



# **SPONSORSHIP & EVENT MARKETING OPPORTUNITIES**

**MERIDIAN PARKS & RECREATION**

# COMMUNITY ENGAGEMENT

Never before has the need for community events been felt so strongly. Meridian Parks & Recreation activities are instrumental in creating a sense of connection and community while also providing fun activities. As a sponsor you get the benefit of building relationships with customers of all ages while helping build a stronger Meridian.

The population of Meridian has grown dramatically.

It is now the second largest city in Idaho with a population more than 130,000. Half of which are new residents. Do they know who you are?





**THESE ARE JUST A FEW OF THE BENEFITS YOUR BUSINESS MAY RECEIVE WHEN SPONSORING A MERIDIAN PARKS & RECREATION EVENT:**

- Image Enhancement as an Engaged Community Business
- Brand Reinforcement as the Local Choice
- Shape Consumer Attitudes
- Drive Sales
- Create Positive Publicity
- Heighten Visibility
- Differentiate Yourself from your Competitors
- Build Community and Contribute to Quality of Life in Meridian





## Unplug & Be Outside



Saturday, May 13 - 20

## Sparklight Movie Night



Every Other Friday June - Aug  
June 2, 16 & 30  
July 14 & 28  
August 11

## Community Art Party



Saturday, September 16

## Trunk or Treat



Thursday, October 26

## Kleiner Park Live

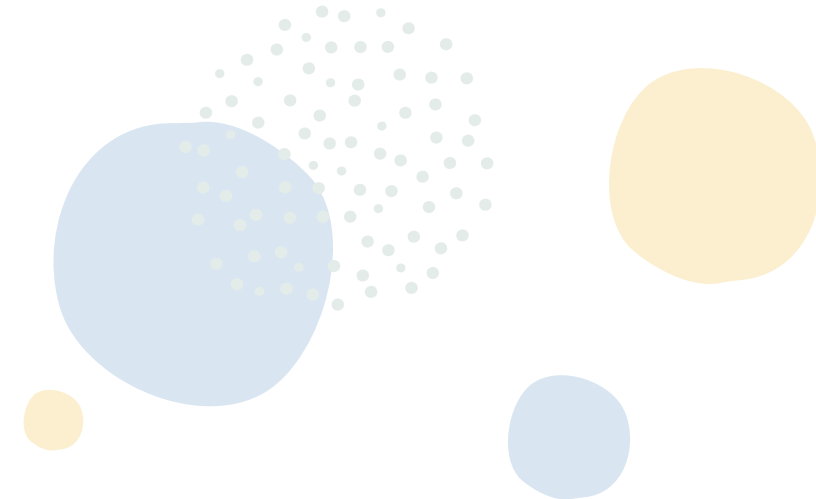


Friday June 9, 23  
July 7 & 21  
August 4 & 16

## Christmas In Meridian



First Week in December





# PARKS & RECREATION ENGAGEMENT METHODS



## Direct Email

MP&R has 40,000+ opt-in email addresses of local residents.



## Parks & City Social Media

Posts go viral and engage thousands.



## Activity Guide

Ads for events are placed in our quarterly publication.



## Onsite

Onsite, in-person connection with event attendees.



## Radio Ads

Radio ads are placed for select events.



## Web Pages

Links directly to your business page from event pages.





A young boy wearing a red baseball cap, a green hoodie, and blue sneakers is standing on a grassy bank, fishing with a red and black rod. The pond is calm with some ducks in the distance. In the background, there are trees, a blue bench, and a silver SUV parked on a paved area. The scene is bright and sunny.

## UNPLUG & BE OUTSIDE

Every year we talk about the value of unplugging and getting outside for mental, physical and emotional health. Now, maybe more than ever, it's vital we pull away from our screens, connect as a community and find activities that bring joy into our lives.

Meridian Parks & Recreation is excited to offer a week's worth of free activities in sports, arts and recreation for all ages.

**Kick off:** Saturday, May 13, Kleiner Park

**Field Day:** Wednesday, May 17, Settlers Park

**Free Classes:** All week May 13 - 20

More.....



## UNPLUG & BE OUTSIDE: HOW TO PARTICIPATE

**Sponsor:** One 'presented by' sponsorship offered. Business mention in all marketing. Investment: \$1,200.

**Host a booth:** Share your passion at the Kick-off on Saturday, May 13 from 10 am - 2 pm in Kleiner park. Booth spaces are free.

**Offer a free class or workshop:** Classes can be hosted at your place of business or in a park space. Simple requirements: make it free and fun anytime May 13 - 20. Class schedule published online and printed.

**Join us on Field Day:** Offer a hands-on activity. Past activities included soccer, tennis, pickleball, lacross and others. Field Day is Wednesday, May 17, from 5 - 8 pm in Settlers Park.

**Give a prize to the challenge participants:** A list of prizes will be on the website with links. Easy marketing.





# Sparklight<sup>TM</sup> MOVIE NIGHT SEASON SPONSORSHIP

Outdoor movies in Meridian's Settlers park are a local family favorite.

June 2, 16, & 30 / July 14 & 28 / August 11

Mentions in every movie night promotion including:

- Movie Night schedule webpage with links
- :60 second video ad before every movie
- Onsite engagement opportunities
- Logo on all flyers
- Logo and link in recreation email promoting movie season (once monthly, 3 times during the summer)
- Facebook posts
- Logo on all City Hall screen movie night promotion images

Investment: \$1,600 (two available)

## Season 2023 Dates

Six family friendly movies are shown on the 35 foot outdoor screen in Meridian's Settlers Park.







## ONE MOVIE SPONSORSHIP

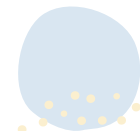
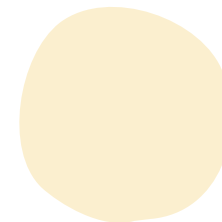
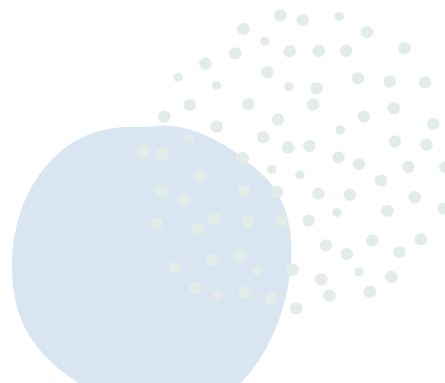
- Business Logo on Movie Night City Hall Screen Promos
  - Business Logo on Website with Link
  - Business Co-Presenter link on Facebook Event
  - 30 Second Video Ad before movie
  - Premium Booth Space at movie
- Investment: \$600 (six available)

## AD SPACE

Static screen ad of your choice projected for several minutes as the sky darkens and we prepare to hit play on the night's movie.  
Investment: \$120 each night

## Movies

Event starts at 7 pm with families setting up blankets, playing and visiting until the movie begins at dusk.





# KLEINER PARK LIVE

Live local music is retuning to Kleiner Park. Every other Friday in the Bandshell from 7 - 9 pm. Fun for all ages.



June 9 & 23 / July 7 & 21 / August 4 & 18

## Season

- Business Logo in Parks & Recreation Activity Guide
- Business Logo on Flyers
- Business Logo on Website with Link
- Business Co-Presenter link on Facebook Event
- Mention in event press releases
- Mention in event email notification to 40,000 local families (3 times during the summer)
- Banner and Booth Space at event

Season Investment: \$1600 (only 2 available)

## Individual

- Business Logo in Parks & Recreation Activity Guide Ad
- Business Logo on Website with Link
- Business event sponsor link on Facebook Event
- Mention in event email notification to 40,000 local families (1 time during summer)
- Banner and booth space at event

Season Investment: \$600







## TRUNK OR TREAT

Downtown Meridian becomes a festival of costumes as more than 80 businesses create mini-other worlds. Each and every one of them has a treat for the kids! This family favorite draws 4000+ annually. One "presented by" sponsorship available

- Business Logo in Parks & Recreation Activity Guide
- Business Logo on Flyers
- Business Logo on Website with Link
- Business link on Facebook Event
- Mention in event press release
- Mention in event email notification to 40,000 local families
- Premium Booth Space at event (including canopy, table and power

Investment: \$1,500



Thursday, October 27  
**2023**





## **ART WEEK** **COMMUNITY ART PARTY**

Meridian Parks & Recreation is partnering with the Arts Commission to host a party - all about music, dance, performance and visual art. One of the many events during Art Week the Art Party will kick off the festivities with in downtown Meridian.

This unique festival is a hands-on participatory event.

Elements in development include painting stations, Buskerfest, temporary art installations, community murals and more.





Saturday, September 16  
2023

## COMMUNITY ART PARTY HOW TO PARTICIPATE

**Sponsor:** One 'presented by' sponsorship offered. Business mention in all marketing. Investment: \$1,200.

**Call to Artists:** Share your art on Saturday, September 9. Event is from 10 am - 2 pm in Downtown Meridian.

**Offer a free class or workshop:** These can be hosted at your business. Simple requirements: make it free and fun.

**Demonstration:** Come onsite and share your craft.

**Sidewalk Chalk Contest:** Participate by making a temporary work of art.

**Buskersfest:** A contest of performing arts. Music, dance, magic are all welcome. Prizes awarded by crowd voting.



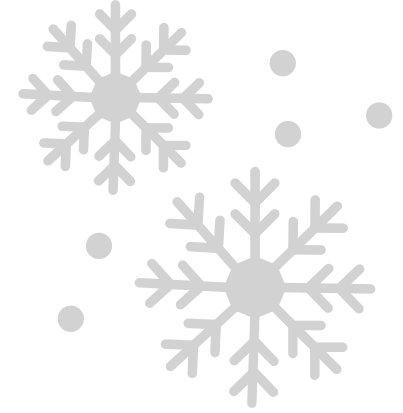


Christmas in  
**MERIDIAN**





## CHRISTMAS IN MERIDIAN PARADE AND TREE LIGHTING



- Your business logo on all printed and online Christmas in Meridian and Winter Lights Parade materials including event posters, parade applications, website articles, etc. Online logos will be linked back to your website.
- Your logo at the top and a link to your website in all Christmas in Meridian e-mail blasts sent to our distribution list to more than 40,000 e-mail addresses.
- Your logo and a link to your website on the Christmas in Meridian event listing on the Meridian Parks and Recreation Facebook page.
- The opportunity to submit one parade entry at no additional cost. This entry will be the first official entry in the parade line-up and will include an illuminated walking banner identifying them as the parade's Presenting Sponsor.
- Business logo or 30 second video will be visible twice during the 5:30 and 6 pm showing prior to the parade.
- A banner the Main Stage in Generations Plaza and special recognition from the parade emcees.
- The opportunity to have one representative on-stage with the event emcees and Santa Claus to be recognized just before Meridian's Christmas Tree is lit.
- The "right of first refusal" to renew sponsorship for next year's event.

Investment \$5,000



# CHRISTMAS IN MERIDIAN

## Santa Float

- Your logo with a link to your website on the Christmas in Meridian website recognized as a Santa's Float Sponsor.
- Your business logo will be displayed on the trailer skirt of Santa's float. Each logo will be displayed on both sides of the float.

Investment: \$1000 annually (one 3 year multi deal only)

## Outdoor Movie Sponsor

- Your logo with a link to your website on the Christmas in Meridian website recognized as "The Grinch who Stole Christmas" presenter.
- Business logo or 30 second video will be visible twice prior to the parade.

Investment: SOLD

## Parade Winner Trophies

- Business on Christmas in Meridian Website
- Verbal mentions by parade emcee during parade

Investment \$200 (5 available)





# CHRISTMAS IN MERIDIAN CHILDREN'S WINTERLAND FESTIVAL



Hosted annually in the Boys and Girls Club,  
this event delights kids with free crafts,  
treats, games and photos with Santa.

Recognition in all media as the Presenting Sponsor of the Children's Winterland Festival. Positioned as "Children's Winterland Festival presented by [Business Name]."

- The opportunity to set up a booth and provide one of the activities for the event.
- Business logo on all printed and online Children's Winterland Festival materials including posters, booth applications, website articles, etc. Online logos will be linked back to your website.
- Business logo and a link to your website in all Christmas in Meridian e-mail blasts sent to our distribution list of over more than 40,000 e-mail addresses.
- The opportunity to hang one banner on the welcome table at the event entrance where all participants pick up their bags and drop off their food donation. (Banner provided by sponsor.)
- Your logo and a link to your website on the Christmas in Meridian event listing on the Meridian Parks and Recreation page on Facebook.

Investment \$1,200



## BE IN THE PARADE

Be one of just 50 parade participants who light up the night while thousands of local families line the streets waiting for Santa the the annual Community Christmas Tree Lighting.

Fees are just \$200 per entry and \$100 for non-profits  
School bands are free!







# CONTACT

---



**Renee White**

Recreation Coordinator, Special Events

Meridian Parks & Recreation

Phone: (208)489-0564

Email: [rwhite@meridiancity.org](mailto:rwhite@meridiancity.org)



“She puts the 'special' in special events.”