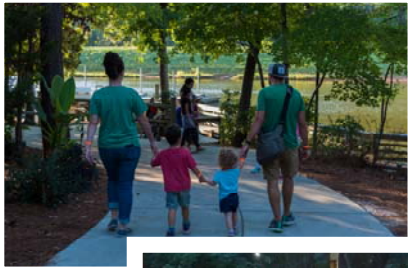




Sponsorship Opportunities

For Fred G. Bond Metro Park & Bond Park Community Center
Town of Cary Parks, Recreation & Cultural Resources Department
2018 Season



The Town of Cary and Bond Park seek to provide a valuable return to our sponsors in terms of exposure and advertising, while finding new funding sources to build upon programs and services to our community.

There are many opportunities to support the vision and work of the Town of Cary. Sponsorship packages can be customized to fit your needs by contacting Sam Trogdon at sam.trogdon@townofcary.org.

Community Wide Events

Community wide events are free to the community and have broad-reaching appeal.

They garner the highest attendance and provide maximum exposure for our sponsors.

Sponsors may be limited at the discretion of the Town of Cary.

Eagle - \$3000 (\$4000 in-kind)

- Limited to 1 Sponsor
- Receive “presenting sponsor” recognition
- Included in e-newsletter story about event (distributed to nearly xxx emails)
- Company logo on print marketing
- Included in event press release
- Public acknowledgement at event
- Company supplied banner for signage displayed at event (size may be limited)
- Company logo displayed on event page of website
- Included in social media post (pre-event)

Cardinal - \$2000 (\$2500 in-kind)

- Company logo on print marketing
- Acknowledgement at event, verbally and through signage
- Company logo displayed on event page of website
- Included in event press release

Blue Jay - \$1000 (\$1200 in-kind)

- Company logo on print marketing
- Acknowledgement at event, verbally and through signage
- Company logo displayed on event page of website

Community Wide Events



Easter (March/April)

This free event features an egg hunt, magician, inflatables, food trucks, face painting and more. Held the weekend before Easter in Bond Park.

Audience: 5,000 people

Deadline for inclusion in marketing materials is January 1.



Kite Festival (March/April)

Welcome the springtime and enjoy kite flying at the Town of Cary's Annual Kite Festival. The Kite festival is free and open to all ages and features a family-friendly kite flying contest for all experience levels.

Audience: 1,000-1,200 people

Deadline for inclusion in marketing materials is January 1.



4th of July (July)

Enjoy an Olde Timey celebration of July 4th. The day features a bike and wagon parade through the park, followed by fun family competitions. Events include watermelon eating, egg and spoon race, and sack races.

Audience: 800 people

Deadline for inclusion in marketing materials is May 1.



Pumpkin Flotilla (October)

Bring your carved pumpkin and join us for Bond Park's Pumpkin Flotilla! Pumpkins will set sail across the Bond Park Lake at sunset and remain out on the lake over the evening.

Audience: 1,000 people

Deadline for inclusion in marketing materials is September 1.



Cary Dog Days (October)

This free event is for the dogs and features a Skyhoundz Frisbee Disc Competition, dog wash, rabies and microchip clinics, vendors, and more.

Audience: 500 people

Deadline for inclusion in marketing materials is June 1.

Specialty Events

These events typically have an entry fee and are more tailored to a specific interest.

These are great events to reach a targeted population within the local community for a great value.

Sponsors may be limited at the discretion of the Town of Cary.

Hummingbird - \$250 (\$300 in-kind)

- Acknowledgement at event, verbally and through signage
- Company logo on print marketing
- Company logo displayed on event page of website
- Included in social media post (pre-event)



Winter Wonderland (January)

Enjoy snow tubing on a man-made tubing hill in Bond Park. Tubing times are divided into hour sessions over a two-day period.

Audience: 900 people

Deadline for inclusion in marketing materials is September 12.



Daddy Daughter Dance (February)

Girls ages 4-12 are treated to a night of music, dancing and fun with their Dad! The dance is offered on two separate nights.

Audience: 400 people

Deadline for inclusion in marketing materials is December 1.



Bands, Bites and Boats (monthly, April-October)

One Friday a month the Bond Park Boathouse plays host to musicians, food trucks and after-hours boat rentals. Sponsorship opportunity is per month or for the season as an Eagle Sponsorship.

Audience: 300 people per month

Deadline for inclusion in marketing materials is February 1.



Cary Pickleball Tournament (May)

The Cary Pickleball Association and the Town of Cary host an Annual Cary Doubles Tournament. The tournament is held over a three-day period.

Audience: 150 people

Deadline for inclusion in marketing materials is January 1.

Specialty Events



S'more Fun with Mom (August)

A fun mother & son adventure with activities and S'mores!

Audience: 75-125 people

Deadline for inclusion in marketing materials is June 1.



Take a Child Outside (TACO) Week (September)

This is an international week-long event with the goal of helping children develop a better understanding and appreciation of the environment and an enthusiasm for exploring the natural world.

Audience: 200 people

Deadline for inclusion in marketing materials is July 1.



Family Campout (September)

Families can spend the night under the stars right here in Bond Park. There will be various activities to enjoy, including boating, crafts and night hikes.

Audience: 80 people

Deadline for inclusion in marketing materials is July 1.



Mother & Son Sports Spectacular (November)

Boys, grab your mom and join us for a day you won't forget! This is no ordinary day, and will include a variety of fun and crazy sports games and then end with ice cream sundaes and awards.

Audience: 50-100 people

Deadline for inclusion in marketing materials is September 1.



Grinch Candy Cane Hunt (December)

The Grinch is planning to find all of Santa's candy canes in Bond Park and turn them green. Kids will look for all the candy canes hidden in the park.

Audience: 150 people

Deadline for inclusion in marketing materials is October 1.

Additional Opportunities



Bond Park Boathouse Pedal Boat Sponsorship \$500 (per boat)

- 10in x 10in decal on a pedal boat April through October
- Cost includes printed vinyl decal
- Company logo displayed on boat rental page of website

Audience: 5,800 people use the Boathouse annually

Deadline for inclusion in marketing materials is February 1.



Bond Park Summer Day & Teen Adventure Camp Participant Shirt Sponsorship \$6000 (minimum offer)

- Company logo on camp participant shirts
- Company logo displayed on camp page of website

Audience: 800 campers participate in summer camps

Deadline for inclusion in marketing materials is March 1.

Bond Park Track-Out Camp (Year-Round) Participant Shirt Sponsorship \$4000 (minimum offer)

- Company logo on camp participant shirts
- Company logo displayed on camp page of website

Audience: 600 campers participate in track-out camps

Deadline for inclusion in marketing materials is June 1.

For more information or to secure your sponsorship, contact:

Sam Trogdon, Senior Operations & Program Supervisor

sam.trogdon@townofcary.org

(919) 462-3971

