



**GRAND  
PARK**  
SPORTS CAMPUS

**2020**  
SPONSORSHIP GUIDE

# WHY SPONSOR A COMMUNITY EVENT?

Within the City of Westfield, we plan and host many great community events each year. We do this to not only showcase our various amenities for residents, but to also establish and maintain the **high-spirited community presence** that has always surrounded Westfield. It is our privilege to have local businesses and organizations partner with us for these opportunities in the form of sponsorship.

The purpose of each sponsorship package is to **connect our residents with your brand**. By aligning your brand with the City of Westfield, we believe you will find these community-engaging opportunities to be extremely beneficial in connecting with your target audience. Beyond providing a monetary return on investment, event sponsorships are also an excellent way to present your business as a prominent community stakeholder, as residents see your sponsorship dollars invested in the **local community**.

We want to present opportunities that fit your organizations overall marketing strategy. In desiring this, we are always willing to discuss ways that we can customize a sponsorship package for you. Our current sponsorship packages range from \$100 to \$10,000, with marketing opportunities on both digital and physical platforms – monetary and in-kind.



Please feel free to reach out with any questions.  
**We look forward to partnering with you!**

**Angie Smitherman** | Westfield Welcome Director | [asmitherman@westfield.in.gov](mailto:asmitherman@westfield.in.gov) | 317.385.7371

# CITY OF WESTFIELD ACCOLADES & STATISTICS

One of the  
**Safest  
Cities**  
in Indiana

*(Home Security  
Advisor, 2019)*

One of the  
**Best Cities to Live**  
in America

*(Chamber of Commerce, 2019)*

AIM  
**Green  
Community**  
2019



Population within a 20 mile radii  
**1,106,841**



Median Age  
**34.1**

One of the  
**Best Places for  
Families to Live**  
in Indiana

*(Wallethub, 2019)*

**35,000+** People attended 2019 events

# SPONSORSHIP BENEFITS

We want to provide your business with the “best fit” when it comes to marketing opportunities. If you are looking to give your brand more visibility or if you want to be seen as a prominent community stakeholder within Westfield and neighboring cities, we are here to help.

The following are some of the primary marketing platforms that we offer:

**Advertising:** Print, television, online and radio.

**Social Media:** Far reach and active engagement on Westfield Welcome, Grand Park and the City of Westfield social media channels.

**Press Releases:** Event press releases issued by the City of Westfield. Sponsor mentions are available and dependent on requested level of engagement.

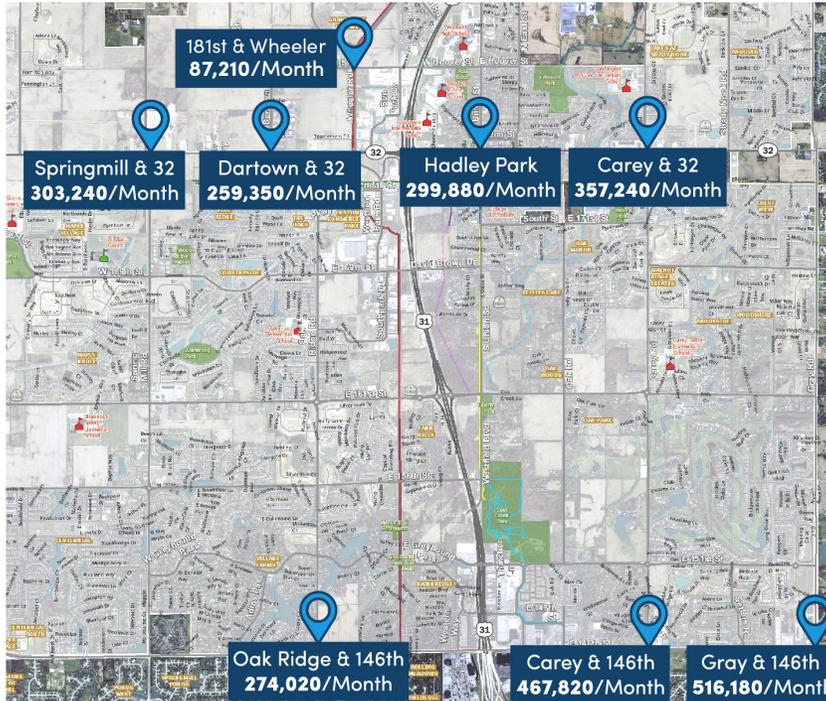
**Event Map or Program:** Company name or brand can be attached to event maps and other event handouts.

**Event Booth Space:** On-site booth space to directly engage your brand with target audience. We want to work with your marketing team to help create and facilitate creative activations.

**Hospitality:** Enjoy your events and your investment in person with complementary arrangements.

**Community Signage:** Community event roadside banners placed in high-volume traffic intersections within the City of Westfield.

# ROADSIDE BANNER STATISTICS



Monthly total of **vehicles** that pass through the intersection during **peak hours** (6am–9am and 3pm–7pm)

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# YOUTH EVENTS



## JUNE 12 @ GRAND PARK

Touch-A-Truck is a child's dream come true – full of trucks, emergency vehicles, heavy machinery and much more! This is a great opportunity for children and parents to speak with the operators and learn more about those vocations. This event will be paired with the Safety Festival in partnership with the Westfield Fire Department.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$1,000

- Presenting logo on website, roadside banners and on-site sponsor signage
- On-site activation space
- Social media mentions

### Supporting Sponsor | \$500

- Logo on website and on-site sponsor signage
- On-site activation space
- Social media mentions

### Community Sponsor | \$250

- Logo on website and on-site sponsor signage
- Social media mentions



## OCTOBER 7/14/21 @ SIMON MOON PARK

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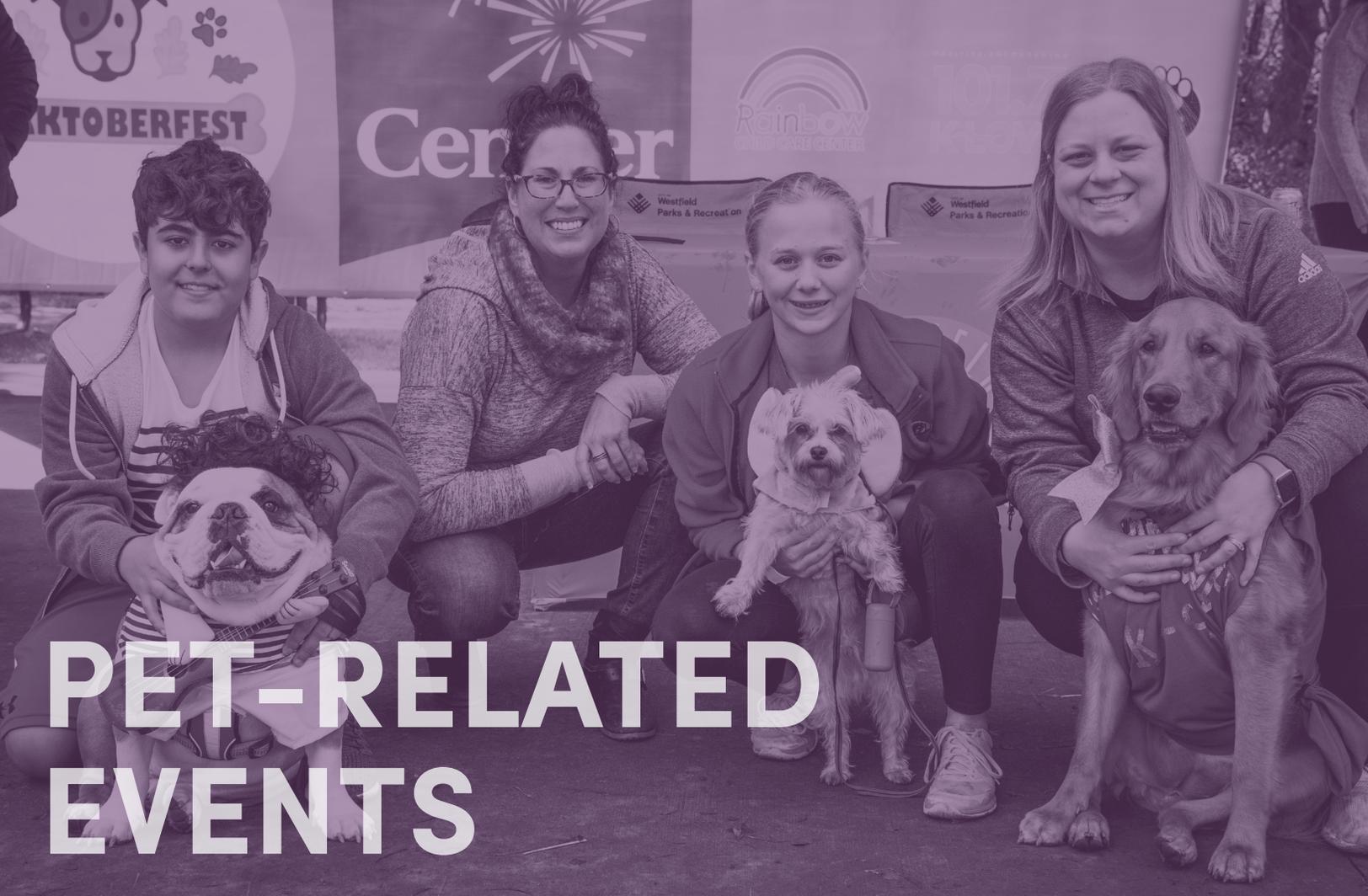
Join us around the campfire at our annual Fireside Tales series at Simon Moon Park. There are new themes each Wednesday night, as well as crafts and s'mores for a sweet treat. This series event has an estimated attendance of 500 people.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$500

- Presenting logo on website and roadside banner
- On-site activation space
- Social media mentions



# PET-RELATED EVENTS



## APRIL 11 @ ASA BALES PARK

Egg-Paw-Looza is perfect for pet lovers ready to kick off the spring season! This event will feature an egg hunt, photo-op with the Easter Bunny, pet-related vendors, and chances to win prize baskets.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$500

- Presenting logo on website, roadside banners and on-site sponsor signage
- On-site activation space
- Event acknowledgement
- Social media mentions

### Community Sponsor | \$250

- Logo on website
- On-site activation space
- Social media mention



## OCTOBER 24 @ ASA BALES PARK

This fall festival for dog lovers features pet-related vendors, beer and wine, a canine agility arena, pet costume contests and other fun activities! This is a ticketed event and 100% of the ticket sales are donated to the Humane Society of Hamilton County, with attendance around 1,000.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$2,000

- Presenting logo on website, roadside & light pole banners and on-site sponsor signage
- Event acknowledgement
- Social media mentions
- On-site activation space
- Logo on photo booth prints
- Logo on "wag bag"

*(This level sold out for 2020)*

### Area Sponsor | \$1,000

- Logo on website and on-site sponsor signage
- Event acknowledgement
- On-site activation space
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and on-site sponsor signage
- Event acknowledgement
- On-site activation space
- Social media mentions

### Community Sponsor | \$250

- Logo on website
- Event acknowledgement
- Social media mentions



# COMMUNITY EVENTS



## APRIL 22 @ QUAKER PARK

Help us celebrate Earth Day and Arbor Day! Join us at Quaker Park and pick up FREE tree seedlings while supplies last! While you are there learn about different green initiatives from local organizations.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$500

- Presenting logo on website, roadside banner and on-site sponsor signage
- On-site activation space
- Social media mentions

### Community Sponsor | \$250

- Logo on website and on-site sponsor signage
- On-site activation space
- Social media mentions



## AUGUST 29 IN DOWNTOWN WESTFIELD

Westfield's inaugural, multi-cultural event will feature cuisine from around the world and highlight activities and performances from a variety of cultures. Engage with international traditions at the art and culture tent, enjoy cultural dance or song performances and enjoy delicious authentic food. If your company is looking to support diversity in the Westfield community, this is a great way to showcase your support.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$2,000

- Presenting logo on website, roadside banners and on-site sponsor signage
- Event acknowledgement
- Opportunity to place promotional items at our tent
- On-site activation space
- Social media mentions

### Supporting Sponsor | \$1,000

- Logo on website and on-site sponsor signage
- Event acknowledgement
- On-site activation space
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and on-site sponsor signage
- Event acknowledgement
- Social media mentions

### Community Sponsor | \$250

- Logo on website
- Social media mentions



# GRAND FALL FEST

## OCTOBER 10 @ GRAND PARK

There is nothing quite like a fall day in Westfield, Indiana. Join us in celebrating family and community at the Grand Fall Festival! This event will feature a collection of fall activities, including wagon rides, inflatables, games, vendors, and more!



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$2,000

- Presenting logo on website, roadside and on-site sponsor signage
- Four wagon ride tickets
- Event acknowledgement
- On-site activation space
- Social media mentions

### Area Sponsor | \$1,000

(Hot Air Balloons, Kids Zone & Wagon Rides)

- Logo on website and on-site area signage
- Two wagon ride tickets
- Event acknowledgement
- On-site activation space
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and on-site sponsor signage
- Two wagon ride tickets
- Event acknowledgement
- Social media mentions

### Community Sponsor | \$250

- Logo on website
- Social media mentions



# HOLIDAY EVENTS



## JULY 4 @ GRAND PARK

Our annual Independence Day celebration is the largest one-day community event in Westfield, with over 15,000 attendees. Westfield Rocks the 4th attracts families, residents of Hamilton County and out-of-town visitors for one of the largest firework displays in the area, live music and vendors.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$10,000

- Presenting logo on website, roadside & light pole banners, event handout and on-site sponsor signage
- Event acknowledgement & social media mentions
- Parking pass & on-site activation space
- Giveaways on stage & promo items at information tent

### Area Sponsor | \$5,000

(Shade Station, Hot Air Balloons, Kids Zone, & Stage)

- Logo on website, event handout and on-site area signage
- Event acknowledgement & social media mentions
- Parking pass & on-site activation space

### Partnering Sponsor | \$2,500

- Logo on website, event handout and on-site sponsor signage
- Event acknowledgement & social media mentions
- Parking pass & on-site activation space

### Affiliate Sponsor | \$1,500

- Logo on website, event handout and on-site sponsor signage
- Event acknowledgement & social media mentions
- Parking pass

### Community Sponsor | \$1,000

- Logo on website and event handout
- Social media mentions
- Parking pass



## DECEMBER 5 IN DOWNTOWN WESTFIELD

Each winter, we transform downtown Westfield into a magical winter wonderland. Mayor Cook, along with 5,000 attendees, will flip the switch on thousands of holiday lights to kick-off the season. With food vendors, live music, photos with Santa and Frosty the Snowman, train rides and reindeer, everyone has a chance to get in the holiday spirit.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$5,000

- Presenting logo on website, roadside & light pole banners, Santa photo prints and on-site sponsor signage
- Event acknowledgement
- On-site activation space
- Social media mentions

### Supporting Sponsor | \$2,000

- Logo on website and on-site sponsor signage
- Event acknowledgement
- On-site activation space
- Social media mentions

### Area Sponsor | \$1,000

- Logo on website and on-site sponsor signage
- Event acknowledgement
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and signage
- Event acknowledgement
- Social media mentions

### Community Sponsor | \$250

- Logo on website
- Social media mentions



# FITNESS EVENTS

# MELT THE TRAIL

5K • 2020 • WESTFIELD, INDIANA

**FEBRUARY 22 @ GRAND JUNCTION BREWING CO.**

Melt the Trail is our annual family-friendly, winter themed 5K race, with over 400 participants. This event requires online registration, offering businesses an additional platform to connect their brand with attendees.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$2,000

- Presenting logo on website, roadside & light pole banners, t-shirt and on-site sponsor signage
- Event acknowledgement
- Four registrations
- On-site activation space
- Social media mentions

*(This level sold out for 2020)*

### Supporting Sponsor | \$1,000

- Logo on website, t-shirt and on-site sponsor signage
- Event acknowledgement
- Two registrations
- On-site activation space
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and on-site sponsor signage
- Event acknowledgement
- Two registrations
- Social media mentions

### Bib Sponsor | \$500

*(one available)*

### Finish Line Sponsor | \$200

*(one available)*

### Water Station Sponsor | \$150

*(one available)*

### Mile Marker Sponsor | \$100

*(three available)*



## MAY 25 @ GRAND PARK

Westfield celebrates Memorial Day with the 7th annual Grand Run 5K, 10K and half marathon. The race starts and finishes at the 400-acre Grand Park Sports Campus and includes portions of the Monon Trail. With an estimated 600 attendees, your brand will be visible to our runners and supporters. A portion of the proceeds from this event are donated to local veteran-focused organizations.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$2,500

- Presenting logo on website, roadside & light pole banners, t-shirt and on-site sponsor signage
- Event acknowledgement
- Four registrations
- On-site activation space
- Social media mentions

*(This level sold out for 2020)*

### Supporting Sponsor | \$1,000

- Logo on website, t-shirt and on-site sponsor signage
- Event acknowledgement
- Three registrations
- On-site activation space
- Social media mentions

### Partnering Sponsor | \$500

- Logo on website and on-site sponsor signage
- Event acknowledgement
- Two registrations
- Social media mentions

### Bib Sponsor | \$500

*(one available)*

### Finish Line Sponsor | \$200

*(one available)*

### Water Station Sponsor | \$150

*(seven available)*

### Mile Marker Sponsor | \$100

*(one available)*



## JUNE 5-7 ON WESTFIELD TRAILS

Residents and visitors will once again grab a trail passport from designated local donut stores and hit the trails! When all 12 unique stickers from sweet stops are collected for their passport, it can be traded in for a free donut at all participating stores.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$1,000

- Presenting logo on website and passport
- Passport pick up location
- Social media mentions

*(This level sold out for 2020)*

### Supporting Sponsor | \$500

- Logo on website and passport
- Social media mentions

### Sweet Stop Sponsor | \$250

- Logo on sweet stop donut trail sign (only 12 available)

# GRAND GAMES



FITNESS

## SEPTEMBER 12 @ GRAND PARK

Grand Games is an Olympic-style event designed to provide quality competition for the everyday athlete in various sports. This event will include three formal competitions including Fitness (RX, Scaled, and Masters divisions).



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$5,000

- Presenting logo on website, digital signage, shirts, event e-blasts and marketing collateral
- On-site activation space
- Four team registrations
- Ability to provide items for athlete swag bags
- Opportunity to purchase event signage for pedestrian barricades
- Three PA announcements
- Three social media mentions

### Partnering Sponsor | \$2,500

- Logo on website, digital signage and shirts
- On-site activation space
- Two team registrations
- Ability to provide items for athlete swag bags
- Opportunity to purchase event signage for pedestrian barricades
- Two PA announcements
- One social media mention

### Community Sponsor | \$1,000

- Logo on website, digital signage and shirts
- On-site activation space
- Ability to provide items for athlete swag bags
- Opportunity to purchase event signage for pedestrian barricades
- One PA announcement
- One social media mention

# GRAND GAMES



RUNNING

## SEPTEMBER 12 @ GRAND PARK

Grand Games is an Olympic-style event designed to provide quality competition for the everyday athlete in various sports. This event will include three formal competitions including Running (5k distance course).



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$1,000

- Presenting logo on signage, website and shirt
- Event acknowledgement
- On-site activation space
- Social media mentions

*(This level sold out for 2020)*

### Bib Sponsor | \$250

### Finish Line Sponsor | \$200

### Water Station Sponsor | \$150

*(one available)*

### Mile Marker Sponsor | \$100

*(three available)*

# GRAND GAMES



## SEPTEMBER 12 @ GRAND PARK

Grand Games is an Olympic-style event designed to provide quality competition for the everyday athlete in various sports. This event will include three formal competitions including Pickleball (doubles tournament format).



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$1,000

- Presenting logo on website, digital signage, shirts, event e-blasts and marketing collateral
- On-site activation space
- Four team registrations
- Ability to provide items for athlete swag bags
- Opportunity to purchase event signage for pedestrian barricades
- Three social media mentions

### Supporting Sponsor | \$500

- Logo on website and digital signage
- On-site activation space
- Ability to provide items for athlete swag bags
- Opportunity to purchase event signage for pedestrian barricades
- One social media mention

### In-Kind Area Opportunities

- **Ball Sponsor:** provide practice and tournament balls
- **Nutrition Sponsor:** provide drinks and snacks for participants



# INTERESTED IN BECOMING A **VOLUNTEER?**

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Join the **Westfield Welcome** volunteer corps & help your community in a variety of ways:

- Colts Training Camp
  - Ride Assistance
  - Visitor Information Tables
  - Event Greeters
  - Community Events
  - Lead Volunteers
- 



Visit **WESTFIELDWELCOME.COM**  
or contact **BAILEY SPITZNAGLE**  
**bspitznagle@westfield.in.gov**  
**317.804.3186** for more information!



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