



# City of University Park

Parks and Recreation  
Department

**2024-2025**

**Sponsorship Packet**



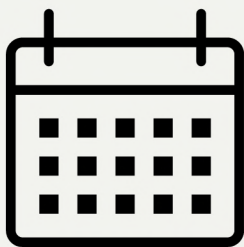




# Why “Park”ner with UP?

We are thrilled to invite you to join the City of University Park in enriching our community through our vibrant Parks and Recreation special events. As a cornerstone of community engagement, our events bring residents together, fostering a sense of unity, joy, and pride in our city. From lively festivals and outdoor movies to family-friendly activities and seasonal celebrations, our programming offers something for everyone.

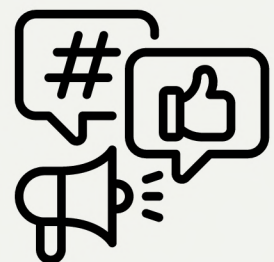
By taking advantage of the opportunities as a sponsor, you’re supporting not only these cherished events but also community, health, and well-being. Your sponsorship will help us continue to create memorable experiences that enhance the quality of life for all who call University Park home.



Year round exposure



25,000+ Residents



Over 11,800 social  
media followers

# 2024-2025

## CALENDAR OF EVENTS



<b>Paddle Social</b>	October 14, 2024
<b>Fall Festival</b>	October 26, 2024
<b>Eggtober</b>	October 27, 2024
<b>Arbor Day</b>	November 1, 2024
<b>Tree Lighting</b>	December 1, 2024
<b>Elena's Children's Tree Lighting</b>	December 3, 2024
<b>Children's Fishing Derby</b>	February 15, 2025
<b>Eggstravaganza</b>	April 12, 2025
<b>Movie In The Park</b>	May 9, 2025
<b>Paddle Battle</b>	May 16, 2025
<b>Children's Fishing Derby</b>	June 7, 2025
<b>Fourth of July Celebration</b>	July 4, 2025
<b>Doggie Splash Day</b>	September 27, 2025



# Sponsorship Levels



## Gold

Exclusive sponsorship of the event

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10x10 tent provided by City at event

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Logo marketed on promotional items (t-shirts, bracelets, etc.)

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Published in the City's Arbor Newsletter (3,000 resident reach)

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Logo prominently placed on event banners at key intersections two weeks prior to event

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Recognition during the event

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Social media promotion



## Silver

Allotted space for a 10x10 tent at event (tent not provided)

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Published in the City's Arbor Newsletter (3,000 resident reach)

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Logo prominently placed on event banners at key intersections two weeks prior to event

---

Recognition during the event

---

Social media promotion



## Bronze

Logo included on event banners at key intersections two weeks prior to event

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Recognition during the event

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Social media promotion





# HAC Fall Festival

Location: Homes Aquatic Center

Date: October 26, 2024

Estimated Attendance: 300

## About the Event:

Join us for a spooktacular evening of family fun at the Holmes Aquatic Center! We're transforming the poolside into a fall haven filled with treats, games and costume awards. Bring your little ghouls and goblins for a night of pumpkin decorating, cake walks and exciting activities!



## BECOME A SPONSOR!



Gold - \$4,000



Silver - \$2,500



Bronze - \$1,500





# Arbor Day

Location: City Park

Date: November 1, 2024

Estimated Attendance: 300

## About the Event:

To celebrate Arbor Day, the Parks and Recreation Department, with the help students from HPISD, plant a tree in one of the City's parks. Since 1982, through the City's "Trees for Town" program, residents have purchased more than 3,600 trees for front and side parkway areas throughout the community.



## BECOME A SPONSOR!



Gold - \$4,000



Silver - \$2,500



Bronze - \$1,500





# Elena's Children's Park Tree Lighting

Location: Centennial Park  
Date: December 3, 2024  
Estimated Attendance: 300

## About the Event:

For many years, residents across the Park Cities have gathered at Elena's Children's Park to remember children no longer with us. The gathering features holiday carols and the lighting of the holiday tree.



Elena's Children's Park  
TREE LIGHTING

## BECOME A SPONSOR!



Gold - \$4,000



Silver - \$2,500



Bronze - \$1,500





HOLIDAY  
TREE LIGHTING

# Holiday Tree Lighting

Location: Centennial Park

Date: December 1, 2024

Time: 3:00-7:00p

Estimated Attendance: 2,000

## About the Event:

The annual University Park Tree Lighting will feature live performances on the main stage, fun for kids, crafts with UP Public Library, and photo opportunities with Santa Claus. Local vendors will be offering a variety of tasty treats and snacks.

For more information, contact Kaylon Jackson at [kjackson@uptexas.org](mailto:kjackson@uptexas.org)

## Sponsorship Levels

Title Sponsor	\$45,000
Stage Sponsor	\$20,000
Ice Rink Sponsor	\$10,000
Snow Zone Sponsor	\$8,000
Kid's Zone Sponsor	\$5,000
Vendor Booth	\$500





# Children's Fishing Derby

CHILDREN'S  
**FISHING  
DERBY**

Location: Caruth Park

Date: February 15, 2025 & June 7, 2025

Estimated Attendance: 1,000

## About the Event:

The fishing derby provides children the opportunity to experience the fun of fishing in an urban park setting. The pond is stocked and the fish are biting! Awards for the biggest and smallest fish caught each hour.

## BECOME A SPONSOR!



Gold - \$6,000



Silver - \$4,000



Bronze - \$2,000





# Eggstravaganza

Location: Centennial Park

Date: April 12, 2025

Estimated Attendance: 1,200

## About the Event:

Children from toddlers to 8-year-olds race to pick up 10,000 plastic eggs filled with candy. Other festivities include bounce houses, face painting, balloon artists, music, arts and crafts, and photos with the Easter Bunny.

## BECOME A SPONSOR!



Gold - \$6,000



Silver - \$4,000



Bronze - \$2,000





# Movie in the Park

Location: Centennial Park

Date: May 9, 2025

Estimated Attendance: 1,500

## About the Event:

Each spring, the Parks Department hosts a Movie in the Park. The fun begins at 6 p.m. with various activities for children. Showtime is at 8:30 p.m. for the spring movie. Drinks and popcorn are provided. The movie and all activities are free.



## BECOME A SPONSOR!



Gold - \$6,000



Silver - \$4,000



Bronze - \$2,000





# Paddle Battle

Location: William's Pickleball Courts

Date: May 16, 2025

Estimated Attendance: 100

## About the Event:

Grab your partner, and get ready for a fun day of pickleball! Whether you're a social or competitive player, all skill levels are welcome!



## BECOME A SPONSOR!



Gold - \$3,000



Silver - \$2,000



Bronze - \$1,000





# Dive In Movie

Location: Homes Aquatic Center

Date: June 13, 2025, July 11, 2025 & August 1, 2025

Estimated Attendance: 200 per event

## About the Event:

Join us for our Summer Dive in Movie series at the Holmes Aquatic Center. Moviegoers are invited to watch Hollywood hits in the pool! Admission to the shows is free.



## BECOME A SPONSOR!



Gold - \$3,000



Silver - \$2,000



Bronze - \$1,000





# Doggie Splash Day

Location: Homes Aquatic Center

Date: September 27, 2025

Estimated Attendance: 350

## About the Event:

The City of University Park invites all dogs and their owners to this year's annual Doggie Splash Day event. This event is a great opportunity for dogs and their owners to cool off and play at the pool!

## BECOME A SPONSOR!



Gold - \$1,200



Silver - \$800



Bronze - \$400



# City of University Park

## Sponsorship Agreement

### Choice of Sponsorship(s)

#### Holiday Tree Lighting

- |   |          |                                       |         |
|---|----------|---------------------------------------|---------|
| <input type="checkbox"/> Title Sponsor    | \$45,000 | <input type="checkbox"/> Snow Zone    | \$8,000 |
| <input type="checkbox"/> Stage Sponsor    | \$20,000 | <input type="checkbox"/> Kid's Zone   | \$5,000 |
| <input type="checkbox"/> Ice Rink Sponsor | \$10,000 | <input type="checkbox"/> Vendor Booth | \$500   |

#### Elena's Children's Park Tree Lighting

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$4,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Bronze Sponsor | \$1,500 |

#### Children's Fishing Derby (Per Event)

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$6,000 |
| <input type="checkbox"/> Silver Sponsor | \$4,000 |
| <input type="checkbox"/> Bronze Sponsor | \$2,000 |

#### Doggie Splash Day

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$1,200 |
| <input type="checkbox"/> Silver Sponsor | \$800   |
| <input type="checkbox"/> Bronze Sponsor | \$300   |

#### Eggstravaganza

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$6,000 |
| <input type="checkbox"/> Silver Sponsor | \$4,000 |
| <input type="checkbox"/> Bronze Sponsor | \$2,000 |

#### HAC Fall Festival

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$4,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Bronze Sponsor | \$1,500 |

#### Movie in the Park

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$6,000 |
| <input type="checkbox"/> Silver Sponsor | \$4,000 |
| <input type="checkbox"/> Bronze Sponsor | \$2,000 |

#### Arbor Day Celebration

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$4,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Bronze Sponsor | \$1,500 |

#### Dive in Movies ( All 3 Movies)

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$3,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,000 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 |

#### Paddle Battle

- |   |         |
|---|---------|
| <input type="checkbox"/> Gold Sponsor   | \$3,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,000 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 |

- ☐ Friend of the Community \$500 – \$10,000

#### Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

Phone/Email: \_\_\_\_\_

Please complete and return Sponsorship Agreement to Kaylon Jackson at [kjackson@uptexas.org](mailto:kjackson@uptexas.org)



# University Park Parks and Recreation

214-987-5488

[upevents@uptexas.org](mailto:upevents@uptexas.org)

[www.uptexas.org](http://www.uptexas.org)





# Parks & Recreation Department

City of University Park  
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[www.uptexas.org](http://www.uptexas.org)

## Sean Johnson

Parks Director

## Caroline Seward

Assistant Parks Director

## Ann Allen

Parks Superintendent

## Jebte Veliz

Parks Supervisor

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## Jeremy Hernandez

Parks Supervisor

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## Kaylon Jackson

Special Event Coordinator

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## Bryce Reed

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Aquatics Coordinator

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## City Council

### Mayor

Thomas (Tommy) H. Stewart

### Mayor Pro Tempore

Mark Aldredge

## Council Members

Bob Myers

Phillip B. Philbin

Melissa Rieman