



CITY OF
Clemson
PARKS & RECREATION

Community Programs & Events Sponsorship Packet





CITY OF Clemson PARKS & RECREATION



Guide released
August 2nd, 2023.

All applications are due no later than 45 days prior to event date. See guide for deadlines for each event. Anonymous donations are accepted at anytime.

Sponsorship Form

[Sponsorship Policy](#)

[Online Application](#)

**High Visibility Events
(500+ Attending)**
Christmas Parade, Community Play Day, Easter Egg Hunt, Mobile Rec, Trick or Treat on College Ave

**Community Impact Events
(Smaller crowd with large impact)**
Camp Scholarship, Dog Park Event, Movies in May, Picnic in the Park, Free Fitness Classes, Senior Bingo & Education

Platinum	\$2,500	\$1,000
Gold	\$1,000	\$500
Silver	\$500	\$250
Bronze	\$250	\$100

Contact Information:

First Name : Last Name :

Address :

Post Code : Phone No : E-Mail :

Business Information (if applicable) & Sponsorship Levels:

Business Organization Name :

Website :

Which program/event would you like to sponsor?

At what level would you like to sponsor?

Platinum Gold Silver Bronze Anonymous

Description of Primary Focus / Audience/ Goods or Services:

My donation will be in the form of: Monetary Donation Goods & Services

I have reviewed and understand the "Sponsorship Policy" that can be found by [CLICKING HERE](#).

I understand that this form is an application to be considered for sponsorship of the event or program indicated above. All sponsorship applications that are accepted will be notify via email or phone. All accepted sponsorship will be notified on how to submit payment once accepted. Please do not mail payment until notification of acceptance is received.



All applications are due no later than 45 days prior to event date. Look for  icon on each event for event specific dates. Anonymous donations are accepted at anytime.

SPONSORSHIP TABLE OF CONTENTS

Thank you for your interest in sponsoring a Parks and Recreation Event or Community Program. Please click any interested programs or events for additional information on deadlines, event details and sponsorship benefits and levels.

The events and programs below are divided into two main categories. "High Visibility Events" which bring together 500 or more participants and "High Impact Programs" that may draw smaller crowds but provide services or programs that have a great impact on the participants and communities overall quality of life.

High Visibility Events	Page #
<u>Easter Egg Hunt</u>	4
<u>Mobile Recreation Vehicle</u>	5

High Impact Programs	Page #
<u>Camp Clemson Scholarships</u>	6
<u>Free Fitness Initiatives (Senior fitness & Yoga for You)</u>	7
<u>Movies in May</u>	8
<u>Painting with my Favorite Person & VIP</u>	9
<u>Picnic in the Park</u>	10
<u>Senior Bingo & Education</u>	11



EASTER EGG HUNT @ NETTLES PARK

Event Date: March 30th, 2024

Anticipated Attendance: 600-800

Mission / Description: Families from around the Upstate gather at Nettles Park for Egg Hunts on our upper baseball fields. We offer sensory friendly and age specific hunts beginning at 9:00am. In addition to hunts we provide free concessions, face painting and activities for the families.

	Sponsorship Fulfilled Platinum	Gold	Silver	Bronze
Donation levels.	\$2,500	\$1,000	\$500	\$250
Event/ program naming rights.				
Candy hand out spot (if desired) at the event location.				
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



MOBILE RECREATION TRAILER

Event Date: Numerous dates + used for equipment transportation for events.

Anticipated Attendance: 50-75 X 8 events

Mission / Description: Support our mobile recreation initiatives by donating directly to our programming. The mobile schedules 8 drop in dates to our local parks and hosts activities for the community. Mobile Rec sponsors will receive decals for 1 year on the trailer.

	Platinum	Gold	Silver	Bronze
Donation levels.	\$2,500	\$1,000	\$500	\$250
Event/ program naming rights.				
Logo on Mobile Recreation Trailer for the dates Sept 2023- Sept 2024	 Largest	 Large	 Medium	 Text Only
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



Application Deadline:
March 1st, 2024



CAMP CLEMSON SCHOLARSHIPS

Event: June 5- July 14

Anticipated Attendance: 450 campers per summer.

Mission / Description: Scholarships based on free and reduced lunch status are provided to families who are interested in attending camp at a 50% and 25% reduction in rates. Help us reduce the financial burden for families in need through sponsorships. Contributions to our scholarship program will allow for additional scholarship opportunities for campers who are interested in attending 1 or more weeks at Camp Clemson!

	Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Provides scholarships for 1 week for 20 students.	✓	✗	✗	✗
Provides scholarships for 1 week for 10 students	✓	✓	✗	✗
Provides scholarships for 1 week for 5 students	✓	✓	✓	✗
Provides scholarships for 1 week for 2 students	✓	✓	✓	✓
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.	Largest	Large	Medium	Text name (no logo)



FREE FITNESS CLASSES

Event Date: every Tuesday and Thursday (Seniors class) & Fridays (Yoga for You)

Anticipated Attendance: 75-100 a week

Mission / Description: Parks and Recreation offers two free fitness classes to help reduce barriers to a healthy lifestyle by making fitness initiatives accessible to all. Free senior fitness hosts classes Tuesday and Thursday at CCRC and an adaptive yoga class at the community room every Friday. Help us continue these offerings for our community through sponsorships!

	Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Event/ program naming rights.				
Swag event bag for 2.				
Logo on Yoga for You t-shirts.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



MOVIES IN MAY

Event Date: May 10, 17, 24 2024

Anticipated Attendance: 150-250 X 3 events

Mission / Description: Support this beloved community event which provides outdoor movies for 3 Fridays in May. In addition to the movie we offer free concessions and pre-movie activities for all! Support of this event will help bolster the pre-movie activities and special treats given out to the community!

	Sponsorship Fulfilled Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Event/ program naming rights.				
Candy hand out spot (if desired) at the concession stand and 4 front row seats for movie viewing				
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



PAINTING W/ YOUR FAVORITE PERSON & VIP & ME.

Event: February 2024 & May 2024

Anticipated Attendance: 50 artists (of all ages) for each event

Mission / Description: Support the arts and community events through sponsorship of our art collaboration events Painting with Your Favorite Person and VIP and Me. These events are low cost or free and bring together a diverse group of community members to celebrate Mothers and Fathers Day and Valentines Day.

	Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Event/ program naming rights.				
2 seats at the Art Collaboration event of your choice (even if you are not age 55 and over.)				
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



PICNIC IN THE PARKS

Event Dates: April 3, 10 & 17 OR
September 6, 13, & 20

Anticipated Attendance: 75-150 X 3 events

Mission / Description: When the weather is clear we gather at our local parks for live music along with free concessions, child centered yard games and activities. This event is interactive and so joyful. Community members and visitors sing-a-long and dance with the live performers.

	Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Event/ program naming rights.				
4 front row seats provided at the event (if desired).				
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



SENIOR BINGO & EDUCATION

Event Date: Sept 15, Oct 13, Nov 17, Jan 12, Feb 9 and Mar 15

Anticipated Attendance: 65-70 Seniors

Mission / Description: Sponsor a senior bingo or education event and enrich the lives of seniors in our community. The senior bingo hosts 65-70 seniors and offers them free lunch and 5 games of complementary bingo. This social time allows seniors to build connections with each other and encouraging them to live active and fulfilling lifestyles. Losing independence is difficult and having a designated low intensity activity to connect the senior community proves to be beneficial to quality of life in Clemson.

	Platinum	Gold	Silver	Bronze
Donation levels.	\$1,000	\$500	\$250	\$100
Event/ program naming rights.				
2 seats at the bingo session of your choice (even if you are not age 55 and over.)				
Swag event bag for 2.				
Logo or text name present on sponsorship page on City of Clemson website, and applicable department sub pages.				
Size of logo on virtual and printed marketing pieces.	Largest	Large	Medium	Text name (no logo)



Sponsorship Policy

In all cases, we reserve the right to exercise full discretion and editorial control over the placement, content, appearance and wording of sponsorship affiliations and messages in accordance with the policy. We are under no obligation to approve any sponsorship proposal. In addition, we reserve the right to terminate any accepted sponsorship at any time if, in our sole discretion, continuation of the sponsorship is not in our best interests.

We will not accept a sponsorship from an applicant that meets any of the following:

- Involved in the manufacture, distribution and wholesaling of cigarettes, tobacco products, and vapor products as the primary goods sold;
- Involved in the manufacture, distribution, and wholesaling of alcohol, except where alcoholic beverages have been authorized for sale and consumption on the premises;
- Involved in the manufacture, distribution, and wholesaling of firearms as the primary goods sold;
- Whose primary goods and/or services sold involve the production, manufacture, distribution and/or wholesaling of pornography or related items;
- Involved in the advocacy or endorsement of candidates or campaigns pertaining to political elections

We consider the following criteria when evaluating a sponsorship proposal for acceptance or rejection:

- The compatibility of the applicant's mission, product and promotional goals with our community vision, mission, values, ordinances and policies;
- The compatibility and appropriateness of the applicant's mission, product and promotional goals with the program, event or personal property to be sponsored;
- The compatibility of the applicant's proposal with the standards, aesthetic values and visual integrity of city property and expectations of users;
- The applicant's past record of involvement in the community and city projects;
- The timeliness or readiness of the applicant to enter an agreement;
- The actual value, in cash or in kind goods or services, of the proposal in relation to the benefit of the Applicant and the City; and
- Our operating and maintenance costs, including staff time or other additional responsibilities associated with the proposal;
- The inclusion of conditions that would limit our ability to enter into agreements with other sponsors or to carry out its functions fully and impartially; and
- The potential for public perception of partiality, impropriety or implied relationship between the city and the applicant other than for the limited purpose of the sponsorship.



Sponsorship messages by an approved sponsor shall not contain any one or more of the following:

- Advocacy or endorsement of candidates or campaigns pertaining to political elections;
- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials;
- Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company or organization;
- Implication of endorsement by the city or city employees;
- Content which is false, misleading, deceptive or which otherwise relates to an illegal activity; or
- Language or descriptive material which is taken in form and context is deemed to be contrary to community standards.