

CITY OF GOOSE CREEK

2018 Sponsorship Opportunities



CITY OF GOOSE CREEK
RECREATION DEPARTMENT

519A N. Goose Creek Blvd.

PO Drawer 1768

Goose Creek, SC 29445

843-569-4242

www.goosecreekrecreation.com



Dear Potential Sponsor,

Thank you for your interest in partnering with the City of Goose Creek!

The City of Goose Creek Recreation Department manages a variety of programs and sports leagues throughout the year for all ages and interest groups. Our events are always family-friendly-and usually free to attend. Each year, they attract thousands of families from Berkeley County and the Lowcountry.

We welcome sponsorships for both events and sports leagues to help offset expenses. We offer a variety of levels of giving to fit your budget.

To discuss sponsorship opportunities, please feel free to contact me.

Again: Thank you!

Cheryl Heiselman

Recreation Superintendent

843-569-4242 ext. 5286

cheiselman@cityofgoosecreek.com

OUR RESIDENT DEMOGRAPHICS

| MEDIAN INCOME | POPULATION | HOUSEHOLDS |
|----------------------|-------------------|-------------------|
| \$61,122 | 42,039 | 13,261 |

* Statistics from US Census Bureau Quickfacts.Census.gov

Sports Sponsorship Overview

League Sponsor-\$1000

- ◇ Sponsorship of 5 teams. Company name on the back of all team shirts.
- ◇ Company name and logo on a 3'x5' vinyl sign placed on a ball field fence for one season. Sponsor must provide a high-quality image (vector or jpg) of their logo for the sign. *All signs remain the property of Goose Creek Recreation after the season.*
- ◇ Receive three gift certificates for free one-year memberships to the Goose Creek Community Center Fitness Center.

Team Sponsor - \$300

- ◇ Sponsorship of 1 team. Company name on the back of all team shirts.
- ◇ Receive one gift certificate for a free one-year membership to the Goose Creek Community Center Fitness Center.

Team Co-Sponsor -\$150

- ◇ Company will share a team with another co-sponsor. Company name on back of shirt.

Sign Sponsor - \$250

- ◇ Company name and logo on a 3'x5' vinyl sign placed on a ball field fence. Sign will remain on the fence for one season. Sponsor must provide a high-quality image (vector or jpg) of their logo for the sign. *All signs remain the property of Goose Creek Recreation after the season.*

Events Overview

- Friday March 16** **Leprechaun Bash at the Barn**
St. Patrick's Day event held at Carnes Crossroads Green Barn.
- Saturday Mar. 31** **Easter Rock Hunt**
Children 8 & under will hunt for eggs and golden rocks.
- Saturday Apr. 21** **BBQ & Brews**
A new take on the annual BBQ Festival, held at Carnes Crossroads Green Barn.
- Fridays Apr. 27** **Spring Concert Series**
May 11 May 25 Live music from local bands, food vendors.
- Wednesday July 4** **Fabulous Fourth in the Creek**
Rain Date: Sat. July 7 Our largest community event celebrating Independence Day.
- Sat. September 22** **Outdoor Movie**
A family friendly movie is featured for attendees to enjoy under the stars.
- Saturday Oct. 13** **Fall Festival**
Rain Date: Oct. 20 Live entertainment, approximately 100 crafters and exhibitors, food vendors, & kids' activities
- Saturday Oct. 27** **Halloween Carnival**
This evening is designed for kids and their parents to enjoy a safe, fun alternative to a traditional Halloween experience.
- Saturday Nov. 10** **Therapeutic Fishing Rodeo**
Event open to those of all ages with special needs.
- Friday Dec. 7** **Lakeside Light Display**
This festive event kicks off the holiday season, lighting the light displays around the lake at the Municipal Center.

Leprechaun Bash at the Barn



Location: Carnes Crossroads Green Barn

Average Attendance: n/a

Date: Friday March 16

Time: 4-7 pm

EVENT DESCRIPTION: 2018 will be the first year holding this event to celebrate St. Patrick's Day! Anticipated activities include Irish food, music, and a Leprechaun Gold hunt and other activities for kids.

Presenting Sponsor-\$500 (Exclusivity! 1 available)

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Listed in all press releases
- ◇ Logo featured on event promotional flyer
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements
- ◇ Opportunity to address crowd and announce countdown before Leprechaun Gold Hunt

Gold Sponsor - \$250

- ◇ 10'x10' space at event to pass out promotional products (company provides table)



EASTER ROCK HUNT



Location: TBD

Average Attendance: 400 guests

Date: Saturday, March 31

Time: 10 am-noon

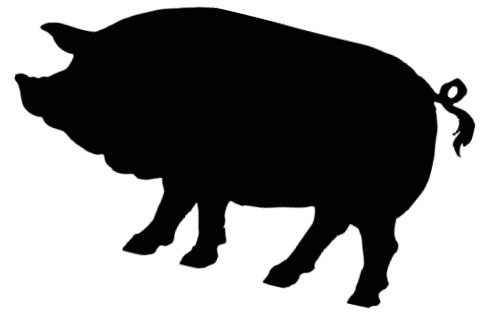
EVENT DESCRIPTION: The annual Easter Rock Hunt offers children ages 8 & under a chance to hunt for eggs and golden rocks. Those who find the golden rocks hidden amongst the eggs win a special prize! After the hunting is over, guests are welcome to take pictures with the Easter Bunny, and participate in Easter-themed crafts and games.

Presenting Sponsor-\$500 (Exclusivity! 1 available)

- ◇ 10'x10' space to pass out promotional products (company provides table)
- ◇ Listed in all press releases
- ◇ Logo featured on event promotional flyer
- ◇ Logo on City website with a link to sponsor's website
- ◇ Sponsorship recognition during public address announcements
- ◇ Opportunity to welcome crowd and announce countdown before egg hunt



BBQ & Brews



Location: Carnes Crossroads Green Barn
Anticipated Attendance: 400+ guests
Date: Saturday, April 21
Time: 4-7 pm

EVENT DESCRIPTION: 2018 will be the first year holding this event at Carnes Crossroads– it has evolved from the annual Goose Creek BBQ Festival, which has been held at the GC Municipal Center in past years. Anticipated activities include BBQ food vendors, beer vendors, & a live band.

Presenting Sponsor-\$500 (Exclusivity! 1 available)

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Sponsor listed in all press releases and media coverage
- ◇ Sponsor logo featured on City website with a link to sponsor's website
- ◇ Sponsorship recognition during public address announcements

Gold Sponsor - \$250

- ◇ 10'x10' space at event to pass out promotional products (company provides table)





Spring Concert Series

Location: Crowfield Golf Course

Average Attendance: 300 guests/concert

Dates: Fridays April 27, May 11, May 25

Time: 6-9 pm

EVENT DESCRIPTION: The Spring Concert Series takes place on 3 evenings in April and May. Each week features local bands in a variety of genres and food vendors. These free, family-friendly events draw crowds of all ages.

Presenting Sponsor-\$1000 (Exclusivity! 1 available)

- ◇ Featured event sponsor for the entire series
- ◇ 10'x10' space to pass out promotional products at all concerts (company must provide table)
- ◇ Listed in all press releases
- ◇ Logo featured in print/newspaper advertising, promotional flyer, and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements
- ◇ Banner hung behind the stage at all concerts (company must provide)

Gold Sponsor -\$250

- ◇ 10'x10' space to pass out promotional products at 1 concert (company must provide table)
- ◇ Requested date _____



Fabulous FOURTH in the CREEK

Location: Goose Creek Municipal Center

Average Attendance: 4000 guests

Date: Wednesday, July 4

Time: 6:30-9:30 pm

EVENT DESCRIPTION: One of the largest events of the year, the Fabulous Fourth celebration features live music, food vendors, kids' activities, and a fireworks show. Admission and parking are free.

Platinum Sponsor- \$1000 (3 available)

- ◇ 10'x 10' space near Kids' area or Entertainment stage (sponsor's choice)-table & 2 chairs provided
- ◇ Listed in all press releases
- ◇ Logo featured on event promotional flyer and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements

Gold Sponsor- \$250

- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements





Location: Goose Creek Municipal Center

Average Attendance: 400 guests

Date: Saturday September 22

Time: 6:30-9:30 pm

EVENT DESCRIPTION: A family friendly movie is shown under the stars for attendees of all ages to enjoy. Food vendors will be on site selling concessions.

Presenting Sponsor-\$500 (1 available)

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website, and on the movie screen at event
- ◇ Recognition during public address announcements
- ◇ Opportunity to welcome crowd before movie

Gold Sponsor-\$250

- ◇ 10'x10' space at event to pass out promotional products (company provides table)



FALL FESTIVAL

presented by the City of Goose Creek

Location: Goose Creek Municipal Center

Average Attendance: 4000 guests

Date: Saturday, October 13/Rain date: Saturday, October 20

Time: 10 am– 3 pm

EVENT DESCRIPTION: One of the largest events of the year, the Fall Festival is a day filled with activities for the entire family. Over 100 crafters, exhibitors and food vendors, live entertainment from local groups, and kids' activities.

Platinum Sponsor - \$800 if paid by June 15/\$1,000.00 after June 15 (8 available)

Final Deadline: August 18

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)
- ◇ Select your booth location (first come, first serve)
- ◇ Sponsor ad featured in special festival section of GC Gazette (25,000 copies printed)
- ◇ Sponsor logo featured in print/newspaper advertising, event banner displayed at Festival, and on City website with a link to sponsor's website

Gold Sponsor - \$650 if paid by June 15/\$800.00 after June 15 (15 available)

Final Deadline: August 18

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)
- ◇ Select your booth location (first come, first serve after Platinum Sponsor selections)
- ◇ Sponsor logo featured in newspaper advertising, event banner displayed at Festival, and on City website with a link to sponsor's website

Silver Sponsor - \$400 if paid by June 15/\$500.00 after June 15

Final Deadline: September 1

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)



Halloween Carnival

Location: Goose Creek Community Center

Average Attendance: 500 guests

Date: Saturday, October 27

Time: 5-7 pm

EVENT DESCRIPTION: This event focuses on families with children 12 & under. Activities include carnival games with candy and prizes, crafts, and a cupcake walk. A costume contest with prizes is also held.

Presenting Sponsor-\$500 (1 available)

- ◇ 1 table & 2 chairs provided-opportunity to pass out promotional products, provide a game or activity for attendees
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements
- ◇ Opportunity to welcome crowd before costume contest
- ◇ Opportunity to be a costume contest judge

Gold Sponsor -\$250

- ◇ Ability to set up a table and pass out promotional products, provide a game or activity for attendees (company provides table)





Location: Goose Creek Municipal Center

Average Attendance: 100 guests

Date: Saturday, November 10

Time: 10-2 pm

EVENT DESCRIPTION: The Therapeutic Fishing rodeo is open to individuals of all ages with disabilities.

Presenting Sponsor-\$250 (1 available)

- ◇ 10'x10' space at event to pass out promotional products (City provides table & 2 chairs)
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements

Gold Sponsor- \$100

- ◇ Sign placement at event (sponsor must provide)
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements



Lakeside Light Display



Location: Goose Creek Municipal Center

Average Attendance: 500 guests (Opening Night)

Date: December 1-January 1/**Opening Night Event:** Friday, December 7

Time: 6-8 pm

EVENT DESCRIPTION: This event kicks off the holiday season in Goose Creek! The light displays around the lake are lit at 6 pm, and following the lighting ceremony, attendees enjoy live holiday music from local groups, hot cocoa, crafts, marshmallow roasting, cookie decorating, hayrides, & photos with Santa.

Santa's Presenting Sponsors-\$750 (3 available)

- ◇ 10'x10' space at event to pass out promotional products (City provides table & 2 chairs)
- ◇ Listed in all press releases
- ◇ Logo featured in print/newspaper advertising, event banner displayed 12/1-1/1, and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements

Entertainment Elves-\$500

- ◇ Logo featured on event banner displayed 12/1-1/1, promotional flyer, and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements

Rudolph's Reindeer- \$250

- ◇ Logo featured on event banner displayed 12/1-1/1, and on City website with a link to sponsor's website



2018-CITY OF GOOSE CREEK SPONSORSHIP COMMITMENT

| | |
|-------------------|----------------|
| Organization Name | |
| Contact Name | |
| Mailing Address | City/State/Zip |
| Phone Number | |
| Email Address | |

Please select the following opportunities that interest you:

| | |
|--|---|
| Leprechaun Bash <input type="checkbox"/> Presenting Sponsor: \$500 SOLD <input type="checkbox"/> Gold Sponsor: \$250 | Easter Rock Hunt <input type="checkbox"/> Presenting Sponsor: \$500 SOLD |
| BBQ & Brews <input type="checkbox"/> Presenting Sponsor: \$500 SOLD <input type="checkbox"/> Gold Sponsor: \$250 | Spring Concert Series <input type="checkbox"/> Presenting Sponsor: \$1000 SOLD <input type="checkbox"/> Gold Sponsor: \$250 |
| Fabulous Fourth in the Creek <input type="checkbox"/> Platinum Sponsor: \$1000 <input type="checkbox"/> Gold Sponsor: \$250 | Outdoor Movie <input type="checkbox"/> Presenting Sponsor: \$500 SOLD <input type="checkbox"/> Gold Sponsor: \$250 |
| Fall Festival Before June 15/After June 15 <input type="checkbox"/> Platinum Sponsor: \$800/\$1000 <input type="checkbox"/> Gold Sponsor: \$650/\$800 <input type="checkbox"/> Silver Sponsor: \$400/\$500 <input type="checkbox"/> Rent a tent: The City will be responsible for setting up a 10'x10' tent for you: \$100 | Halloween Carnival <input type="checkbox"/> Presenting Sponsor: \$500 SOLD <input type="checkbox"/> Gold Sponsor: \$250 |
| | Therapeutic Fishing Rodeo <input type="checkbox"/> Presenting Sponsor: \$250 <input type="checkbox"/> Gold Sponsor: \$100 |
| Sports Sponsorships <input type="checkbox"/> League Sponsor :\$1000 <input type="checkbox"/> Team Sponsor: \$300 <input type="checkbox"/> Team Co-Sponsor: \$150 <input type="checkbox"/> Sign Sponsor : \$250 <input type="checkbox"/> Basketball <input type="checkbox"/> Baseball <input type="checkbox"/> Softball <input type="checkbox"/> Tball <input type="checkbox"/> Soccer <input type="checkbox"/> Football Team/League preference_____ | Lakeside Light Display <input type="checkbox"/> Santa's Presenting Sponsors: \$750 <input type="checkbox"/> Entertainment Elves: \$500 <input type="checkbox"/> Rudolph's Reindeer: \$250 |
| | TOTAL: \$ |

PAYMENT INFORMATION

| | |
|---|---|
| Method of payment: <input type="checkbox"/> check enclosed- payable to City of Goose Creek <input type="checkbox"/> credit card (fill out information below) <input type="checkbox"/> monthly payment plan (will be contacted to set up) | CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard |
| CARDHOLDER NAME | EXP. DATE |
| CARD NUMBER | CSC# |
| CARDHOLDER SIGNATURE | DATE |

No refunds will be given. Payment must be for full amount to guarantee full sponsorship benefits by the deadline listed.
 The City of Goose Creek Recreation Department reserves the right to deny any sponsor.

Questions? Contact: Cheryl Heiselman, Recreation Superintendent | cheiselman@cityofgoosecreek.com | 843.569.4242 x 5286
 Return form to: City of Goose Creek Attn: Recreation Department | P.O. Drawer 1768 Goose Creek, SC 29445