## **JUNE**

- STARS Camp

## **JULY**

- Movies in the Park x 2

## **AUGUST**

- Movies in the Park x2
- Party in the Park

## **OCTOBER**

- Harvest Festival

## **NOVEMBER**

- Holiday Lights Sponsor

## **DECEMBER**

- Tree Lighting
- The Hunt for the Holiday Symbols

# THE HUNT FOR CUPID'S HEART SCAVENGER HUNT

**JANUARY 30 -  
FEBRUARY 12**

## THE HUNT FOR CUPID'S HEARTS

*January 30 - February 12*

*Winners announced on*

*Monday, February 13*



*Find all seven of Cupid's Hearts around Wilsonville City Parks and Facilities and be entered to win a gift basket! Email the location of each heart to Recreation Coordinator Erica Behler at [behler@ci.wilsonville.or.us](mailto:behler@ci.wilsonville.or.us) to enter. Get a bonus entry if you include a picture! Clues posted to [WilsonvilleParksandRec.com](http://WilsonvilleParksandRec.com), Facebook, and Instagram (@WilsonvilleParksandRec) on January 30.*

**Approximate Run Time: 2 weeks**  
**Estimated Attendance: 100**

**Supporting Sponsor: In-Kind Prize Donations**  
Thank you and recognition on all social media promotion  
Product Giveaway as prize

# WILSONVILLE DANCE

## FEBRUARY

Don your 5 gallon hat, cowgirl boots, and wranglers and join Wilsonville Parks and Recreation for an evening of dancing and country fun at the Stein-Boozier Barn in Murase Plaza. The evening will feature a live DJ, photo booth, prize giveaways, and snacks! Tickets are \$20 per person, and pre-registration is required.

Approximate Run Time: 2 hours  
Estimated Attendance: 100

### Title Sponsor: \$500

Banner inside the barn

Prizes given away under your organization name

Thank you and recognition during mic announcements

Logo listed as gold sponsor on all promotional material

Recognition on all print and social media advertising

### Silver Sponsor: \$300

Thank you and recognition during mic announcements

Logo listed as silver sponsor on all promotional material

Recognition on print and social media advertising

### Supporting Sponsor: \$200

Thank you and recognition during mic announcements



# COMMUNITY EGG HUNT

**MARCH 30, 2024**

Held at the Memorial Park baseball fields, the Community Egg Hunt is Wilsonville Parks and Recreation's largest event. With the help of volunteers, sixteen thousand eggs are spread throughout the fields. Each round of the egg hunt is for a different age group, and prizes are given out accordingly. The Wilsonville Parks and Recreation Bunny, "Bailey", wanders around the crowd for photo opportunities and holiday cheer. Vendor booths are set up for the duration of the event for attendees to mingle and enjoy.

Approximate Run Time: 3 hours

Estimated Attendance: 1,800

**Title Sponsor: \$1,000**

Banner on main event pavilion

Bikes given away under your organization name

Thank you and recognition during mic announcements

Logo listed as gold sponsor on all promotional material

Recognition on all print and social media advertising

A company photograph with Bailey the Bunny at your business

Table at the event with gold sponsor signage

**Silver Sponsor: \$600**

Thank you and recognition during mic announcements

Logo listed as silver sponsor on all promotional material

Recognition on print and social media advertising

Table at the event

**Supporting Sponsor: \$300**

Thank you and recognition during mic announcements

Table at the event

# STORY WALKS

THROUGH SPRING & SUMMER

Take a walk in one of our local parks during the Spring and Summer, and you may stumble upon a Story Walk! A Story Walk is essentially a portable story that gets families out and about in our parks, and reading at the same time! Each story consists of roughly 20-40 signs, each one printed with a sponsors company logo on the back.

Approximate Run Time: 1 week per story

Estimated Attendance: all park-goers

Title Sponsor: \$500

Company logo on 30+ story walk signs

Recognition in any social media promotion



# WERK DAY

**MAY 18, 9 AM-11 AM | WILSONVILLE COMMUNITY CENTER**  
**COMPLIMENTARY BREAKFAST FROM THE RORARY CLUB 8 AM-9 AM**



Wilsonville Environmental Resource Keepers (WERK) Day is a day filled with beautification to our local parks. Volunteers from around the community take part in park projects as a small team. The Rotary Club serves a complimentary breakfast before the work begins. Each volunteer receives breakfast, and coupons from local participating businesses.

Approximate Run Time: 2 hours

Estimated Attendance: 100

**\$1,000 Cash/Check Donation**

**\$500 In-Kind Vouchers**

Company banner at the event

Logo on print and social media advertising

Organization work crew at the event

Mic Announcement and public thank you at start of the event

A positive relationship with a community event for a good cause



# STARS CAMP

JULY 8-10, 2024



Get ready for a day of crafts, science, and sports! Make a beaded wind chime, play kickball, challenge yourself with an obstacle course, and create a living ecosystem in a bottle! Snacks, water, and lunch of sandwiches and chip included. Campers should wear active clothing, sunscreen, and bring a water bottle if they have one. This camp is free of charge and is intended to help lower income residents with a day of free child care. This camp was created by local high school students Gabby Maoz and Elise Smith, and will utilize local teen camp counselors. Wilsonville Recreation staff will help oversee the day camp.

Approximate Run Time: 9am-3pm each day

Estimated Attendance: 40 families

Title Sponsor: \$500

- Logo on back of volunteer t-shirt

- Logo on print and social media advertising

- Organization work crew at the event

- Mic Announcement and public thank you at start of the event

- A positive relationship with a community event for a good cause

Supporting Sponsor:

- 400 vouchers for a free product or activity at your business

- (Ex. Free bowling, free kids breakfast, free mini golf, etc...)

# MOVIES IN THE PARK

EVERY OTHER FRIDAY IN JULY AND AUGUST

Movies in the Park is a summer movie series that takes place at the River Shelter at Memorial Park. Each year, four movies are chosen to be shown for the community. All movies are typically family friendly, with the exception of one PG-13 movie that is chosen for the teen and adult crowd. Participants bring their own blanket/chair to sit and relax on. Snacks and beverages are available for purchase.



Approximate Run Time: 3 hours per movie  
Estimated Attendance: 200-500 (per movie)

Title Sponsor: \$2000

- Sponsorship title for all 4 movies
- Banner display at Bottom of movie screen
- Acknowledgement and thank you during announcement of movie
- Logo in the Wilsonville Activity Guide movie page
- Logo on all print and social media promotions
- Table at the event (if desired)

Silver Sponsor: \$1000

- Sponsorship title for 2 out of 4 movies
- Acknowledgement and thank you during announcement of movie
- Logo on all print and social media promotions (excludes activity guide)

Supporting: \$500

- Sponsorship title for 1 out of 4 movies
- Acknowledgement and thank you during announcement of movie
- Logo on all print and social media promotions (excludes activity guide)

# HARVEST FESTIVAL

OCTOBER, 2024 10AM-1PM STEIN-BOOZIER BARN



The Harvest Festival is a family friendly event that takes place each year at the Stein Boozier Barn in Murase Plaza. This morning event is filled with costumes, cider, carriage rides, face painting, pumpkin decorating and live music!. This event is free to the public, and donations are asked for in lieu of an entrance fee to support a local charitable organization. Businesses who wish to table at the event are encouraged to have some sort of Halloween or Fall themed activity or prize giveaway.

Approximate Run Time: 3 hours

Estimated Attendance: 1,200

Title Sponsor: \$1000

Banner at event

Pumpkins given away under your company name

Acknowledgement and thank you during announcements

Logo on all print and social media promotions

Table at the event

Silver Sponsor: \$600

Acknowledgement and thank you during announcements

Logo on all print and social media promotions

Table at the event

Supporting: \$300

Acknowledgement and thank you during announcement of movie

Table at the event





# HOLIDAY LIGHTS

END OF NOVEMBER - JANUARY 1



Help the Parks and Recreation team by sponsoring our Holiday Lights Display! Each November the Parks team decorates Town Center Park for the Holidays to bring cheer to our community.

Quality commercial light displays can be rather costly, but so can buying decorations year after year that don't last or stand up to wet Oregon winters. By becoming a holiday lights sponsor, your organization helps offset the cost for higher quality holiday decorations in Town Center Park.

In exchange, your organization gets their company banner hung in Town Center Park from Thanksgiving to New Years! You'll also get a complimentary company booth at the Community Tree Lighting!

Approximate Run Time: 3 hours per movie  
Estimated Attendance: 1,200

Title Sponsor: \$1000

Banner at event

Acknowledgement and thank you during announcements

Logo in the Wilsonville Activity Guide

Logo on all print and social media promotions

Table at the event

Silver Sponsor: \$600

Acknowledgement and thank you during announcements

Logo on all print and social media promotions (excludes activity guide)

Table at the event

Supporting: \$300

Acknowledgement and thank you during announcement of movie

Table at the event



# TREE LIGHTING

NOVEMBER, 2024



The annual Community Tree Lighting is held in late November, and brings the community together to celebrate the beginning of the winter holiday season. During this event, spectators enjoy various local school choir groups, a story time from the Wilsonville Public Library, and the big countdown for the lighting of the community tree by the Wilsonville Mayor. Light refreshments are served, including hot cocoa and cookies. Santa is inside taking requests and pictures, and a craft room is set up for kids to make a craft to take home. A large portion of the community comes out for this event, and it is truly a Wilsonville Community staple of the holiday season.

Approximate Run Time: 3 hours per movie

Estimated Attendance: 1,500

## Title Sponsor- \$1000

- Company logo on all promotional materials (City newsletter, website, posters, ads)

- Company listed as Title Sponsor

- Company Banner hung on stage

- Verbal thank you and recognition during mic announcements

- Outdoor Booth at event

- Opportunity for promotional giveaway from stage at event

- Right of First Refusal for next year's Title Sponsor (2023 Nichols Family Agency)

## Silver Sponsor- \$500

- Company logo on all promotional materials (City newsletter, website, posters, ads)

- Company listed as Activity Room Sponsor

- Verbal thank you and recognition during mic announcement

- Outdoor Booth at event

- Craft/Activity Room Materials Sponsored by your company with signage in room

## Supporting Sponsor- \$250

- Company listed as Supporting Sponsor on all promotional materials

- Verbal thank you and recognition during mic announcement

- Outdoor Booth at event