

Here at the Smithfield Recreation Center, we have many special events and activities planned for 2018. We have been working on new marketing campaigns that will not only bring more people to Smithfield but also provide cost effective ways to reach them. Two of our main goals are to make the rec center more successful today than yesterday and to make your business more successful today than yesterday. We have been so fortunate to have great partners to help our programs succeed and we will need even more support as we strive to take our programs to the next level. We hope to build a mutually beneficial relationship where you will be able to see a return on your investment. We are confident we can find a way to help you meet your personal goals; whether that is long term, short term, building up good will in the community, or just increasing your store traffic during the slow seasons.

We have access to hundreds and hundreds of people from various demographics who can be reached in a number of ways to help your business succeed. Whether your target market is teenagers, women with children, or active men; we can find a way to help you reach them. In this packet, you will find several general sponsorship packages for each special event in 2018; however, I would like to sit down and find something that will fit your marketing needs.

Here are few examples of marketing avenues you can participate in.

- **Logo in newspaper ads**
- **Sponsor mention in radio ads**
- **Booth space at special events**
- **Coupons/flyers in race packets**
- **Coupons/flyers given directly to league and tournament participants**
- **Banners at events and ads in recreation center**
- **Logo on t shirts, flyers, city newsletters, and social media**
- **Much, much more. . . .**

Please take a look at the different sponsorship packages and let us know if you have any questions so we can find the best marketing plan for you. We are excited to be a resource to you this upcoming year and hopefully we can grow together and reach our personal goals.

Sincerely,

Richard Varela  
Recreation/Special Events Coordinator  
Smithfield City  
(435) 563-0048  
[rvarela@smithfieldrecreation.com](mailto:rvarela@smithfieldrecreation.com)

# Smithfield Recreation Sponsorships Packages

	\$1,500 Premium	\$900 Title	\$500 Event	\$250 Supporting
<b>Radio ad recognition</b>	◆			
<b>Newspaper ad recognition</b>	◆			
<b>Logo on marketing material</b>	◆	◆	◆	
<b>Logo on website</b>	1 year	6 months	2 months	1 month
<b>Link on website</b>	1 year	6 months	2 months	
<b>Social media recognition</b> (1,500 followers)	◆	◆		
<b>Logo on Recreation Newsletter</b> (2,000+ members)	◆			
<b>Banner at event</b>	Prominent	Prominent	◆	◆
<b>Banner at forester acres, May- September</b>	◆			
<b>Poster in rec center</b>	50% discount	25% discount	10% discount	
<b>Ad on bulletin board in rec center lobby</b>	◆	6 Months		
<b>Youth sports sponsorships</b>	Discounted			
<b>Booth space at event</b>	Prominent	◆		
<b>Logo on event shirt</b>	Prominent	Prominent	◆	◆
<b>Free race entry</b>	5 Entries w/shirts	4 Entries	3 Entries	1 Entry
<b>Item in swag bag</b>	◆	◆	◆	◆

# Other Sponsorship Opportunities

## Health City Race Series

### Health Days Race

Date: May 12  
Est. attnd: 650 people

### 16 Crossings Trail Run

Date: June 16  
Est. attnd: 300 people

### Turkey Trot Race

Date: November 17  
Est. attnd: 650 people

**Title Sponsor** \$600 (each race)

**Event Sponsor** \$300 (Each race)

**Supporting Sponsor** \$150 (Each race)

**Contributing Sponsor** \$50 (Each race)

1. Company logo on race T-shirt
2. 1 item entry for the Swag bag

## Softball Field Advertising

Banners are 45" x 67" (full color, anti-fade)

Dates: May – September 2018

Est. attnd: 1,500 people

**Contributing Sponsor - \$175** (per banner)

1. This option includes a banner advertising your business hung on the outfield fences at Forrester Acres Sports Complex for the summer season.

**Renewing Sponsor - \$100** (per banner)

1. This option is for businesses that would like to continue to advertise at Forrester Acres continuously.

## Recreation Center Building

**Ad on bulletin board in rec center lobby-** \$100 for one year

- 8.5X11 display in framed case

## Leagues

**Youth/adult sports leagues and tournaments-** Price varies per league/tournament

- Logo on participant shirts
- Flyer to each participant with registration
- Item in swag bag or award

# Sponsorship Commitment

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

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

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

\_\_\_\_\_

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

Please indicate the company name that you wish to be on the promotional material:

\_\_\_\_\_

Please send company logo to: [rvarela@smithfieldrecreation.com](mailto:rvarela@smithfieldrecreation.com) in PDF, JPEG or GIF format.

Please list the event(s) you would like to sponsor in 2018

**Event Name**

**Dollar Amount of Sponsorship**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Payment Plan** - for Premium Sponsors only

- Monthly - \$125 per month
- Quarterly - \$375 per quarter
- Bi-annual - \$750 per 6 months
- One installment - \$1,500

Please make checks payable to Smithfield City Recreation. Pay by credit card by calling (435) 563-0048.

**As a Smithfield Recreation Center sponsor, I allow my company logo and information to be used by the Smithfield Recreation Center staff and agree to pay the full balance of the sponsorship level chosen.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Send sponsorship form to:  
Smithfield Recreation Center  
Attn: Richard Varela  
315 E 600 S  
Smithfield, UT 84335

For further information contact Richard Varela @ (435) 563-0048 or [rvarela@smithfieldrecreation.com](mailto:rvarela@smithfieldrecreation.com)