



MEMPHIS PARKS

SPONSORSHIP GUIDE



Each year we offer a multitude of family-friendly activities, events, and recreational activities for Memphians to celebrate life, and strengthen mind and body in a positive and safe environment.

Your Sponsorship
ensures that cost is never a barrier
for families to participate.

SUMMER CAMP



Memphis Parks offers an 8-week summer camp for youth between the ages of 5-12 at no cost to families. Teen Camp is also offered for ages 13-16. Camps are held at all City of Memphis community centers. Participants enjoy a themed summer camp experience filled with activities that include arts and crafts, sports and movement, STEM, visual and performing arts, field trips, swimming, daily literacy activities, guest speakers, a city-wide spelling bee, and more. During the last week of summer camp, all campers attend a culminating event called “Ultimate Game Day,” where campers across the city enjoy games and outdoor fun at one location.

GOLD \$3,500

- Verbal acknowledgment at Ultimate Game Day
- Social media spotlight
- Listed in sponsor section on event registration web page
- Banner placed at Ultimate Game Day entrance (provided by sponsor)
- Logo included on summer camp t-shirt

SILVER \$1,500

- Verbal acknowledgment at Ultimate Game Day
- Social media spotlight
- Listed in sponsor section on event registration web page
- Banner placed at Ultimate Game Day entrance (provided by sponsor)

DATES:

Program dates: June - July 2024

Sponsorship deadlines: April 15



**See a
Package**
THAT INTERESTS
YOU OR YOUR BUSINESS?

Reach out to us at info@memphisparks.com.

Sponsorships can be made payable via check to the City of Memphis.

Check payments may be delivered or mailed to:

Attn: Sponsorships, Memphis Parks, 2599 Avery Ave. Memphis TN 38112

MOVIES IN THE PARK



Memphis Parks hosts Movies in the Park twice per year as part of the Play Your Park program - an initiative to engage Memphians of all ages with their parks. Movie nights occur as a series of three to four weekends and feature films that appeal to families. The park locations for movie nights rotate each week to offer this unique program opportunity in several Memphis neighborhoods.

GOLD \$5,000

Only one available per season!

- Verbal acknowledgment at each movie night in series
- Social media spotlight
- Inclusion on social media event page
- Opportunity to host an information table at each movie night in the series
- Logo included on promotional materials
- Opportunity to provide 30 second video clip to be played prior to movie showing
 - **Subject to Memphis Parks approval*

SILVER \$3,500

- Verbal acknowledgment at each movie night in series
- Social media spotlight
- Inclusion on social media event page
- Opportunity to host an information table at one movie night

DATES:

Program dates: Every Saturday in May, every Saturday in October

Sponsorship deadlines: March 31 for spring series; August 31 for fall series

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MEMPHIS PARKS' TEEN FEST



Memphis Parks hosts an annual Teen Fest in May as part of the Play Your Park program – an initiative to engage Memphians of all ages with their parks. This event will specifically serve teens and give young artists an opportunity to showcase their talent and celebrate one another through artistic expression. Participants will submit video entries and 10 performers will be selected to perform at this free concert that is open to the community. The audience will see one family-friendly headliner and ten teen performances including singing, dancing, poetry, and more! Help make this special event shine by becoming a Teen Fest sponsor.

GOLD \$8,000

- Verbal acknowledgment at Teen Fest
- Social media spotlight
- Inclusion in sponsor section on social media event page
- Opportunity to host an information table at Teen Fest
- Banner placed at Teen Fest entrance (provided by sponsor)
- Two banners placed at stage (provided by sponsor)
- Logo included on all promotional advertising for the event
- Opportunity to present first, second, and third place Teen Fest awards

SILVER \$3,500

- Verbal acknowledgment at Teen Fest
- Social media spotlight
- Inclusion in sponsor section on social media event page
- Opportunity to host an information table at Teen Fest
- Banner placed at Teen Fest entrance (provided by sponsor)

DATES:

Program dates: Saturday in May (TBD)

Sponsorship deadlines: February 28



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FIELD OR SPORTS LEAGUE



Memphis Parks hosts a variety of sporting events throughout the year. These events are held in community center gymnasiums and a variety of Memphis Parks' sports fields. Youth leagues are offered for baseball, flag football, basketball, and soccer annually. Adult leagues are offered for men's softball, coed softball, flag football, and kickball annually. League play is offered to youth at zero cost to families. Our athletics department can help you select the best space to sponsor an athletic field.

GOLD \$3,500

- One available per sport league (baseball, flag football, soccer)
- Banner (provided by sponsor) on outfield fence for 1 year
 - Field space subject to Memphis Parks approval
- Social media spotlight
- Inclusion of name/logo on registration web page
- Inclusion of name/logo on sports awards for one sport "Presented by Sponsor Name"
 - Details may be discussed with athletics manager at Memphis Parks

SILVER \$1,500

- Banner (provided by sponsor) on outfield fence for 1 year
 - Field space subject to Memphis Parks approval
- Social media spotlight
- Opportunity to host information table at sporting event (agreed upon with Memphis Parks staff)

DATES:

Program dates: Ongoing

Sponsorship deadlines: Ongoing

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HOWL-O-WEEN



A party for pups and families alike is back! Howl-O-Ween invites our four-legged friends to the local dog park at Sea Isle Park for this Halloween costume contest. During its first year, this event brought in over one hundred participants. Human counterparts enjoy food, games, and festivities while meeting their neighbors.

GOLD \$3,500

One available annually

- Verbal acknowledgment at event
- Inclusion in sponsor section on social media event page
- Social media spotlight
- Banner (provided by sponsor) placed at entrance of event
- Logo on all promotional materials
- Opportunity for informational table at event

SILVER \$1,500

- Verbal acknowledgment at event
- Inclusion in sponsor section on social media event page
- Social media spotlight

DATES:

Program dates: October (TBD)

Sponsorship deadlines: August 31



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FALL FESTIVAL



The annual Memphis Parks Fall Festival is held at a City of Memphis community center. This event provides fun and festive activities for all ages to celebrate the season of fall! This free festival features free bounce houses, outdoor movies, carnival games, giveaways, a haunted house, refreshments, and more fun for the entire family.

GOLD \$3,500

One available annually

- Verbal acknowledgment at event
- Inclusion in sponsor section on social media event page
- Social media spotlight
- Banner (provided by sponsor) placed at entrance of event
- Logo on all promotional materials
- Opportunity for informational table at event

SILVER \$1,500

- Verbal acknowledgment at event
- Inclusion in sponsor section on social media event page
- Social media spotlight
- Banner (provided by sponsor) placed at entrance of event

DATES:

Program dates: October (TBD)

Sponsorship deadlines: September 30

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SKINNER CENTER DANCE NIGHT



Let's dance! The Raymond Skinner Center is the only public community center in the Memphis region serving the social and recreational needs of individuals with disabilities. Every 1st and 3rd Friday, a dance party is hosted at The Raymond Skinner Center – featuring R&B, Country, and Pop music. This program is extremely popular in the disability community and has an average attendance of 250 individuals.

GOLD \$3,500

One available annually

- Verbal acknowledgment at all dance nights
- 2 social media spotlights
- Logo on all promotional materials
- Opportunity to host an information table at all dance nights in the series

SILVER \$1,500

- Verbal acknowledgment at all dance nights
- 1 Social media spotlight
- Opportunity to host an information table at one dance night in the series

DATES:

Program dates: Every 1st and 3rd Friday of the month

Sponsorship deadlines: Gold - December 1; Silver - ongoing

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MEMPHIS PARKS 5K



The Memphis Parks 5K and Family Day, held at Overton Park, will offer a healthy mixture of fitness and family fun! EVERYONE is welcome, from the most seasoned runner, to the leisurely walker, to the parents with strollers. This event will feature numerous information stations from local wellness-focused organizations that are eager to help kickstart and support your wellness journey, as well as several fitness-focused activities for adults. Be sure to bring the kids out to enjoy bounce houses, face painting, video gaming stations, and “kid dash” races for our competitive youth. We also invite all who are able to compete in a one-mile dash and our 5K race!

GOLD \$3,500

One available annually

- Verbal acknowledgment at 5K race
- 2 social media spotlights
- Opportunity to host an information table at registration area
- Logo on all promotional materials

SILVER \$1,500

- Verbal acknowledgment at 5K race
- 1 social media spotlight
- Opportunity to host an information table at registration area

DATES:

Program dates: August 12

Sponsorship deadlines: August 12

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