



*great parks. great events.*

# GREAT OPPORTUNITIES.

2016



CITY OF  
**Westfield**  
Parks & Recreation

**SPONSORSHIP GUIDE**



## The key to our successful events is **YOU.**

Westfield Parks and Recreation is host to many great events each year, but none of them would be possible without the support of our business partners. In 2016, you have the opportunity to be part of some traditional favorites and new events including two that are a part of the Indiana Bicentennial Celebration: Follow the Drinkin' Gourd and Voices from the Past.

**Because our events are not funded by any tax dollars, your financial support not only ensures the best possible events, it also contributes to the quality of life that makes Westfield one of the fastest growing and most popular cities in the state.**

I know that you, as a business person, also want to ensure the best return for your sponsorship dollars. That's why we work hard to develop sponsorship benefits at multiple donation levels. Take a look at the benefits grid in the back of this guide and choose the sponsorship that works best for your marketing needs. We also are happy to create a custom sponsorship specific to your business.

Don't miss out on this great opportunity to reach thousands of Westfield residents and visitors through a partnership with Westfield Parks and Recreation in 2016. If you have any questions, please do not hesitate to contact me at 317-339-9068.

Sincerely,

A handwritten signature in black ink that reads "Melody Jones". The signature is written in a cursive, flowing style.

**Melody Jones**

*Director of Westfield Parks and Recreation*

317.339.9068

mjones@westfield.in.gov

2728 E. 171st Street

Westfield, IN 46074

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MEDIAN HOUSEHOLD INCOME

**\$77,000**

POPULATION

**31,668**

and growing by more than 2% each year

**RANKED**

**6<sup>th</sup>**

BEST PLACE TO LIVE  
in Indiana

**2<sup>nd</sup>**

BEST PLACE TO RAISE A FAMILY  
in Indiana

“

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**

# ARBOR DAY



APRIL 23

DEADLINE FOR SPONSORSHIP:

MARCH 25, 2016

**Westfield Parks and Recreation has an aggressive plan to grow our urban forest, but we cannot do this without our corporate partners.**

As part of our aggressive plan to grow Westfield's urban forest, we have planted more than 5,000 trees throughout the City of Westfield and given away over 4,000 seedlings since 2007. None of this would have been possible without the generosity of our business community. Your sponsorship dollars will plant new large trees at Grand Park, along the Monon Trail, throughout Raymond Worth Park and along US31 in 2016.

This is our 10th annual Arbor Day Tree Giveaway at Asa Bales Park. Arbor Day provides a great opportunity for your company to support Westfield's green efforts as we pass out hundreds of tree seedlings to the community. Help improve the quality of life for everyone who lives and works in Westfield!



## SPONSORSHIP OPPORTUNITIES

### GREEN LEVEL SPONSOR \$1,500

- Logo inclusion on 500 flyers
- Logo inclusion on 500 planting instruction cards
- Logo link on [EnjoyWestfieldEvents.com](http://EnjoyWestfieldEvents.com)
- Social media mentions
- Acknowledgment at event
- Booth at event with opportunity for giveaways
- Logo inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by February 12, 2016)



AN INDIANA BICENTENNIAL FEATURED EVENT!

JUNE 17 - 19

DEADLINE FOR SPONSORSHIP:

APRIL 15, 2016

## Join us as we salute Westfield's role as a stop along the Underground Railroad with **"Follow the Drinkin' Gourd."**

Westfield Parks and Recreation and Main Street Productions have partnered on this original musical production that follows one family on their journey from slavery to freedom during the pre-Civil War era. The premiere of "Follow the Drinkin' Gourd," on the lawn of historic Asa Bales Park, will take attendees along the Underground Railroad with only the "drinkin' gourd" (Big Dipper) to guide them.

The special performance highlights the struggles, fears, and hopes that slaves experienced in their attempts to achieve freedom. The weekend-long production is expected to attract hundreds of patrons per show.

"Follow the Drinkin' Gourd" is made possible with support from Hamilton County Tourism.

## SPONSORSHIP OPPORTUNITIES

### NORTH STAR SPONSOR \$2,000

**All the Big Dipper benefits plus:**

- Inclusion in county Bicentennial materials
- Logo inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by February 12, 2016)
- Inclusion on community banners (seen by more than 180,000 a day)
- VIP seating
- Opportunity to participate in media coverage

### BIG DIPPER SPONSOR \$1,000

**All the Little Dipper benefits plus:**

- Logo on promotional posters and flyers
- Logo listing on EnjoyWestfieldEvents.com and in social media
- Complimentary tickets

### LITTLE DIPPER SPONSOR \$500

- Logo included in event program
- Acknowledgment from the stage
- Name listing on website and in social media



**JULY 4**  
 DEADLINE FOR SPONSORSHIP:  
**APRIL 29, 2016**

**Westfield Rocks the Fourth is Westfield's largest and most popular community event.** Now in its 8th year, our city celebration of America's independence is a free festival that features live entertainment, food and beverage vendors, and fun activities for the entire family. New this year, Westfield Rocks the Fourth will be in Grand Park to accommodate the ever-growing crowds.

- Spectacular firework display
- Local and regional entertainment on the Main Stage
- Headliner Car Show
- Huge kids' area with bounce houses, games, and crafts
- Diverse array of food and beverage vendors
- Beer tent (21 and older)
- Marketplace vendors
- Sponsorship booths



More than  
**20,000**  
 attend each year!

## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR

**SOLD OUT**



#### Platinum Sponsor benefits plus:

- Inclusion on community banners (seen by more than 180,000 a day)
- Opportunity to distribute items to attendees
- Large logo on event day banner and all materials
- Logo inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by February 12, 2016)

### PLATINUM SPONSOR \$2,500

#### Gold Sponsor benefits plus:

- Web link on EnjoyWestfieldEvents.com
- Medium logo on event signage and all materials
- Small logo on direct mail
- Medium logo on flyers, posters and other materials

### GOLD SPONSOR \$1,500

#### Silver Sponsor benefits plus:

- Booth at event
- Small logo on flyers, posters, and other materials
- Small logo on event day signage
- Direct mail listing

### SILVER SPONSOR \$1,000

- Main stage acknowledgement
- Listing on event day signage
- Social media and web listing

# HEADLINERS car show

# JULY 4

DEADLINE FOR SPONSORSHIP:

APRIL 29, 2016

**Nearly 150 cars** participated in last year's Headliners Car Show. And this year's show is moving to Grand Park, where it will be bigger than ever. Headliners Car Show draws car enthusiasts from across the region!



## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR

**SOLD OUT**



#### Platinum Sponsor benefits plus:

- Large logo on Westfield Rocks the 4th entrance banner
- Large logo on Car Show entrance banner and promotional flyers (Sponsorship must be received by March 21, 2016 for inclusion)
- Acknowledgment on Main Stage and Car Show stage
- Logo link on EnjoyWestfieldEvents.com

### PLATINUM SPONSOR \$1,500

#### Gold Sponsor benefits plus:

- Small logo on Car Show entrance banner
- Listing on promotional flyers (Sponsorship must be received by March 21, 2016 for inclusion)

### GOLD SPONSOR \$1,000

- Listing on Car Show entrance banner
- Car Show stage acknowledgment
- Booth space
- Social media and web listing

# AMIGOS de WESTFIELD

**AUGUST 27**

DEADLINE FOR SPONSORSHIP:

**JUNE 3, 2016**

Back for a second year, **Amigos de Westfield** highlights our city's growing Latino culture with food, music, dance, and games!



"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**

## SPONSORSHIP OPPORTUNITIES

### ENRICHING CULTURE SPONSOR \$1,000

#### All Celebrating Diversity benefits plus:

- Logo link on EnjoyWestfieldEvents.com
- Logo inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by February 12, 2016)
- Logo on event day signage
- Medium logo on all printed materials

*If you are interested in a customized title sponsorship for Amigos de Westfield, contact Melody Jones at 317-339-9068 or [mjones@westfield.in.gov](mailto:mjones@westfield.in.gov).*

### CELEBRATING DIVERSITY SPONSOR \$500

#### All Embracing Heritage benefits plus:

- Small logo on all printed materials
- Listing in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by February 12, 2016)
- Listing on event day signage
- Booth space

### EMBRACING HERITAGE SPONSOR \$250

- Acknowledgment from the stage
- Name listing on website and in social media

# VOICES from the PAST

Living History Walk

Featuring All New Stories!



AN INDIANA BICENTENNIAL FEATURED EVENT!

SEPTEMBER 9 - 10

DEADLINE FOR SPONSORSHIP:

JULY 25, 2016

Learn about Westfield's history directly from its former citizens. Re-enactors from Westfield Playhouse take attendees on a journey into the past through the Anti-Slavery Cemetery in Asa Bales Park and Old Friends Cemetery Park. This living history walk pairs fascinating historic sites within Westfield with colorful stories from its past. Your sponsorship helps us bring our history to life for local school children and regional history buffs.



**MORE THAN 2,500**

elementary school  
students have attended  
Voices from the Past  
in the last four years.

## SPONSORSHIP OPPORTUNITIES

### HISTORY BUFF SPONSOR \$200

- Logo on promotional flyers and event programs
- Logo on entrance banner
- Inclusion in Westfield Playhouse summer program
- Inclusion in social media and on [EnjoyWestfieldEvents.com](http://EnjoyWestfieldEvents.com)
- Two complimentary tickets
- Inclusion in Hamilton County Bicentennial materials



**OCTOBER 1**

DEADLINE FOR SPONSORSHIP:  
**AUGUST 5, 2016**

For the 8th year, the community will come together to build and race hand-built cars at the Grand Junction Derby and Street Festival. Participants wear costumes matching their car's theme and rely on gravity to speed down Union Street as the crowd cheers them on.

In addition to crowning a Derby winner, all participating cars are eligible to win the People's Choice Award and Creative Class Award. Turn your complimentary car entry into a great marketing "vehicle" and showcase your business along Gasoline Alley with a 2016 event sponsorship.

**"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, FORMER EXECUTIVE DIRECTOR  
DOWNTOWN WESTFIELD ASSOCIATION**



## SPONSORSHIP OPPORTUNITIES

**TITLE SPONSOR**

**SOLD OUT**



**All Checkered Flag benefits plus:**

- Inclusion on community banners (seen by more than 180,000 a day)
- Inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by June 3, 2016)
- Logo link on EnjoyWestfieldEvents.com
- Logo inclusion in social media

**CHECKERED FLAG SPONSOR \$1,500**

**All Grease Monkey benefits plus:**

- Inclusion in printed materials
- Logo on event flyers
- Logo on ramp banner and day-of banner
- Logo listing on EnjoyWestfieldEvents.com
- Booth space with opportunity to distribute materials

**GREASE MONKEY SPONSOR \$250**

- Complimentary car entry
- Listing on day-of-banner and website
- Acknowledgment in announcements
- Inclusion in social media

# Westfield In Lights!

A DOWNTOWN WESTFIELD TRADITION

**DECEMBER 3**

DEADLINE FOR SPONSORSHIP:

**OCTOBER 7, 2016**

Downtown Westfield is transformed each December into a Christmas wonderland. This year, Mayor Cook and city residents will flip the switch on 80,000 feet of Christmas lights on December 3 to kick off the holiday season. The guest list includes Santa himself along with Mrs. Claus, Frosty the Snowman, and even live reindeer! Get into the holiday spirit with a ride on the Santa Express Train, musical performances, and carriage rides. The evening ends with the much-anticipated official tree lighting.

Several areas of the event are available for sponsorship and will be acknowledged throughout the celebration. Your contribution will spread joy and create memories within the community, which is at the heart of the holiday season!



“WE LOVE THIS EVENT! LAST YEAR, WE STAYED OPEN LATE TO SERVE HOT CHOCOLATE AND COOKIES TO THE FAMILIES AND KIDS. IT WAS SO FUN AND ONE OF THE BEST DAYS. WE LOVE BEING INVOLVED IN THIS GROWING COMMUNITY!” —**JOE & KELLY QUINN AT UNION BAKING COMPANY**

## SPONSORSHIP OPPORTUNITIES

### TREE SPONSOR \$1,500

**All the Area Sponsor benefits plus:**

- Inclusion in Washington Township Hamilton County direct mail reaching 25,000+ homes (to be included, sponsorship must be received by June 3, 2016)
- Inclusion on community banners (seen by more than 180,000 a day)
- Logo on signage by Official Christmas Tree all month

### AREA SPONSOR \$500

- Logo on signage in sponsored area
- Acknowledgment during the event
- Inclusion on [EnjoyWestfieldEvents.com](http://EnjoyWestfieldEvents.com) and social media



1ST WEDNESDAY  
OF EVERY MONTH

Bingo Brunch provides a fun get-together each month, attracting Westfield's senior population. Sponsoring Bingo Brunch is a wonderful opportunity to **give back to the community and increase awareness of your business** among the fastest growing demographic in Hamilton County: adults age 50 and older.



**"WE REALLY ENJOY BINGO. EVERYONE IS SO FRIENDLY! WE ARE NEWBIES SO IT'S NICE TO HAVE AN OPPORTUNITY TO MEET SO MANY NICE PEOPLE HERE IN WESTFIELD."** - Sharon, Westfield resident

## SPONSORSHIP OPPORTUNITIES

JACKPOT SPONSOR

**SOLD OUT**



**All the Bonus Sponsor benefits plus:**

- Courtesy vendor table with opportunity to distribute materials
- Opportunity to present (one month)
- Inclusion in flyers and Washington Township Hamilton County direct mail reaching 25,000+ homes

**BONUS SPONSOR \$100**  
(FOUR-MONTH SPONSORSHIP)

- Acknowledgment at all four events
- Inclusion on EnjoyWestfieldEvents.com for the quarter
- Inclusion in social media

## 2016 SPONSORSHIP FORM

Thank you for your interest in being a 2016 City of Westfield Community Event sponsor. These events are hosted by the City of Westfield Parks and Recreation Department. Please select the sponsorship(s) by checking the appropriate boxes below.

EVENT NAME AND DATE		SPONSORSHIP LEVELS			
<b>Arbor Day</b> APRIL 23	<b>Green</b> \$1,500 <input type="checkbox"/>				
<b>NEW! Follow the Drinkin' Gourd</b> JUNE 17-19	<b>North Star</b> \$2,000 <input type="checkbox"/>	<b>Big Dipper</b> \$1,000 <input type="checkbox"/>	<b>Little Dipper</b> \$500 <input type="checkbox"/>		
<b>Westfield Rocks the 4th</b> JULY 4	<b>Tit</b> <b>SOLD OUT</b>	<b>Platinum</b> \$2,500 <input type="checkbox"/>	<b>Gold</b> \$1,500 <input type="checkbox"/>	<b>Silver</b> \$1,000 <input type="checkbox"/>	
<b>Headliners Car Show</b> JULY 4	<b>Tit</b> <b>SOLD OUT</b>	<b>Platinum</b> \$1,500 <input type="checkbox"/>	<b>Gold</b> \$1,000 <input type="checkbox"/>		
<b>Amigos de Westfield</b> AUGUST 27	<b>Enriching Culture</b> \$1,000 <input type="checkbox"/>	<b>Celebrating Diversity</b> \$500 <input type="checkbox"/>	<b>Embracing Heritage</b> \$250 <input type="checkbox"/>		
<b>Voices from the Past</b> SEPTEMBER 9 - 10	<b>History Buff</b> <input type="checkbox"/>				
<b>Grand Junction Derby &amp; Street Festival</b> OCTOBER 1	<b>Tit</b> <b>SOLD OUT</b>	<b>Checkered Flag</b> \$1,500 <input type="checkbox"/>	<b>Grease Monkey</b> \$250 <input type="checkbox"/>		
<b>Westfield in Lights!</b> DECEMBER 3	<b>Tree Sponsor</b> \$1,500 <input type="checkbox"/>	<b>Area Sponsor</b> \$500 <input type="checkbox"/>			
<b>Bingo Brunch</b> MONTHLY	<b>Jac</b> <b>SOLD OUT</b>	<b>Bonus</b> \$100 (4-MONTH) <input type="checkbox"/>			
<b>Movies In The Park</b> ANNUAL	<b>Tit</b> <b>SOLD OUT</b>				

**Payment:** Westfield Parks and Recreation will provide an invoice once the sponsorship application is received and accepted. Invoices can be set up to meet your budgetary needs; however, full payment is due upon receipt of any invoice. Please make checks payable to Westfield Parks and Recreation and 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](mailto:mjones@westfield.in.gov). Please provide one high-resolution logo in both .eps and .jpg formats. 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. All events are RAIN OR SHINE 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 2016 Westfield Parks and Recreation events selected above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## CONTACT INFORMATION + ADDITIONAL OPPORTUNITIES

COMPANY \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**If you are sponsoring any of the following events, please select from these additional complimentary benefits that are offered.**

WESTFIELD ROCKS THE FOURTH ..... *Booth space*   
(ALL LEVELS)

HEADLINERS CAR SHOW ..... *Booth space*   
(ALL LEVELS)

ARBOR DAY ..... *Booth space*   
(ALL LEVELS)

GRAND JUNCTION DERBY ..... *Booth space*  *Derby Car*   
(CHECKERED FLAG)

GRAND JUNCTION DERBY ..... *Derby Car*   
(GREASE MONKEY)



# CONTACT US

**MELODY JONES**

**317-339-9068**

**[MJONES@WESTFIELD.IN.GOV](mailto:MJONES@WESTFIELD.IN.GOV)**



“

**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 the 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.**



CITY OF  
**Westfield**  
**Parks & Recreation**