



2828 Allouez Avenue
Bellevue, Wisconsin 54311

Kyle Casper
Director of Parks, Recreation & Forestry

Phone (920) 593-5515
Fax (920) 468-4196

e-mail: kcasper@villageofbellevuewi.gov
[www:VillageofBellevuewi.gov](http://www.VillageofBellevuewi.gov)

Dear Business Owner/Operator,

The Village of Bellevue invites you and your business to become a Parks, Recreation & Forestry Sponsor. Our health, our neighborhoods, our economy, and our environment all benefit from parks and recreation services. Without the support and dedication of our local business community, the Village would not be able to provide the quality parks, recreation, and forestry 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, Recreation & Forestry 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 Parks, Recreation & Forestry 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, recreation, and forestry 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 2024 Sponsorship Program Information and Commitment Form. I would love to meet with you to talk about the opportunities we have that would best match your organization's vision and commitment. Please contact me at your convenience if you have questions or would like further information. Otherwise, feel free to complete the Commitment Form at the back of this packet and mail it to my attention.


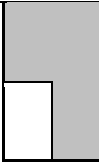
Your partner in community,

Kyle Casper
Director of Parks, Recreation and Forestry

2024 SPONSORSHIP PROGRAM & RATE SUMMARY

Program Catalog Sponsor

The Village of Bellevue Parks, Recreation & Forestry program catalog is direct mailed to every Bellevue household twice per year (approximately 6,800 households). They are also distributed online at the Village's website <http://www.villageofbellevuewi.gov>, at McAuliffe Elementary School, and the East Side Brown County Library Branch.

Sponsorship Information	Ad Size Options			
Full Color Artwork must be camera ready. We would prefer it to be JPEG, PNG or PDF. Artwork and photographs should be in 300 dpi.	 Half Page 8'' x 5'' Color		 Qtr. Page 4'' x 5'' Color	
	Cost: \$450/season		Cost: \$250/season	

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 1st for the Summer/Fall Program Catalog and October 1st 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 help support future park improvements. Banners will be displayed from May 1st to October 31st.

Corporate Sponsors are responsible for providing the banner based on the following specifications: The banners shall be 3 feet by 8 feet vinyl banner material of 18 oz. weight, with brass grommets at a minimum of every 2 feet along the entire top and bottom border of the banner.

Financial Commitment:

Josten Upper Ball Diamond Willow Creek Soccer Fields One Year - \$300 Three Years - \$800	Josten Lower Ball Diamond, DeBroux Ball Diamond Josten Tennis Courts, DeBroux Tennis Courts One Year - \$200 Three Years - \$500
Banner Size Options	
	

Dog Park Banner Sponsor

New for 2022, the Laura & Peter Mossakowski Family Dog Park, LTD will be accepting banner sponsors to be displayed inside the Dog Park. Banners must meet specs from previous page. Interested parties can contact admin@bellevuedogpark.com.

Financial Commitment:

6 months (Jan. 1 – May 31)- \$500
6 months (June 1 – Dec. 31) - \$500
12 months (Jan. 1 – Dec. 31) - \$950



Community Special Event/Program Sponsor

Financial Commitment:

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 PSAs 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 Parks, Recreation & Forestry Department at (920) 468-5225.

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. Event will be held Saturday March 16, 2024.

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.

Family Sledding Events

This FREE community event takes place at Josten Park in February. The event highlights sledding with family and friends, snowman building contest, ice skating, a bonfire with s'mores, and hot cocoa. Title Sponsor – Title sponsor for the program (limited to one) \$100. Events to be held February 9 and 23, 2024.

Grinch's Candy Cane Hunt

This community event will take place on a Saturday morning at Josten Park and will include a candy cane hunt for children 2-8, crafts and a photo opportunity with the Grinch. Event will be held Saturday December 7, 2024.

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

Partner Sponsor – Partner sponsor for the event (unlimited) \$250

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.

Holiday Gala

Enjoy the holiday season with an evening of food, entertainment, and dancing. Targeted toward our older adults in the Bellevue and surrounding communities. Average annual attendance is 150 participants. The event is used to raise funds to offset this and other older adult programs; i.e. bingo, seminars, etc. Date TBD for 2024.

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.

Food Truck Rally Sponsors

Back for the 4th year is the extremely popular Food Truck Rally. The event will take place on a Sunday evening at Josten Park. Participants can sample food from several vendors, while enjoying live music and family activities. 2024 Food Truck Rally dates are June 2nd and August 4th.

Title Sponsor – Title sponsor for the series/single evening (limit to one). \$1200/\$600

Movie in the Park

This FREE community event takes place at Willow Creek Park each summer season. We will be hosting 3 Movies in the Park in 2024. Average evening attendance is 100-150 participants. Events to be held Thursday July 25, Tuesday August 6, and Thursday August 22, 2024.

Title Sponsor – Title sponsor for the program (limited to one per evening) \$450

Partner Sponsor – Partner sponsor for the event (unlimited) \$250 or provide programming prior to the movie during the event.

National Night Out

This FREE community event is a nation-wide celebration meant to promote police-community partnerships and neighborhood camaraderie. This event is put on in cooperation with the Village of Bellevue and the Brown County Sheriff's Department. This is one of Bellevue's most highly attended events with activities such as: bicycle relays, police/fire demonstrations, bounce houses, corn roast and cookout, and many other rotating activities. Event to be held Tuesday August 6, 2024

Title Sponsor – Title sponsor for the program (limited to one) \$1000.

Partner Sponsor – Partner sponsor for the program (unlimited amount) \$250

Rockin' in Josten - Music in the Park Summer Concert Series

This FREE, POPULAR community event takes place at Josten Park on Monday nights four times each summer season. Average evening attendance is 300 participants. Concerts to be held Monday June 17, July 8, July 22, and August 12, 2024.

Title Sponsor – Title sponsor for the summer (limited to 1): minimum contribution of \$3,000.

Title sponsor is listed in all advertising for the event for the year.

Concert Sponsor – Event sponsor for one concert, not available if a title sponsor is secured. Sponsor contributes \$750 towards securing a band for one evening.

Concert sponsor is listed as specific sponsor for chosen night's concert.

Summer Social

Enjoy the summer with an afternoon grill-out and entertainment. Targeted toward our older adults in the Bellevue and surrounding communities. Average annual attendance is 100 participants. Event to be held July 15, 2024.

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.

Summer Fun Run Series

This is a great event for the children of Bellevue and surrounding areas. Children ages 2-14 participate a fun run of varied lengths depending upon age as an opportunity to get out, get active and have fun! This new event will be held on 4 Sunday evenings throughout the summer.

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 \$250, goods, services, gift certificates or other in-kind contribution.

Yoga in the Park

This free drop-in program takes place on Tuesday nights at Josten Park from 6:00-7:00pm. The program runs from early June through August (roughly 10 weeks) and is led by a trained yoga professional. Title Sponsor – Title sponsor for the program (limit to one) \$500.

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. 600+ youth registered in 2021. Event to be held Saturday October 19, 2024.

Title Sponsor – Title sponsor for the program (limited to one) \$750

Partner Sponsor – Partner sponsor for the program (unlimited) \$250

Prize/Candy Sponsor – Sponsor provides a donation of \$100 for the purchase of candy and/or prizes.

Youth Program Sponsor

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

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

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

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, Mossakowski Family Dog Park, 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.

Financial Commitment:

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

\$500/year – Josten, DeBroux, East River Parkway, Mossakowski Family Dog Park, and Willow Creek Parks

Sign Example on next page:



Sponsorship Terms & Policies

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 sponsorships, 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, Parks, Recreation and Forestry 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.
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- 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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2024 Sponsorship Commitment Form

SPONSOR INFORMATION:

Complete the following information:

Business/Organization Name (if any): _____

Your Name: _____

Email: _____

Address: _____

Primary Phone: _____

Village Resident? Yes [] No []

City/State/Zip: _____

Other Phone: _____

VILLAGE OF BELLEVUE



PARKS, RECREATION & FORESTRY

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 Ball Field ☐ 1-year \$300 ☐ 3-years \$800

___ Willow Creek ☐ 1-year \$300 ☐ 3-years \$800

___ Josten Lower Ball Field ☐ 1-year \$200 ☐ 3-years \$500

___ DeBroux Ball Field ☐ 1-year \$200 ☐ 3-years \$500

___ DeBroux Tennis Courts ☐ 1-year \$200 ☐ 3-years \$500

___ Josten Tennis Courts ☐ 1-year \$200 ☐ 3-years \$500

Adopt-A-Park (3-year commitment)

___ Josten Park \$500

___ DeBroux Park \$500

___ East River Parkway \$500 (adopted through 2023)

___ Willow Creek Park \$500

___ Mossakowski Dog Park \$500

___ Bel-Meadow Park \$250

___ Bower Creek Park \$250

___ Moonrise Park \$250

___ Bethel Park \$250

Youth Program Sponsor

___ Name of Program: _____ \$250

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Event / Program Sponsor

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

Select	Amount	Notes
Movie in the Park		Payment Desired 30 days prior to event.
National Night Out		Payment Desired 30 days prior to event.
Rockin' in Josten		Payment Desired 30 days prior to event.
Summer Fun Run		Payment Desired 30 days prior to event.
Summer Social		Payment Desired 30 days prior to event.
Spring into Summer Food Truck Rally		Payment Desired 30 days prior to event.
Trick or Treat Trail		Payment Desired 30 days prior to event.
Yoga in the Park		Payment Desired 30 days prior to event.
Easter Egg Bonanza		Payment Desired 30 days prior to event.
Grinch's Candy Cane Hunt		Payment Desired 30 days prior to event.
Holiday Gala		Payment Desired 30 days prior to event.
Sledding Night		Payment Desired 30 days prior to event.

Other Program/Event

Name of Program/Event: _____ \$TBD

PLEASE READ:

Specific sponsorships are sold on a first-come, first-served 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: _____

FOR OFFICE USE ONLY:

Staff Initials: _____

Date Submitted: _____

Amount Paid: _____ Date Paid: _____