

City of Colleyville
Parks and Recreation

Winter Ball 2014

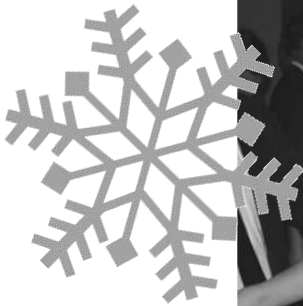
Sponsorship Packet



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About the City of Colleyville Parks and Recreation

The City of Colleyville Recreation Department provides youth, adult and athletic programs along with special events for citizens, providing a sense of community in a safe, fun environment. The Recreation Department also assists the Youth Sports Associations in securing City and GCISD practice and game facilities for their programs. Staff coordinates and reserves park facility rentals for seven park pavilions and athletic field rentals for a minimal fee for community use and enjoyment.

About the Event

The City of Colleyville Recreation Department is putting a new spin on a successful annual event. For thirteen years, the City of Colleyville Recreation Department has held a daddy daughter dance for the special relationship between daughters and fathers or any other significant male figures, such as a grandfather or uncle. This year we are, additionally, opening the event for sons and mothers or other significant female figures, such as a grandmother or aunt. Everyone will come dressed to impress and spend the evening together dancing, playing games and laughing. Goody bags will be given to each child. The memories created will last long after the deejay has packed up his music and the last cookie crumbs have been swept up.

Winter Ball Details

Date: Friday, January 31, 2014

Time: 7:00-9:00 p.m.

Location: Colleyville Center, 5301 Riverwalk Drive

Ages: 4-12 year olds

Price: \$25 per couple (\$10 each additional daughter/son)

Target Market

The Winter Ball is promoted towards children between 4-12 years old and parental figures. The attendees will primarily be from Colleyville but also from surrounding communities. The average attendance for the Daddy Daughter Dances' was 150-200 people per year. We are planning on exceeding that number this year since we are opening it up to sons and mothers or mother figures.

Event Promotion

Our campaign targets both general and specialty media. Our cable channel campaign is aimed at the greater Colleyville area. This campaign kicks off in early January and continues until the night of the event.

Signage

Two weeks prior to the event, posters will be featured throughout all city parks, library, city hall and recreational facilities.

Website

The City of Colleyville Parks and Recreation website, www.colleyvillePARD.com, hosts all event and department information. The website includes a wide variety of information about the Winter Ball and sponsors. All appropriate media promotion and publicity will feature the website address. Event postings will also be placed on the front page of the City of Colleyville website.

Newsletter

Event information is included in a newsletter that is emailed to more than 2,000 Colleyville E-News subscribers and inserted in the Colleyville E-Communicator, which is mailed out in the City of Colleyville residents water bill.



Sponsor Exposure and Benefits

- ❄️ Company exposure to numerous participants
- ❄️ Contributions are tax-deductible and contribution acknowledgement letter will be provided
- ❄️ Promote family togetherness



Presenting Sponsor
Gold Sponsor
Silver Sponsor

Logo placement on welcome screen at event	x		
Logo placement on 50+ posters	x		
Company representative to present prizes at the event	x		
Company logo on city cable channel	x		
Promotional signage at event	x	x	
Company name recognition announced during the event	x	x	
Booth at the event	x	x	
Company name recognition on press releases	x	x	
Logo or name on website as sponsor	x	x	x
Placement of premiums in goody bags	x	x	x
Complimentary tickets to the event	8	4	2

Presenting
\$350

Gold
\$200

Silver
\$100

Different levels of sponsorship give sponsors the opportunity for varied levels of exposure. Our creative staff will work with your organization to customize elements or create new features for our event.

Vendor Application



COMPANY/ORGANIZATION: _____

CONTACT/OWNER: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

DAYTIME TELEPHONE NUMBER: _____

ALTERNATE TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

Sponsorship Level

(mark X next to your selection)

_____ Presenting Sponsor (\$350)

_____ Gold Sponsor (\$200)

_____ Silver Sponsor (\$100)

Please return vendor application and agreement and check to:

City of Colleyville

Attn: Lisa Raetzman

2512 Glade Road

Colleyville, TX 76034

The deadline for this application is Friday, January 10, 2014

Vendor Acceptance Agreement



I/We _____

(Print)

Owner of _____

(Print the Business Name)

have read and understand the application form and vendor information.

I agree to abide by the rules and deadlines of the City of Colleyville Parks and Recreation Department. I understand that if I do not abide by these rules, regulations, ordinances and deadlines, my business will not be allowed to participate and I forfeit all fees.

I hereby declare that all information herein provided is true, correct and complete.

It is understood and agreed that Vendors, its agents and/or assigns shall indemnify, hold harmless the City of Colleyville or their associates from all liability for loss, damage, or injury to any person or property in any manner arising out of incident to this vendor agreement or the performance of its terms and provisions.

X _____

Signature