

Parks & Recreation Special Events



CITY OF UNIVERSITY PARK

SPONSORSHIP OPPORTUNITIES

Parks & Recreation Dept.

City of University Park
3800 University Blvd, University Park, TX 75205

Website: www.uptexas.org

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LIZ FARLEY

GAGE PRICHARD, SR.

MAYOR PRO TEMPORE

E. TAYLOR ARMSTRONG JR.



Welcome!

CREATING COMMUNITY THROUGH PEOPLE, PARKS & PROGRAMS

Our vision is based on the belief that through high quality community events, facilities and people, an economically vibrant and dynamic community are created and enhanced.

University Park is an affluent and well-educated residential community of 23,068 residents. It is located approximately five miles north of downtown Dallas. Home of Southern Methodist University, the city is known for its attractive homes, beautiful parks and numerous churches. Event sponsorship provides the opportunity to build a relationship with a targeted group of consumers who are extremely active in the Dallas marketplace.

Each year the University Park City Council strives to maintain programs that enrich the lives of our resi-

dents. Special event programming provides activities for all members of the community to enjoy. These events draw thousands of participants.

University Park has eight primary parks and an Aquatic Center. Funded by the City's Capital Improvements Program, all the venues that host the City's various special events have been substantially upgraded in the past five years. In conjunction with improvements made at the various parks, the City has increased its roster of annual special events.

JOIN THE FUN!

 [upparksandrecreation](#)  [@CityofUPTX](#)  [UPTXPARD](#)



Events 2019

Calendar *of Events!*

pg **Eggstravaganza**

6 April 13 - 9:30am-11:30am
Goar Park

pg **Movies in the Park**

8 May 3 - 6:00-11:00pm
October 18 - 5:00-11:00pm
Goar Park

pg **Children's Fishing Derby**

10 June 1 - 9:00am - 12noon (Raindate: September 22)
Caruth Park

pg **Firecracker 5k**

12 July 4 - 7:00am-9:00am
Curtis Park

pg **Dive in Movies**

14 Dates TBD
Holmes Aquatic Center

pg **Doggie Splash Day**

16 September 8 - 12noon - 3:00pm
Holmes Aquatic Center

pg **Arbor Day Celebration**

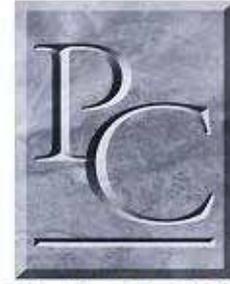
18 November 1 - 10:00-11:00am
Park to be Determined

pg **Sponsorship Levels & Details**

20



**HIGHLAND PARK
LAKEWOOD
PRESTON HOLLOW**
EMERGENCY ROOM



PARK
CITIES
SURGERY
CENTER

2018 SPONSORS

*A special thank you to our
generous 2018 Sponsors.
Our events would not be
possible without their
support and generosity.*



Get your *Easter Baskets* ready!

EGGSTRAVAGANZA



C ELEBRATE EASTER WITH THE CITY OF UNIVERSITY PARK

University Park will host the the 11TH annual Eggstravaganza on Saturday April 13, 2019 at Goar Park. Children from toddlers to 8 year-olds race to pick up 10,000 plastic eggs filled with candy. The event attracts up to 1,200 children, parents and grandparents. Other festivities include bounce houses, face painting, balloon artists, music, petting zoo and photos with the Easter Bunny. The event cost approximately \$5,000. Sponsorships cover the cost for the plastic eggs, snacks, coffee, donuts, signage and entertainment.



APRIL 13TH, 2019

9:30am-11:30am *Goar Park*

9:30am *Festivities Begin*

10:00am *Egg Hunt*

11:30am *Event Ends*

Other Event *Highlights*

10,000 Eggs

DJ provides music and announcements

Complimentary refreshments for attendees

Bounce houses, face painters, balloon artists and more!



FAMILY
FUN!!!

Sponsorship *Levels*

GOLD 2,000

SILVER 1,000

BRONZE 500



THE PERFECT *Family Event*
MOVIES IN THE PARK

6:00pm-10:00pm *Goar Park*



**SPRING
& FALL
FEATURES**

Relax *under the stars* with your favorite movie!

MAY 3RD & OCTOBER 18TH



E NJOY A MOVIE UNDER THE STARS IN BEAUTIFUL GOAR PARK. Each spring and fall, the Park department hosts a Movie-in-the-Park.

The fun begins at 6 p.m. with various activities for children. Showtime is at 7:30 p.m. for the fall movie and 8:30 p.m. for the spring movie. Drinks and popcorn are provided. The movie and all activities are free. Each movie draws approximately 600-800 people.

The two events cost approximately \$5,000. Sponsorships cover the cost of renting the movies from an approved distributor, plus rental of the screen, sound system and bounce houses. The fall event will be combined with our National Night Out.

Other Event *Highlights*

- Food Trucks available on site
- Complimentary refreshments for attendees
- Seasonal Contests
- Bounce houses, photo booths and more!

Sponsorship *Levels*

- GOLD 2,500**
- SILVER 1,250**
- BRONZE 750**

Best of the Summer!

CHILDREN'S FISHING DERBY



JUNE 1ST

9:00am-Noon

Caruth Park



The pond will be stocked and the fish will be biting! Burgers, chips and drinks will be provided by In-N-Out Burgers. Door prizes will be given away throughout the event as well as awards for the biggest and smallest fish caught each hour.

University Park will host the annual Children's Fishing Derby on Saturday, June 1st, 2019 at Caruth

Get your fishing pole!

Park from 9 a.m. to noon. The fishing derby provides children the opportunity to experience the fun of fishing in an urban park setting. The event draws approximately 1000 participants of all ages.

This event costs approximately \$5,000. Sponsors cover the cost for stocking the pond with fish and expenses for food, prizes and entertainment

Other Event *Highlights*

DJ provides music and announcements

Largest & Smallest Catch Prizes each hour

Complimentary refreshments for attendees

Entertainment and activities for all participants



FAMILY
TRADITION

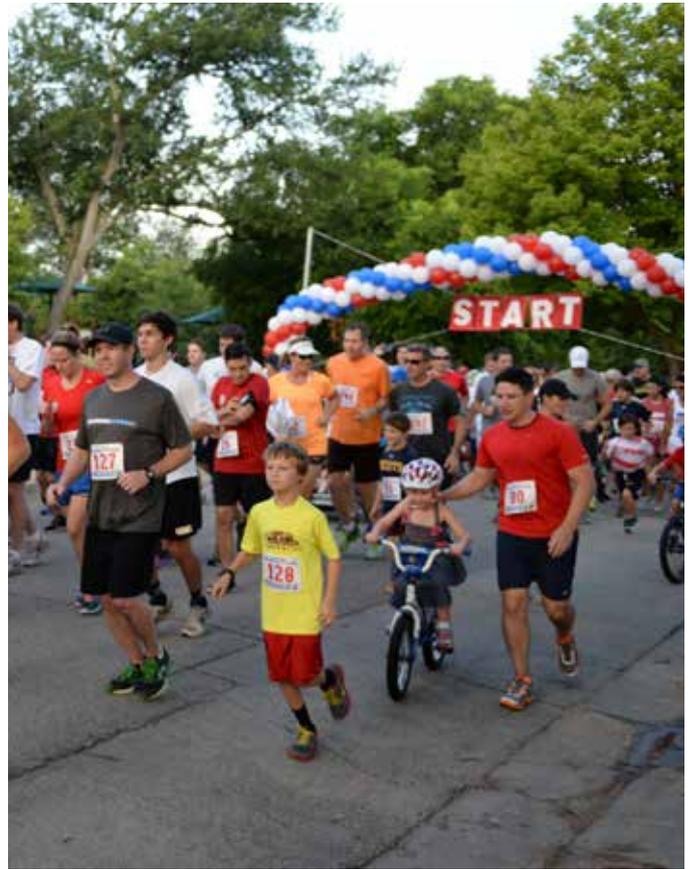
Sponsorship *Levels*

GOLD 2,000

SILVER 1,000

BRONZE 500





FIRECRACKER 5K

July 4, 2019 *Curtis Park*





C ELEBRATE AMERICA'S BIRTHDAY WITH A FUN RUN THROUGH THE BEAUTIFUL STREETS OF UNIVERSITY PARK.

The event, designed for participants of all ages and abilities, will begin and end at Curtis Park. University Park will host the annual July 4th Firecracker Fun Run on Tuesday, July 4, 2019 at Curtis Park. Pre-Registration is through the Parks and Recreation Department with event-day registration at the park beginning at 6 a.m. The race starts at 7 a.m. All pre-registered participants will be given a commemorative event T-shirt. Food and beverages are provided at the beginning and end of the race. The Fun Run averages 500 participants and is for all ages and skill levels.

Sponsorship *Levels*

GOLD 2,000
SILVER 1,000
BRONZE 500

The event costs approximately \$4,000. Sponsorships cover the cost for t-shirts, race supervision, food and drinks.

Fun *at the Pool!*

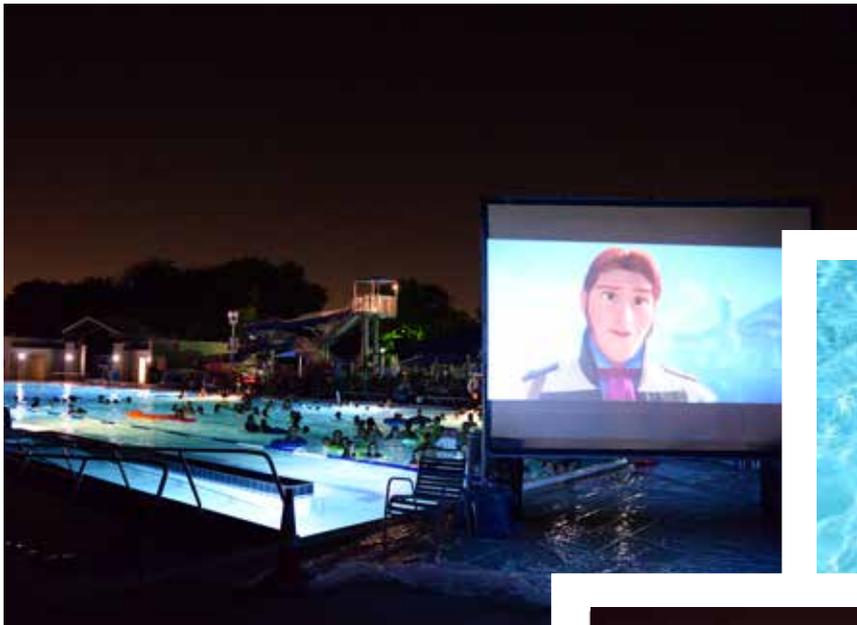


FUN FOR THE
WHOLE
FAMILY!

DIVE IN MOVIES

Holmes Aquatic Center

Join us for our summer Dive in Movies at the Holmes Aquatic Center. Moviegoers are invited to watch Hollywood hits in the pool! Admission for the shows are free. Children under 13 must be accompanied by an adult. Moviegoers are admitted beginning at 8:00 p.m. Showtime is at 9:15 p.m. The pool's snack bar is open for each show and lifeguards are on duty.



The program's original intent was to give parents a safe place to drop children off while they went out to dinner. Now, many parents attend the movies with their children making it a family night out. Each movie draws approximately 400 people.



Dates to **be Announced**

Relax in the water while watching your favorite movie on our *poolside* big screen!

Sponsorship *Levels*

GOLD 2,500
SILVER 1,250
BRONZE 750

The event costs approximately \$5,000. Sponsorships cover the cost for renting the movies from approved distributors, plus rental of the screen and sound system.

DOGGIE SPLASH DAY

JOIN
THE
FUN!

SEPTEMBER 8, 2019

Holmes Aquatic Center

Noon - 3 p.m.



The City of University Park invites all dogs and their owners to this year's annual Doggie Splash Day on Sunday, September 8, 2019 from noon to 3 p.m. at the Holmes Aquatic Center. This event is a great opportunity for dogs and their owners to cool off and play at the pool! Proceeds for this event benefit local animals shelters.

The event costs approximately \$1,500. Sponsorship begins at \$250. Sponsors cover pool operation costs, prizes, and entertainment.

Sponsorship *Levels*

GOLD 1,000

SILVER 500

BRONZE 250

Best of Fall!



SPREADING
KNOWLEDGE



ARBOR DAY

November 1, 2019 *Park TBD*



CELEBRATING OUR 11TH YEAR AS A TREE CITY USA

To celebrate Arbor Day, the Parks and Recreation Department, with the help from fifth grade 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 (the grassy area between the sidewalk and curb) throughout the community. The Parks and Recreation Department also has an ongoing tree replacement program that involves the City's eight main parks and other public tree-lined areas. The Arbor Day event will take place on Friday, November 1, 2019 at a designated park. The event costs approximately \$1,500.

Other Event *Highlights*

- Tree Planting
- Onsite Arts & Craft Projects for Students
- Proclamation from the Mayor
- History of Arbor Day and Sustainability Education

Sponsorship *Levels*

- GOLD 1,000**
- SILVER 500**
- BRONZE 250**



Levels & Details

Gold Level Sponsors

- Non-compete guarantee for other sponsors within the same industry.
- Event Banners at key intersections - Vasser & Turtle Creek and Hillcrest & Lovers Lane, exposure to 40,000+ vehicles per day for two weeks prior to event.
- Listed as Title Sponsor on the homepage of the City Website posted two weeks prior to the event.
- Logo marketed on promotional items (*T-Shirts, Fishing bobbers, Easter Eggs, etc...*)
- Published in the City's *Arbor*, delivered to 8,300 residents monthly.
- Sponsors are provided with a promotional tent (10x10) with tables & chairs.
- Sponsors are recognized by the MC throughout the event.
- Sponsors are featured in all social media connected to the event linked to cross-promote and provided with a media package after the event.

Silver Level Sponsors

- Event Banners at key intersections - Vasser & Turtle Creek and Hillcrest & Lovers Lane, exposure to 40,000+ vehicles per day for two weeks prior to event.
- Published in the City's *Arbor*, delivered to 8,300 residents monthly.
- Sponsors are provided with a promotional tent (10x10) with tables & chairs.
- Sponsors are recognized by the MC throughout the event.
- Sponsors are featured in all social media connected to the event and linked to cross-promote.

Bronze Level Sponsors

- Event Banners at key intersections - Vasser & Turtle Creek and Hillcrest & Lovers Lane, exposure to 40,000+ vehicles per day for two weeks prior to event.
- Sponsors are recognized by the MC throughout the event.
- Sponsors are featured in all social media connected to the event and linked to cross-promote.

City of University Park Special Events 2019

Sponsorship Agreement

Choice of Sponsorship(s)

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Premier Sponsorship - Sponsorship of all University Park Special Events | \$15,000 |
| <input type="checkbox"/> | Title Sponsorship - Eggstravaganza, Fishing Derby & Firecracker Fun Run | \$10,000 |
| <input type="checkbox"/> | Entertainment Sponsor - Movies in the Park & Dive in Movies | \$5,000 |

EGGSTRAVAGANZA *April 13, 2019*

- Gold Sponsor \$2,000
- Silver Sponsor \$1,000
- Bronze Sponsor \$500

MOVIES IN THE PARK *Spring & Fall 2019*

- Gold Sponsor \$2,500
- Silver Sponsor \$1,250
- Bronze Sponsor \$750

CHILDRENS' FISHING DERBY *June 1, 2019*

- Gold Sponsor \$2,000
- Silver Sponsor \$1,000
- Bronze Sponsor \$500

FIRECRACKER 5k RUN *July 4, 2019*

- Gold Sponsor \$2,000
- Silver Sponsor \$1,000
- Bronze Sponsor \$500

DIVE IN MOVIES *Summer 2019*

- Gold Sponsor \$2,500
- Silver Sponsor \$1,250
- Bronze Sponsor \$750

DOGGIE SPLASH DAY *September 8, 2019*

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$250

ARBOR DAY *November 1, 2019*

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$250

Payment Information

Preferred Method of Payment

- Credit Card
- Check Enclosed
- Please Invoice

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Advertising *Opportunities*



Holmes Aquatic Center in the City of University Park is pleased to present a unique advertising opportunity to your business for the 2019 summer season, which is shaping up to be our biggest and best yet. We believe your business can benefit greatly by advertising on our custom radio station, **The Wave**.

Our park is the definition of family-friendly. We provide a safe environment with reasonable prices. Simply put – Holmes Aquatic Center is perfect for kids and families. *Our top adult demographic is women with kids (moms!) ages 25-54.*

By advertising on The Wave, your business will be able to gain valuable exposure to the **45,000+** area residents who will spend time at Holmes Aquatic Center this summer. The Wave is an in-park entertainment system that sounds just like a real radio station – with DJ's, great music and *commercials for businesses or organizations* like yours.

The Wave has a great mix of upbeat, family-friendly music and can be clearly heard throughout our park. Best of all, our visitors are guaranteed to hear your commercials because they can't change the channel!

Advertising Rates

Commercials on The Wave are extremely cost-effective, but are limited. These are the three (3) sponsorship options available in 2019. Please note that all commercial run during regular operating hours; bonus commercials may air during special events or extended hours.

Level	Daily :30 Commercials	2019 Investment	Avg. Cost Per Day	Minimum # of Comm. (85 - Day Minimum)	Avg. Cost Per Comm.
1	4x/day	\$450	\$5.29	340+	\$1.32
2	6x/day	\$625	\$7.35	510+	\$1.23
3	8x/day	\$800	\$9.41	680+	\$1.18

Advertising Agreement

Choice of Advertising Level

Please select your preferred level

- Level 1 \$450 Level 2 \$625 Level 3 \$800

Commerical Production

- If necessary, we'll write and produce one (1) :30 radio commercial for your business or organization at no charge. Production Value: \$150
- If you already have a :30 radio commercial, you can provide it to us in an MP3 format and we'll use it! You can change the commercials you provide to use as often as you desire.

Will you need a :30 commercial produce
for your business or organization?

- Yes No

Do you have a pre-produced :30 commercial
or commercials for The Wave to use?

- Yes No

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Method of Payment

- Credit Card Please Invoice Check Enclosed

Card#: _____

Exp. Date: _____ CVV#: _____

Name on Card: _____

Signature: _____

- MasterCard Visa AMEX Discover



Parks & Recreation

SPECIAL EVENTS

2019

WWW.UPTexas.org