



PARKS AND RECREATION SPONSORSHIP

Brandon Schmidt

PRPL – Cemetery/Parks Supervisor

Billings
PARKS
AND RECREATION

SCOPE

- City of Billings, Parks, Recreation, and Public Lands Department manages 2,580 acres of parkland that includes:
 - 171 Park Areas
 - 40 playgrounds
 - 22 basketball courts
 - 8 Tennis/Pickleball courts
 - 29 park shelters
 - +100 athletic fields (soccer, baseball and softball)
 - 5 neighborhood centers
 - 40 miles of paved multi-use trails
 - 2 outdoor pools
 - 7 wading pools/splash pads
 - 3 dog parks
- Employee's travel approximately 200,000 miles each year in maintaining city parks
- We believe these are all opportunities for companies to reach their potential customers through sponsor recognition
- We are seeking guidance to develop a robust sponsorship program in order to fund a PRPL endowment



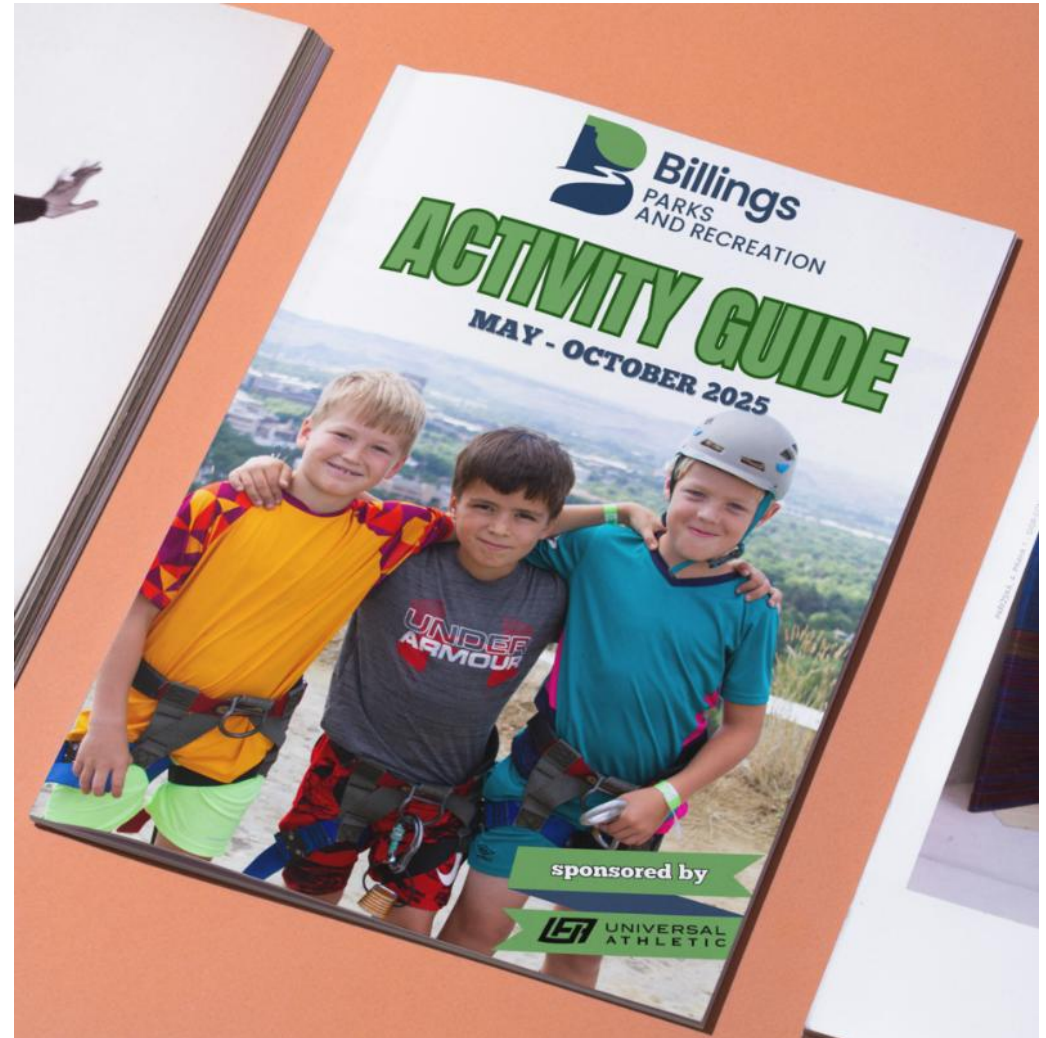
PROGRAM DEVELOPMENT/MANAGEMENT

- PRPL
 - Identifies opportunities and creates sponsorship catalog
 - Identify levels of sponsorship and sponsor acknowledgement for each level, including signage parameters
 - Create endowment in which sponsor funds will be deposited
 - Endowment principle will remain intact
 - Endowment interest earned will be used for park maintenance/improvements/program development
 - Approve sponsors
 - Place and Maintain sponsor acknowledgment
- Organization with the experience and knowledge in marketing and fundraising
 - Develop sponsor agreement
 - Identifies and enters into agreements with sponsors
 - Craft social media recognition posts
 - Design and produce acknowledgement signage
 - Receive percentage of sponsorship funds to pay for expenses/salary
- Sponsor
 - Approve acknowledgement design



PROGRAMS

- 50,000 Summer activity guides distributed w/ ~80 pages
 - 10k Direct Mail to previous customers
 - Given to all elementary students
 - Simply Local Magazine
- 50,000 Winter activity guides distributed w/ ~32 pages
 - 10k Direct Mail to previous customers
 - Simply Local Magazine



PROGRAMS

- Rec2U
- Adventure Camp Series
- Pioneer Playhouse
- Magic City Summer Camp
- Youth Sports Leagues
- Adult City League Basketball
- Adult Coed Volleyball League
- Adult Coed Soccer League
- American Red Cross Learn to Swim
- American Red Cross Babysitters Camp
- Rock Band Camp
- City of Billings Tennis Academy
- Senior Wellness Classes



- Recognition
 - Logo in Activity Guides
 - Acknowledgement on Social Media
 - Logo on Camp Staff Shirts
 - Logo on Sports League Jerseys



PROGRAMS



EVENTS

Recognition	Admiral \$2000	Captain \$1000	Lieutenant \$500
Logo on Race Shirt	X		
Opportunity to Display Banner at Event	X		
Logo in Activity Guide	X	X	
Logo on Event Signage	X	X	X
Acknowledgement at Event / On Social Media	X	X	X



Sponsored by



EVENTS

Arbor Day

Recognition	Sequoia \$2,500	Maple \$1000	Chokecherry \$500
Large Logo on Shirt	X		
Naming Rights to Ceremonial Tree	X		
Small Logo on shirt		X	
Logo in Activity Guide	X	X	
Opportunity to Display Banner at Event	X	X	
Recognition at Event	X	X	X
Acknowledgement on Social Media / Activity Guide	X	X	X



Sponsored



Refresh the Rims

Recognition	\$1000	\$500
Large Logo on Shirt	X	
Opportunity to Display Banner at Event	X	
Small Logo on Shirt		X
Logo in Activity Guide	X	X

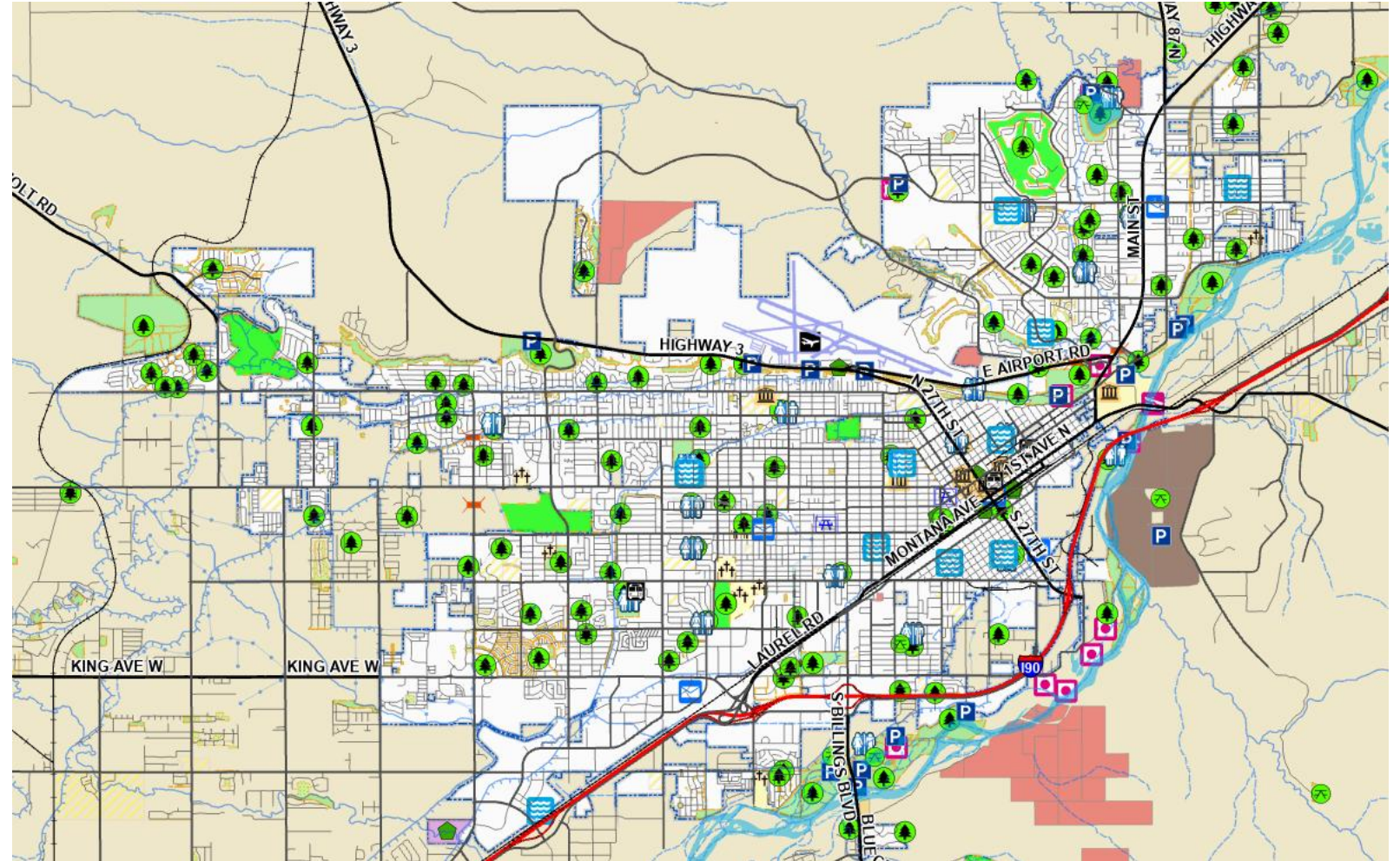


STAFF UNIFORMS / VEHICLES



LOCATIONS

- Park Exclusive
 - No other sponsorships for park amenities
- Park
- Neighborhood Center
- Pool
- Amenity (based on usage)
 - Large
 - Small
- Shelter (based on usage)
 - Large
 - Small



COMMUNITY GARDEN

Amend Community Garden

Recognition	Master Gardener \$1,000	Green Thumb \$500	Apprentice \$250
Signage on structure/ fencing	X		
Signage at Gardeners Market	X	X	
Signage at Community Board	X	X	X
Acknowledgement on Social Media	X	X	X



PARKS



POOL'S / SPRAY PARKS



DOG PARKS



NEIGHBORHOOD CENTERS



PLAYGROUNDS



TENNIS/BASKETBALL COURTS



CONCESSIONS / SHELTERS



ADOPTION

Flower Planter / Gardens

- Planting / Weekly Maintenance
- Signage Recognition



Trails

- Litter Removal
- Signage Recognition



QUESTIONS

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REVENUE

- Other city ad space revenue
 - Airport - ~\$40k/year
 - MET - \$100k-\$200k/year
- Recommend revenue generated to be kept in PRPL Department
- Potential uses of revenue
 - Capital Projects
 - Maintenance
 - Programming

