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Dear Business Owner/Operator,

The Village of Bellevue invites you and your business to become a Parks & Leisure Services Sponsor. Our health, our neighborhoods, our economy, and our environment all benefit from parks and leisure services. Without the support and dedication of our local business community, the Village would not be able to provide the quality parks and leisure services our citizens enjoy today.

Through your sponsorship, you will be showing highly positive business citizenship and greater visibility within our community. Your business will gain valuable exposure, assisting with your marketing goals.

In teaming up with the Village's Parks & Leisure Services Department, we will work with your company to develop a marketing package to include advertising and direct mail opportunities within publications, on our website, at events and within Village owned park facilities.

**Business Sponsor Programs Include:**

- Sponsorship within the Leisure Services Department seasonal program catalog
- Sponsorship through the athletic facility Sponsor Banner Program
- Sponsorship for a Community Special Event or Program
- Sponsorship through the Adopt-A-Park Program

**Benefits you will receive:**

- Visibility in multiple locations such as parks, community flower beds, program events and our print/online publications.
- Hit your target population or select all sponsorship options to saturate the entire community or niche market areas.
- Helping the community by enhancing the development and improvement of our parks & leisure services.

Thank you for considering my invitation to become part of our sponsorship opportunities and making a larger impact on our community. Enclosed you will find the 2016 Sponsorship Program Information and Commitment Form. Please fill it out and return it to the Village Offices. We look forward to having you as a sponsor!

Your partner in community,


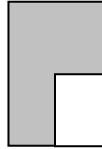
*Stephanie Schlag*

Stephanie Schlag  
Director of Parks and Leisure Services

## 2016 SPONSORSHIP PROGRAM & RATE SUMMARY

### Program Catalog Sponsor

The Village of Bellevue Parks & Leisure Services program catalog is direct-mailed to approximately every Bellevue household twice per year (Approximately 6,800). They are also distributed online at the Village's website <http://www.villageofbellevue.org>, at McAuliffe and Langlade Elementary Schools and the East Side Brown County Library Branch.

Sponsorship Information	Ad Size Options	
<p><i>Full Color</i>                      Artwork must be camera ready. We would prefer it to be JPEG, PNG or PDF. Artwork and photographs should be in 300 dpi.</p>	 <p>Half Page 4" x 5"                      Color                      Cost:                      \$450/season</p>	 <p>Qtr. Page 2" x 2.5"                      Color                      Cost:                      \$250/season</p>

*Program Catalog Seasons:*


Summer/Fall Seasonal Program Catalog: June-November  
 Winter/Spring Seasonal Program Catalog: December-May

*Sponsorship Deadlines:*

Commitment forms along with payment must be received by March 1<sup>st</sup> for the Summer/Fall Program Catalog and October 1<sup>st</sup> for the Winter/Spring Program Catalog.

### Athletic Facility Banner Sponsor

The Village's athletic facilities at Josten and DeBroux parks are utilized by thousands of users annually. Sponsorship banners are a great opportunity to advertise your business and also help support future park improvements. Banners will be displayed from May 1<sup>st</sup> to October 31<sup>st</sup>.

Sponsorship Information	Banner Size Options								
<p>Corporate Sponsors are responsible for providing the banner based on the following specifications:</p> <p>The banners shall be 4 feet by 8 feet vinyl banner material of 18 oz., with brass grommets at a minimum of every 1 foot along the entire border of the banner.</p> <p>Cost:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Josten Upper</td> <td style="width: 50%;">Josten Lower &amp; DeBroux</td> </tr> <tr> <td>Willow Creek</td> <td>Tennis Courts: Josten &amp; DeBroux</td> </tr> <tr> <td>One Year - \$300</td> <td>One Year - \$200</td> </tr> <tr> <td>Three Years - \$800</td> <td>Three Years - \$500</td> </tr> </table>	Josten Upper	Josten Lower & DeBroux	Willow Creek	Tennis Courts: Josten & DeBroux	One Year - \$300	One Year - \$200	Three Years - \$800	Three Years - \$500	
Josten Upper	Josten Lower & DeBroux								
Willow Creek	Tennis Courts: Josten & DeBroux								
One Year - \$300	One Year - \$200								
Three Years - \$800	Three Years - \$500								

## **Community Special Event/Program Sponsor**

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As a sponsor of one of the village annual events, you will receive recognition in the event booklet, a prominent banner/sign at the event, name recognition on the back of t-shirts (where applicable), inclusion in the PSA's prior to the event, announcements and recognition throughout the event day and recognition in the subsequent program catalog. For specific recognition differences between the different classes of sponsorship please contact the Leisure Services Department at (920) 468-5225.

### **Senior Holiday Gala**

Older adults, ages 55+, enjoy the holiday season with an evening of food, entertainment and dancing. The event is also used to raise funds to offset other senior programs; i.e. Bingo, Movie Matinee, etc. Average annual attendance is 200 participants.

Title Sponsor – Title sponsor for the evening (limited to one). \$1,000

Entertainment Sponsor – Partner sponsor for the evening entertainment. \$500

Door Prize Sponsor – Sponsor of door prizes distributed to participants. \$250-500

Raffle Item Sponsor(s) – Raffle sponsors for the evening. Sponsor contributes a monetary amount of less than \$100, goods, services, gift certificates or other in-kind contribution to be used toward the raffle.

### **Senior Summer Picnic**

Older adults, ages 55+, enjoy the summer with an afternoon grill-out and entertainment. Average annual attendance is 100 participants.

Title Sponsor – Title sponsor for the event (limited to one). \$500

Door Prize Sponsor – Sponsor of Door Prizes distributed to participants. \$200

Raffle Item Sponsor(s) – Raffle sponsors for the evening. Sponsor contributes a monetary amount of less than \$100, goods, services, gift certificates or other in-kind contribution to be used toward the raffle items.

### **Movie in the Park**

This FREE Community event takes place at Josten Park each summer season. We will be hosting 3 Movies in the Park in 2016. Average evening attendance is 150 participants.

Title Sponsor – Title sponsor for the program (limited to one per evening) \$300

Partner Sponsor – Event sponsor for the program. Sponsor contributes a monetary amount of less than \$100, goods, services, gift certificates or other in-kind contribution.

### **Music in the Park ~ Rockin' in Josten Summer Concert Series**

This FREE, POPULAR Community event takes place at Josten Park usually on Monday nights six times each summer season. Average evening attendance is 250 participants.

Title Sponsor – Title sponsor for the evening (limited to one per evening): Cost of Band \$400-\$1,500

Partner Sponsor – Event sponsor for the program. Sponsor contributes a monetary amount of less than \$300.

### **Trick or Treat Trail**

This is a cooperative, FREE program between the Village of Bellevue and Bellevue service clubs and groups. Children ages 2-12 participate in a variety of events and activities highlighted by a haunted trail where local businesses provide the booths and candy. 500 youth attended this event in 2015.

Title Sponsor – Title sponsor for the program (limited to one) \$500

Partner Sponsor – Partner sponsor for the program. Sponsor contributes a monetary amount of less than \$500, goods, services, gift certificates or other in-kind contribution.

### **Youth Program Sponsor**

Provide sponsorship for one of the Village's youth programs. Provides each participant with a program t-shirt. Logo of participating sponsor will be prominently displayed on the back of the shirt.

T-shirt Sponsor – \$250 per program (T-Ball, Basketball, Day Camp, etc.)

### **Easter Egg Bonanza**

This is a cooperative, FREE program between the Village of Bellevue and Bellevue service clubs and groups. Children ages 2-8 participate in a variety of events and activities highlighted by a surprise visit from the Easter Bunny! Average annual participation is 225 participants along with their families.

Title Sponsor – Title sponsor for the program (limited to one) \$500

Partner Sponsor – Partner sponsor for the program (unlimited amount) \$100 minimum

Prize Sponsor – Event sponsor for the program. Sponsor contributes a monetary amount of less than \$100, goods, services, gift certificates or other in-kind contribution.

### **Kite Festival**

This FREE Community event takes place at Willow Creek Park in August. The event is made possible with help from the Wisconsin Kites Association. Highlights include daring and acrobatic kite demonstrations, concessions and other family activities.

Title Sponsor – Title sponsor for the program (limited to one) \$500

### **Family Sledding Night**

This FREE Community event takes place at Josten Park in February. The event highlights sledding with family and friends a bonfire with s'mores, and hot cocoa.

Title Sponsor – Title sponsor for the program (limited to one) \$100

### **Spring Dance Recital**

This FREE event takes place at a local Middle School usually at the end of April. The event highlights students that have participated in the Bellevue Dance Program. Average annual participation is 250 people.

Title Sponsor – Title sponsor for the program (limited to one) \$250

### **Santa in the Park**

This FREE Community event takes place at Josten Park usually the first Thursday in December. The event highlights Santa Claus, several reindeer, tree lighting ceremony, caroling, and holiday crafts for kids.

Title Sponsor – Title sponsor for the program (limited to one) \$500

Partner Sponsor – Partner sponsor for the program (unlimited amount) \$100 minimum

Prize Sponsor – Event sponsor for the program. Sponsor contributes a monetary amount of less than \$100, goods, services, gift certificates or other in-kind contribution.

### **Park Kiosk Sponsor**

Provide sponsorship for Village staff to purchase materials to build a Park Kiosk at Willow Creek Park. A plaque will be placed on the Kiosk listing your business as the sponsor. Park Kiosks are a vital way for park users to receive information regarding park activities. Pictured is the Kiosk currently at Josten Park.

Kiosk Sponsor - \$600



### **AED Sponsor**

Help the Village keep park participants safe by sponsoring an AED at Willow Creek Park. An automated external defibrillator (AED) is a portable electronic device that automatically diagnoses the life-threatening cardiac arrhythmias of ventricular fibrillation and ventricular tachycardia in a patient, and is able to treat them through defibrillation, the application of electrical therapy which stops the arrhythmia, allowing the heart to reestablish an effective rhythm.

AED Sponsor - \$1,200 (a grant will cover the remaining cost to purchase)

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### Miscellaneous Program Sponsors

Individual business sponsorship can be arranged for a variety of other department programs or initiatives. Contact us to discuss other possible sponsorship opportunities.

### Adopt-A-Park Sponsor

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The Adopt a Park program allows area businesses, neighborhood groups and concerned residents to make a difference in the parks. This program combines both in-kind service as well as a financial contribution that helps off-set the costs of maintaining and improving the adopted park.

#### How to participate:

- Choose a park to adopt (Josten, DeBroux, Willow Creek, Bel-Meadow, Moonrise, Bower Creek, Bethel, and East River Trail).
- Adopter agrees to adopt the park for a minimum of 3 years.
- Adopter agrees to do one service project/clean-up per year.
- Group must designate a member as a coordinator.
- Complete the Adopt-A-Park Contract
- Schedule the annual date/time of service project/clean-up with the Department Director.

#### Adopter receives:

- Group/Business name on a sign installed at the park.
- Opportunity for free use of the park for a group/business activity.
- Recognition on the Village of Bellevue website.
- Recognition in the semi-annual program catalog.
- The pride of helping beautify the Bellevue Park System.

#### Cost to participate:

\$250/year – Bel-Meadow, Bower Creek, Moonrise, Bethel

\$500/year – Josten, DeBroux, East River Parkway and Willow Creek

#### Sign Example:



## Sponsorship Terms & Policies

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1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the Village of Bellevue. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the Village of Bellevue:
  - a. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
  - b. Promotion of gambling or illegal drugs.
  - c. Promotion of the sale or use of firearms or other weapons.
  - d. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
  - e. Commentary or advocacy of a social, religious or political nature.

Subject to the Village of Bellevue terms for accepting sponsorship, contracts will be accepted on a first-come, first-serve basis.

2. The Village of Bellevue Park Commission reserves the right to make final determination for acceptance on sponsorship contracts.
3. The Village of Bellevue reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship ad or information submitted which does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The Village of Bellevue shall not be responsible for damages if an advertisement fails to be published for any reason.
4. The Village of Bellevue reserves the right to determine and/or change the placement of ads without notice.
5. Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the Village of Bellevue, without limitation against, for any and all claims made thereof against losses sustained by the Village of Bellevue, Leisure Services Department, Village Board, and employees.
6. The advertisers and its agency, each represent that they are fully authorized and licensed to use:
  - a. The names, portraits, and/or pictures of living persons;
  - b. Any copyrighted or trademarked materials;
  - c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Village of Bellevue publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and safe harmless the Village of Bellevue against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.
7. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the Village of Bellevue policies will be binding on the Village of Bellevue or its agents.
8. The Village of Bellevue shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Village of Bellevue.
9. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
10. The Village of Bellevue will not return any items submitted for Sponsorship.
11. Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.

12. The Village of Bellevue reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorship placed without a signed agreement is subject to rates that apply at the time of publication.

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## 2016 Sponsorship Commitment Form

### SPONSOR INFORMATION:

Complete the following information:

Name: \_\_\_\_\_ Business/Organization Name (if any): \_\_\_\_\_

Email: \_\_\_\_\_

Village Resident? Yes [ ] No [ ]

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Other Phone: \_\_\_\_\_

### SPONSORSHIP OPTIONS:

#### Program Catalog Advertising

\_\_\_ Summer/Fall  Half \$450  Quarter \$250

Commitment & payment needed by March 1 annually

\_\_\_ Winter/Spring  Half \$450  Quarter \$250

Commitment & payment needed by October 1 annually

#### Athletic Facility Banner

\_\_\_ Josten Upper  1-year \$300  3-years \$800

\_\_\_ Willow Creek  1-year \$300  3-years \$800

\_\_\_ Josten Lower  1-year \$200  3-years \$500

\_\_\_ DeBroux  1-year \$200  3-years \$500

#### Miscellaneous

\_\_\_ Name of Program/Event: \_\_\_\_\_ \$TBD

#### Adopt-A-Park

\_\_\_ Josten Park \$500

\_\_\_ DeBroux Park \$500

\_\_\_ ~~East River Parkway~~ \$500 Adopted thru 2016

\_\_\_ Willow Creek Park \$500

\_\_\_ ~~Bel Meadow Park~~ \$250 Adopted thru 2016

\_\_\_ Bower Creek Park \$250

\_\_\_ Moonrise Park \$250

\_\_\_ ~~Bethel Park~~ \$250 Adopted thru 2017

#### Other Sponsorships

\_\_\_ AED \$1,200  Willow Creek

\_\_\_ Park Kiosk \$600  Willow Creek

### Event / Program Sponsor

To be listed as a title sponsor in our seasonal program guide, payments and commitments are desired by dates listed below.

\_\_\_ Kite Festival \_\_\_\_\_ Payment & Commitment desired by Mar. 1

\_\_\_ Movie in the Park \_\_\_\_\_ Payment & Commitment desired by Mar. 1

\_\_\_ Music in the Park \_\_\_\_\_ Payment & Commitment desired by Mar. 1

\_\_\_ Trick or Treat Trail \_\_\_\_\_ Payment & Commitment desired by Mar. 1

\_\_\_ Senior Summer Picnic \_\_\_\_\_ Payment & Commitment desired by Mar. 1

\_\_\_ Senior Holiday Gala \_\_\_\_\_ Payment & Commitment desired by Oct. 1

\_\_\_ Easter Egg Bonanza \_\_\_\_\_ Payment & Commitment desired by Oct. 1

\_\_\_ Santa In The Park \_\_\_\_\_ Payment & Commitment desired by Oct. 1

\_\_\_ Dance Recital \_\_\_\_\_ Payment & Commitment desired by Oct. 1

\_\_\_ Family Sledding Night \_\_\_\_\_ Payment & Commitment desired by Oct. 1

\_\_\_ Youth Program Sponsor: Program: \_\_\_\_\_

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**PLEASE READ:**

Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising therefrom against the Village. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the Village. The Village is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Village affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies and will agree to all said rules and guidelines.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<b>FOR OFFICE USE ONLY:</b>	Staff Initials: _____
Date Submitted: _____	
Amount Paid: _____	Date Paid: _____

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