WESTFIELD PARKS AND RECREATION

SPONSORSHIP OPPORTUNITIES

CITY OF
Westfield
INDIANA

2015

Hello Business Partners,

The 2015 special events hosted by the Westfield Parks and Recreation Department are shaping up to be our best ever. We have been thrilled to have the privilege of offering entertainment for all members of the Westfield Community. In 2015, we are building on our past successes. Community involvement and support is how we are able to bring special events to Westfield.

The key is you, our business partners.

This brochure illustrates many diverse opportunities for your company to become a part of making Westfield special. My staff meticulously plans twelve different events to make sure they are customized and special for our community and our visitors.

I look forward to sitting down with you to review the sponsorship levels and discuss the return on your investment. Each event is unique and offers sponsorship levels at all price points with investment returns to meet your marketing targets. As a local business person I know you truly care about the Westfield community; these events are your opportunity to contribute to the great quality of life Westfield offers to its citizens.

I will be calling you in the next few weeks to set a time to discuss details. Please review this booklet at your earliest convenience so your business does not miss out on this great opportunity to market yourself to the Westfield community. If you have any questions, please do not hesitate to contact me directly at 317-339-9068.

Sincerely,

Melody Jones

Melody Jones, Director of Parks and Recreation

MEET THE SPECIAL EVENTS COORDINATOR

Candice Hughes serves as the Special Events Coordinator. She earned her B.S. in Tourism, Conventions, and Event Management at Indiana University-Purdue University Indianapolis. While earning her degree, she received the opportunity to become a member of the opening team at the JW Marriott Indianapolis where she worked over 250 events including the Super Bowl. She has also gained valuable experience in festivals while at The Spirit & Place Festival based in Indianapolis and in sporting events through the 2012 Kentucky Derby in Louisville. She exhibits a fierce drive to maintain those admirable relationships with people who lend such wonderful support to this department and is fueled by the city's future within events. She is excited to be a part of a community that will make it happen!

ABOUT THE PARKS & RECREATION DEPARTMENT

- 5 full time employees
- 120+ miles of trails
- 79+ miles of designated bike routes
- Over 2000+ donated hours from 800+ volunteers to make 2014 events successful
- 12 sponsored events in 2015

ABOUT WESTFIELD

- Population: 31,668
- Population Growth Trend (2012-2017): 2.32%
- Median Household Income: $77,272

TABLE OF EVENTS

JULY 4

WESTFIELD ROCKS THE 4TH ..... *Deadline May 1, 2015* 4-5

JULY 4

HEADLINERS CAR SHOW ..... *Deadline May 1, 2015* 6-7

APRIL 25

ARBOR DAY ..... *Deadline March 10, 2015* 8-9

JUNE 6

BICYCLE RODEO ..... *Deadline May 10, 2015* 10-11

JULY - SEPT

MOVIES IN THE PARK ..... *Deadline June 8, 2015* 12-13

SEPTEMBER 11/12

VOICES FROM THE PAST ..... *Deadline Aug. 10, 2015* 14-15

OCTOBER 3

GRAND JUNCTION DERBY ..... *Deadline Aug. 10, 2015* 16-17

DECEMBER 5

WESTFIELD IN LIGHTS ..... *Deadline Oct. 15, 2015* 18-19

WESTFIELD ROCKS THE 4TH

JULY 4, 2015

Westfield Rocks the 4th (WR4) is the City of Westfield's largest community event. A celebration of America's Independence Day, WR4 is a free festival with something for people of all ages. This festival attracts over 20,000 people each year from Westfield and the surrounding area and has quickly become Westfield's signature event for the entire community, featuring entertainment, food and fun activities for the entire family.

Activities for Westfield Rocks the 4th include the following:

- Spectacular firework display
- Main Stage performances with well-known local/regional artists
- Headliner Car Show with spaces for more than 150 cars
- Huge kids area with bounce houses and kids activities
- Diverse array of food & beverage vendors including a beer tent
- Marketplace vendors
- Sponsorship booths

Over 20,000 people attend Westfield Rocks the 4th each year. It is the City of Westfield's largest event.

SPONSORSHIP OPPORTUNITIES

Westfield Rocks the 4th is a great opportunity to become involved in the largest event in Westfield and maximize your marketing dollars. Sponsorship opportunities are available for both WR4 and for the Headliner Car Show, providing several options for your company. Some examples of promotions available include:

- Inclusion in two different city direct mail pieces delivered to every home in Westfield: Your City Matters and the Grand Guide
- Print advertising in four Current Publications: Westfield, Carmel, Fishers, and Noblesville - reaching over 100,000 households
- Postings on Westfield Rocks the 4th Website
- Social Media – Facebook/Twitter
- Nine (3'X5') community banners posted throughout Westfield - viewable by over 180,000 vehicles a day
- Event entrance banners – WR4 or Headliner Car Show
- Main stage banner
- Included in media coverage
- Event flyers and posters displayed throughout the community

*inclusion in the Grand Guide needs a commitment by March 6th

	WR4 SPONSORSHIP LEVELS			
Main Event Promotions	*Title $5,000*	*Platinum $2,500*	*Gold $1,500*	*Silver $1,000*
Direct Mail	**Large Logo**	**Small Logo**	**Listing**	
Newspaper Advertising	**Large Logo**	**Small Logo**	**Listing**	
Social Media (Westfield Parks & Recreation Facebook page)	**Large Logo**	**Small Logo**	**Mention**	**Mention**
Websites	**Linked Logo**	**Small Logo**	**Listing**	**Listing**
Community Banners (3'x5' banners providing exposure to over 180,000+ individuals)	**Large Logo**			
Entrance & Stage Banners	**Large Logo**	**Medium Logo**	**Small Logo**	
Media Coverage	X			
Courtesy Booth Space	X	X	X	
Main Stage Acknowledgments	X	X	X	X
Community Posters and Flyers	**Large Logo**	**Medium Logo**	**Logo**	

WESTFIELD ROCKS THE 4TH SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Title - $5,000*

☐ Platinum - $2,500*

☐ Gold- $1,500*

☐ Silver - $1,000

☐ WR4 Event Title, Platinum and Gold Sponsors qualify for a courtesy booth space. Please check here if you wish to reserve a space.

**** Must be committed by March 6th to be included in the Grand Guide***

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov.*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. Westfield Rocks the 4th is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Westfield Rocks the 4th event.

Signature: _____ Date:_____

WESTFIELD ROCKS THE 4TH

DEADLINE FOR SPONSORSHIP: 05.01.2015

HEADLINERS CAR SHOW

HEADLINERS CAR SHOW JULY 4, 2015

A big part of Westfield Rocks the 4th's success, the Headliner Car Show is a major draw for car enthusiasts and citizens of all ages. This year's Headliner Car Show looks to be bigger and better than the previous year! The car show area will have automotive related exhibitors, vendors and music from Donna's Rock and Roll Cruizin' Oldies.

Over 140+ cars are anticipated to be at the car show, which will take place across the street from Asa Bales Park in the Westfield High School parking lots starting with registration at 2pm.

	CAR SHOW SPONSORSHIP LEVELS		
Car Show Promotions	*Title* *$2,000*	*Platinum* *$1,500*	*Gold* *$1,000*
Promotional Flyers - 1,000+ Distributed at Car Shows Apr-Jun	**Large Logo**	**Listing**	
Social Media (Westfield Parks & Recreation Facebook page)	**Large Logo**	**Mention**	**Mention**
Websites	**Large Logo**	**Listing**	**Listing**
Company Acknowledgment During Event	**Main Stage & Car Show Stage**	**Car Show Stage**	**Car Show Stage**
Main Event Entrance Banner (12'x15')	**Large Logo**		
Headliner Car Show Entrance	**Large Logo**	**Listing**	
Courtesy Booth Space in Car Show Area	X	**X**	

HEADLINERS CAR SHOW SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Title - $2,000

☐ Platinum - $1,500

☐ Gold- $1,000

☐ Headliner Car Show Title and Platinum Sponsor qualify for a courtesy booth space in the car show area. Please check here if you wish to reserve a space.

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov.*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. The Headliners Car Show is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Headliners Car Show event.

Signature: _____ Date:_____

HEADLINERS CAR SHOW

DEADLINE FOR SPONSORSHIP: 05.01.2015

ARBOR DAY

APRIL 25, 2015

Westfield Parks and Recreation has an aggressive plan to grow our urban forest, but we cannot do this without our corporate partners. In the last seven years we have planted over 2,000 trees throughout the community and given away over 4,000 seedlings. None of this would have been possible without the generosity of our business community.

On Saturday, April 25, the 2015 Arbor Day Tree Giveaway will be hosted at Asa Bales Park. Hundreds of large trees will be planted at Grand Park and along the Monon trail. If your company is looking to market themselves as green, this event could provide the extra example to establish a sincere motive. Arbor Day provides a great opportunity for your company to support Westfield's green efforts and help improve the quality of life for everyone who lives and works in Westfield.

Over 2,000 trees planted & 4,000 seedlings given away since 2007.

	ARBOR DAY SPONSORSHIP LEVEL
Promotions	*Arbor Day Sponsor $1,500*
Event Flyers (500+)	**Logo**
Company Thank You on Planting Instructions (500+)	**Logo**
Parks Website	**Logo**
Social Media (Westfield Parks & Recreation Facebook page)	**Logo**
Company Acknowledgment During Event	**X**
Courtesy Booth	**X**

ARBOR DAY SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Arbor Day - $1,500 ☐ Sponsors qualify for a courtesy booth space. Please check here if you wish to reserve a space.

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

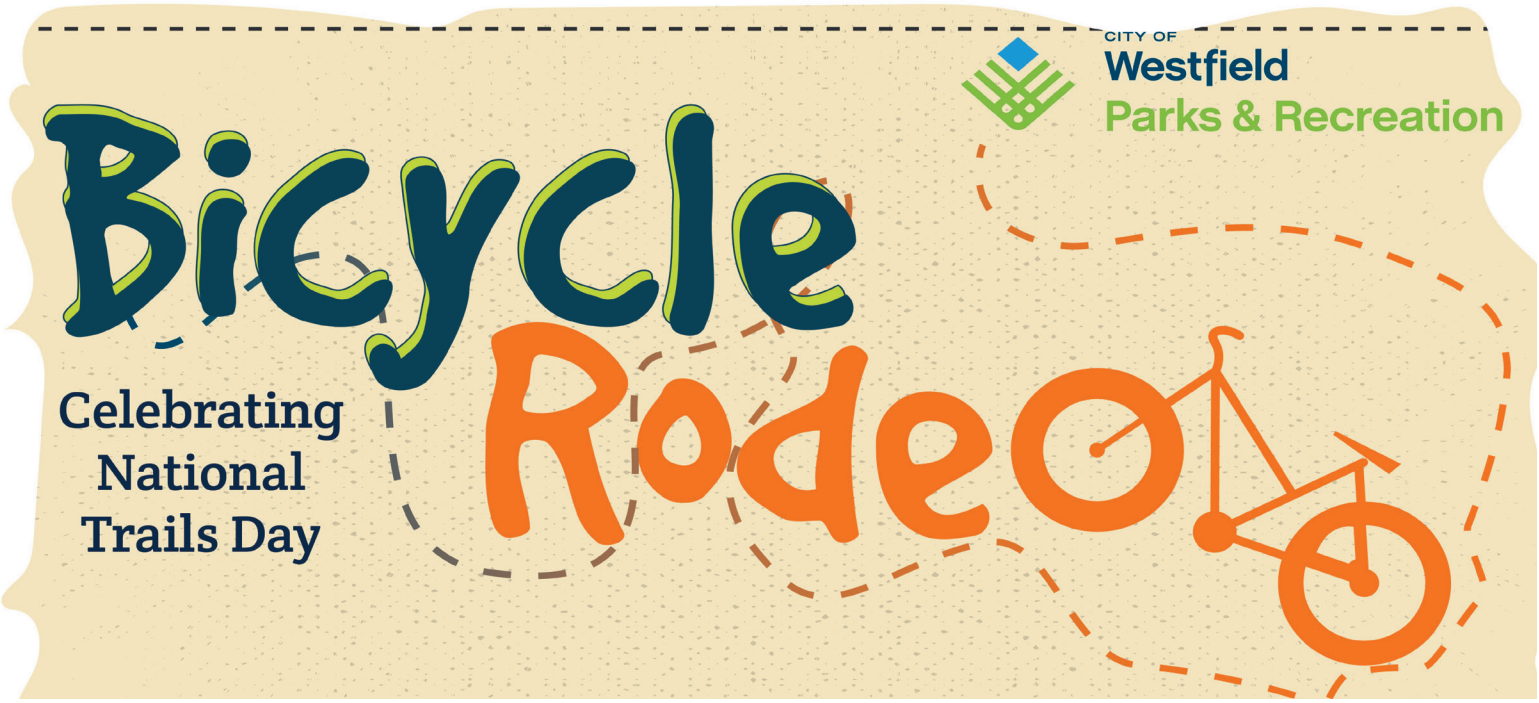
Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. Arbor Day is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Arbor Day event.

Signature: _____ Date:_____

DEADLINE FOR SPONSORSHIP: 03.10.2015



BICYCLE RODEO

JUNE 6, 2015

Westfield offers the benefit of six trails to its residents and in honor of National Trails Day, Westfield will host the 2nd Annual Bicycle Rodeo on June 6th from 11:00 am to 2:00 pm. This family event focuses on bicycling; a popular activity on our trail systems. The bicycle rodeo is growing with a blend of adult and children activities added each year. Music, vendors, and games will be geared towards bicycling, trails, and family fun! Bike inspections, bike art stations, and various safety training shows are only a few of the activities families can enjoy.

The Bicycle Rodeo is promoted to all Westfield elementary and middle schools as well as regional bicycle groups.

Sponsoring this event would be a great opportunity to reach a family demographic with your marketing strategies. Through this sponsorship you would help raise awareness of trail systems, promote bicycling, and encourage family activities. Both funding and in-kind donations are accepted for this event.

	BICYCLE RODEO SPONSORSHIP LEVEL
Promotions	*Bicycle Rodeo Sponsor $200*
Social Media (Westfield Parks & Recreation Facebook page)	**Logo**
Parks Website	**Logo**
Company Acknowledgment During Event	**X**
Event Day Signage	**Logo**
Courtesy Booth Space	**X**

BICYCLE RODEO SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Bicycle Rodeo - $200 ☐ Sponsors qualify for a courtesy booth space. Please check here if you wish to reserve a space.

☐ In-Kind valued at $200 or above

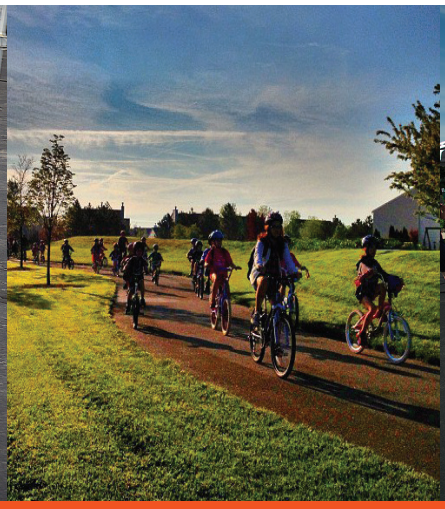
Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. The Bicycle Rodeo is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the Bicycle Rodeo event.

Signature: _____ Date:_____



BICYCLE RODEO

DEADLINE FOR SPONSORSHIP: 05.10.2015

family MOVIES in the park

July 17 - Despicable Me 2

July 31 - Alexander and the Terrible, Horrible, No Good, Very Bad Day

August 7 - Planes

August 28 - Dolphin Tale 2

September 18 - The Giver

Movies in the Park attracts over 2,000 attendees from Hamilton County and beyond for each series.

	MOVIES IN THE PARK SPONSORSHIP LEVELS
Promotions	*Single Feature $600*
Social Media (Westfield Parks and Recreation Facebook Page)	**Logo**
Websites	**Logo**
Recognition on Opening Slide	**Logo**
Community Banners (3'x5' banners providing exposure to over 180,000+ individuals)	**Mention**
Company Acknowledgments During Movie	**X**
Courtesy Booth Space	**X**

MOVIES IN THE PARK SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

Single Feature (please select from the choices below) - $600

☐ Despicable Me 2 - Deadline June

☐ Alexander and the Terrible, Horrible, No Good, Very Bad Day- Deadline June 8

☐ Cinderella - Deadline July 10

☐ Dolphin Tale 2 - Deadline July 27

☐ The Giver - Deadline August 17

☐ Sponsors qualify for a courtesy booth space. Please check here if you wish to reserve a space.

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. Movies in the Park is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Movies in the Park event.

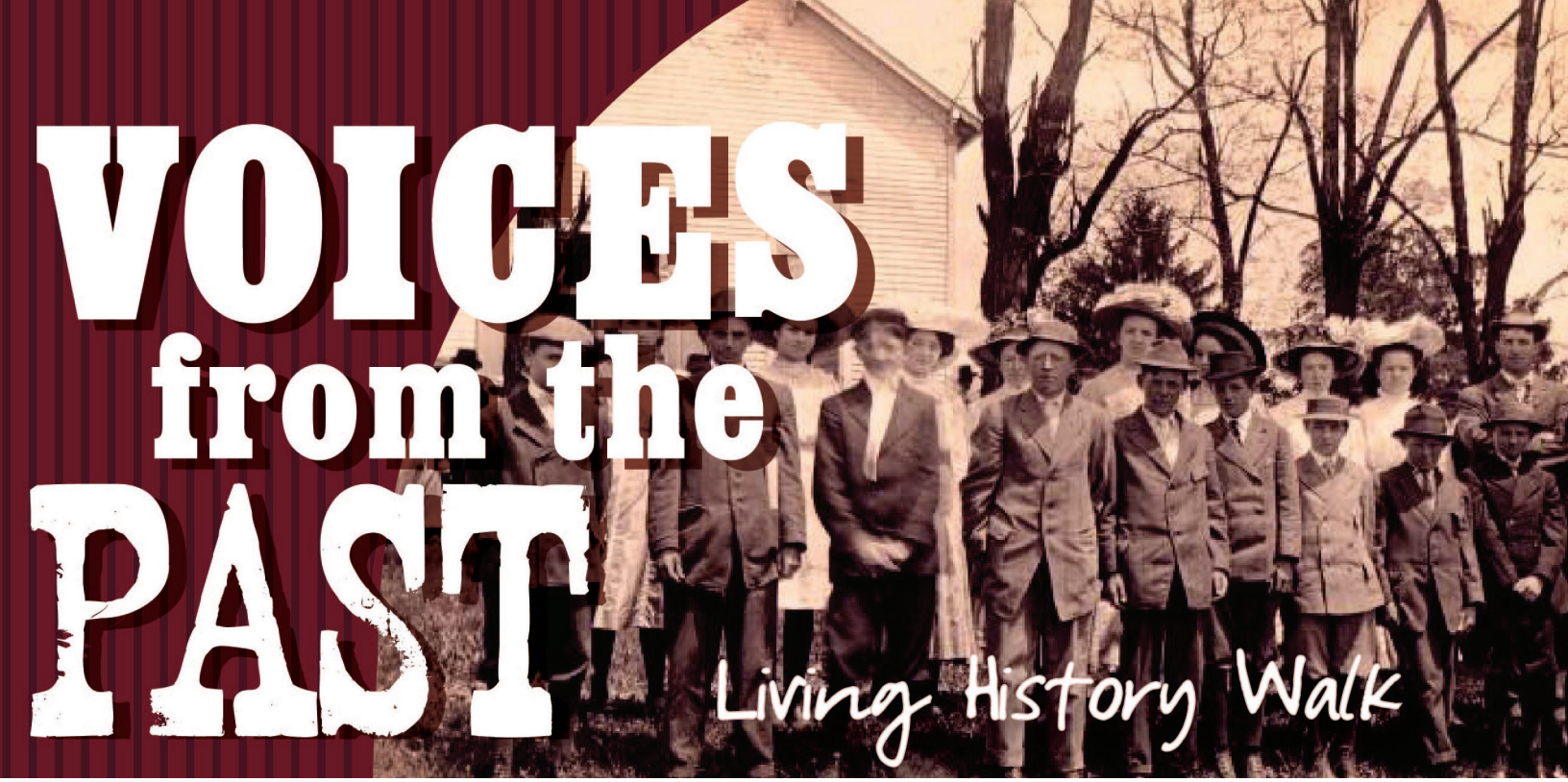
Signature: _____ Date:_____

PARTNER

City Spring church

MOVIES IN THE PARK

DEADLINE FOR SPONSORSHIP: JUNE 8



VOICES FROM THE PAST

SEPTEMBER 11-12

Voices from the Past offers a unique way to learn about Westfield's history through the lives of former citizens. Attendees are guided on a journey into the past through the Anti-Slavery Cemetery in Asa Bales Park and Old Friends Cemetery Park where they will be met by actors portraying locals with interesting stories to tell, paired with fascinating historical sites along the Living History Walk. With this sponsorship your logo will be on a banner located at the entrance of Westfield's largest park. Help us tell Westfield's story through this exciting and educational event by sponsoring Voices from the Past. Your generous donation will help us promote this event both locally and regionally.

Voices from the Past serves over 2,500 students on educational field trips.

	VOICES FROM THE PAST SPONSORSHIP LEVEL
Promotions	*History Buff* *$200*
Promotional Flyers - 100+ Distributed	**Logo**
Event Programs - 800+ Distributed	**Logo**
Inclusion in Your City Matters *(distributed to over 13,000+ households - must be committed by August 10, 2015)*	**Logo**
Event Entrance Banner	**Logo**
Inclusion in Westfield Playhouse Summer Program Guide (200+ distributed)	**X**
Social Media (Westfield Parks & Recreation Facebook page)	**Listing**
Voices from the Past and Westfield Parks Websites	**Logo**
2 Complimentary Tickets to Voices from the Past	**X**

VOICES FROM THE PAST SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ History Buff - $200

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. Voices from the Past is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Voices from the Past event.

Signature: _____ Date:_____

VOICES FROM THE PAST

DEADLINE FOR SPONSORSHIP: 08.10.2015

GRAND JUNCTION
Derby and Street Festival

GRAND JUNCTION DERBY OCTOBER 3, 2015

The 7th Annual Grand Junction Derby offers a great opportunity for the community to build and race unique handbuilt cars. Participants wear costumes matching their car's theme and race from the starting ramp using only gravity to speed down Union Street as the crowd cheers them on. Cars compete in bracketed heats until winners are declared.

As an event sponsor, your company receives one complimentary car entry and the opportunity to turn your race car into a marketing "vehicle"! Showcase your logo and business while racing along Union Street among many spectators as well as displaying your car along "Gasoline Alley." Professional announcers keep the crowd energized and call out the cars throughout the one hour of racing much like the announcers of the Indy 500. Your company could earn a trophy as either the 2015 Grand Junction Derby winner or runner-up in the People's Choice, Competitive, or Creative class! The Grand Junction Derby is becoming a popular event and each year it is unexpectedly covered by more and more local newspapers each year. With two sponsorship levels available for the Grand Junction Derby, you are sure to win!

Grand Junction Derby and Street Festival will be the first City event hosted in the future Grand Junction district.

	GRAND JUNCTION DERBY SPONSORSHIP LEVELS	
Promotions	*Checkered Flag $1,500*	*Grease Monkey $200*
Complimentary Derby Car Race Entry	X	X
Event Day Banners	**Logo**	**Listing**
Community Banners (3'x5' banners providing exposure to over 180,000+ individuals)	**Logo**	
Websites *(Parks and Recreation and Grand Junction Derby webpages)*	**Linked Logo**	**Listing**
Company Announcement During Event	X	X
Social Media (Westfield Parks & Recreation Facebook page)	**Mention**	**Mention**
Inclusion in Sept. issue of Your City Matters *(distributed to over 13,000+ households - must be committed by August 8, 2014)*	**Logo**	
Print Flyers *(100+ distributed)*	X	
Courtesy Vendor Booth *(items distributed must be approved by Event Committee prior to event)*	X	

GRAND JUNCTION DERBY SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Checkered Flag - $1,500

☐ Grease Monkey - $200

☐ *Checkered Flag and Grease Monkey sponsors qualify for a complimentary Derby Car entry. Please check this box if you plan to enter a car.*

☐ *Checkered Flag sponsors qualify for a courtesy booth space. Please check here if you wish to reserve a space.*

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. The Grand Junction Derby is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Grand Junction Derby event.

Signature: _____ Date:_____

GRAND JUNCTION DERBY

DEADLINE FOR SPONSORSHIP: 08.10.2015

Westfield In Lights!

A Downtown Westfield Tradition

WESTFIELD IN LIGHTS DECEMBER 5, 2015

Downtown Westfield will be transformed into a visitor attraction during the month of December. Using over 80,000 feet of Christmas lights, we set the scene for the perfect holiday celebration! Westfield in Lights will be held on December 5th from 4:00 to 7:00 pm. The guest list includes Santa himself, along with Mrs. Claus, Frosty the Snowman, and even live reindeer! You can ride the Santa Express Train, view a live nativity, listen to musical perfomances, and enjoy a carriage ride. The evening ends with the anticipated official tree lighting.

Sponsoring this event is a great way to reach people from outside Westfield as it draws crowds from surrounding areas. You can also take advantage of the unique time period if you choose to be an exclusive Tree Sponsor. Your logo can be displayed on prior event community banners as well as signage displayed by the tree which remains through the holiday season. Contributions will spread joy and create memories within the community so take part in what the season is all about!

Westfield In Lights attracts over 3,000 attendees from the surrounding area.

	WESTFIELD IN LIGHTS SPONSORSHIP LEVELS	
Promotions	*Tree Sponsor $1,500*	*Area Sponsors $500*
Community Banners (3'x5' banners providing exposure to over 180,000+ individuals)	**Logo**	
Company name included in December's edition of Your City Matters (distributed to 13,000+ households)	**X**	
Signage at sponsored area on day of event		**Logo**
Signage displayed by the tree from Dec. through Jan.	**Logo**	
Westfield in Lights webpage	**Linked Logo**	**Listing**
Social Media (Westfield Parks & Recreation Facebook page)	**Mention**	
On-site stage mentions	**Main Stage and City Hall**	**Main Stage and City Hall**

WESTFIELD IN LIGHTS SPONSORSHIP FORM

Company Name:_____

Contact Name: _____

Address: _____

City _____ State:_____ Zip:_____

Email: _____Phone:_____

☐ Tree Sponsor - $1,500

☐ Area Sponsor - $500 (Please indicate your choice in the space to the right) _____

Sponsor areas include: Main Stage, Carriage Rides, Pictures with Santa, Santa Express, Frosty the Snowman.

Payment: *Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Full payment is due upon receipt of the invoice. Please make checks payable to Westfield Parks and Recreation & mail to:* ***Westfield Parks and Recreation, Attn: Melody Jones, 2728 E. 171st Street, Westfield, IN 46074****.*

Company Information: *Upon receipt and confirmation of your sponsorship application, please email your company logo (if required for your sponsorship level) to* ***mjones@westfield.in.gov.*** *Logos must be high-res/vector art in .ai, .eps, or .tiff format. Any logos received after the deadline will not be included in the marketing materials for the event.*

Contract: *Once payment is made, there are* ***NO REFUNDS****. Westfield In Lights is a* ***RAIN OR SHINE*** *event and therefore will not be canceled unless there are threatening weather conditions. In the event of any cancellation,* ***NO REFUNDS*** *will be issued.*

On behalf of _____(company), I have read and understand the terms of this agreement with regards to our sponsorship of the 2015 Westfield in Lights event.

Signature: _____ Date:_____

WESTFIELD IN LIGHTS

DEADLINE FOR SPONSORSHIP: 10.15.2015

Bingo Brunch

Win Prizes!

Bingo Brunch provides a unique opportunity for adults ages 50+ to make new friends in a fun, safe environment while getting out and doing something that they enjoy.

"I look forward to Bingo Brunch every month! Westfield Parks & Rec does a wonderful job putting these on!" - Karen, Regular Attendee

Sponsorship Level's (May-August)

Four Programs May - August	Bingo Brunch Sponsorship Levels		
Promotions	Jackpot $400	Cover-All $200	Bonus $75 (check or in-kind)
Courtesy Vendor Table	X		
Speaking Opportunity	X	One Event	
Social Media	Lg Logo	Logo	Mention
Logo in Grand Guide	X		
Print Flyers (100+ Distributed)	X	X	
Company Mention During Program	X	X	X
City Parks Website	Lg Logo	Logo	Logo

For additional information on these opportunities, please contact Brittany Goger, Recreation Program Coordinator at (317) 804-3183 or bgoger@westfield.in.gov

Dealine: In order to receive full exposure, checks/prizes must be received by May 1st prior to 4pm

Payment must be in the form of a check. Checks can be made out to Westfield Parks & Recreation and mailed to:
Westfield Parks & Recreation
ATTN: Brittany Goger
2728 E 171st Street
Westfield, IN 46074

CITY OF Westfield Parks & Recreation

In tourism, we always say great places to live are great places to visit. The Westfield Parks Department engages its community in creative, meaningful and fun programming that supports not only great local quality of life but also making it an interesting place for out-of-area guests.

- Brenda Myers, Executive Director, Hamilton County Tourism, Inc.

"Westfield's events don't just bring the community together - they create community. The Parks and Recreation Department provides opportunities that give you the chance to create valuable connections with residents and visitors alike."

-Mark Heirbrandt, Hamilton County Commissioner

"The City of Westfield is privileged to have an engaged, active, and creative Parks and Recreation Department. The residents of Westfield, along with the City's visitors, are presented with opportunities to participate in a variety of high quality events year round."

- Julie Sole, Executive Director
Westfield Chamber of Commerce

Westfield's Parks Department events are not to be missed. Friends gather together to share experiences and new friends are made. We have thousands of people enjoying each other and all the activities our Parks Department provides.

- Jim Ake, President, Westfield City Council

The Parks Department's special events are a wonderful way for folks to spend quality time enjoying what Downtown Westfield has to offer.

- Ken Kingshill, Executive Director
Downtown Westfield Association

QUESTIONS? PLEASE CONTACT:

MELODY JONES

PHONE: 317-339-9068

EMAIL: MJONES@WESTFIELD.IN.GOV