

# 2021



# Sponsorship Guide



*Owatonna*  
Parks & Recreation

Dear Community Partner,

Each year Owatonna Parks and Recreation strives to offer a variety of events, programs and activities to enhance the quality of life for our community. 2020 provided challenges with offering in-person events; however, we were able to change many of our in-person events to virtual events. We offered a variety of virtual/online activities and challenges during the COVID-19 shutdown to keep people engaged and active. A total of 12 activities or virtual events were held during the shutdown, which equaled one per week! We hope in 2021 we'll be able to get back to in-person events and activities; we miss being together! Whatever 2021 bring, we will offer as much as we can to keep citizens engaged, active, healthy and improve their quality of life. Please review the sponsorship opportunities included in this brochure. As a sponsor, you'll make it possible for us to continue to provide quality events and activities for our community, while benefiting by receiving recognition and promotion for your business.

Sincerely,

Your Owatonna Parks and Recreation Staff

## Youth Scholarship

**2020 Youth Scholarship Impact:** Over **\$4,000** provided to over **125** scholarships to allow youth to participate in programs and activities they may not have otherwise been able to.

**Our Youth Scholarship program needs your help!** The Youth Scholarship fund gives youth the opportunity to participate in Park and Rec programs who might otherwise be unable to. The Scholarship fund relies on donations and fundraising events throughout the year to cover the cost of supporting youth participants. Many events in 2020 which support and raise money for the Scholarship fund were cancelled. This has left a shortage in the fund; the Scholarship fund is currently in much need of donations to be able to continue to offer a discounted rate for those who qualify. Your donation will provide many children the opportunity to participate in recreational programs!

**[Click Here if you'd like to donate to our Youth Scholarship.](#)**  
**Thank you for your support!**

# 2021 Events

Event Sponsorship Levels	\$500+ Platinum	\$500 Gold	\$250 Silver	\$100 Bronze
Exclusive sponsor of select events—only your logo on all materials!*	X			
Company gets up to 5 min. of stage time to promote business at event	X	X		
Company information distributed at event	X	X	X	
Company logo on all materials relating to event & several mentions on our Facebook page	X	X	X	X

\*Please note, if an event you have chosen to sponsor is cancelled, we will contact you with options for refunding or changing your sponsorship to a different event.

**Winter Weekend Out**—January. A weekend of fun, winter-themed activities and events.

**Egg Splash**—April. Easter Egg Hunt in the pool, kids collect floating eggs for a prize.

**Munchkin Market**—April. Youth sell their used toys, sporting goods, etc. The public is invited to come and shop and enjoy various activities throughout the event.

**Earth Day Clean Up**—April. Citizens help clean up Owatonna parks, activities provided if sponsorships allow.

**River Springs Ducky Dash**—June/July. Ducks race to the finish, participants win prizes.

**River Springs Movie & Swim**—June/July. Movie at the water park and free one hour open swim before movie. One Platinum sponsorship available!\*

**River Springs Free Swim**—TBD. Sponsors work with RSWP management to select a date for a 2 hour free open swim event. One Platinum sponsorship available!\*

**Movies in the Park**—June/July. Sponsorships pay licensing fees, and if funds allow, music or other entertainment before movie. Two Platinum sponsorships available!\*

**Summer Weekend Out**—July. A weekend of fun, summer-themed activities and events.

**Kids 3 on 3 Basketball Tournament**—July. Held in downtown Owatonna during Crazy Days.

**Woofstock**—Date TBD. Held at Lake Chase Dog Park to celebrate National Dog Day. If sponsorships allow, we will add music for entertainment.

**Park Passport**—September. Encourages families and individuals to explore our parks and trails and exercise by walking mapped trails to search for signs which reveal a phrase.

**The Great Pumpkin Swim**—October. Fun in the pool with a floating pumpkin patch.

\*All sponsor levels available. If we receive a Platinum sponsor for an event and your business has chosen a lower level sponsor for the same event, you will be asked to sponsor an alternative event (or you may receive a refund for your sponsorship). Park & Rec logo will also be displayed on Platinum sponsored events.

**Click Here if you'd like to sponsor an event.  
Thank you for your support!**

# Therapeutic Recreation

Therapeutic Recreation is for youth and adults with cognitive disabilities and/or physical impairment. Sponsors will receive recognition in the TR newsletter and on our website.

## Activity Sponsorships:

Therapeutic Rec offers a variety of activities such as a bowling league, crafts, cooking classes and much more! Sponsorship will help with the cost of activity fees and supplies.

**Gold Sponsorship \$500**

**Silver Sponsorship \$250**

**Bronze Sponsorship \$100**

## TR Friday Camp Sponsorships:

Friday Camp is a summer day camp program designed for students with developmental disabilities, ages 6-22.

**Gold Sponsorship \$500**

**Silver Sponsorship \$250**

**Bronze Sponsorship \$100**

# Other Sponsor Opportunities

## Youth/Family Bus Trips

Sponsor a youth and/or family out-of-town bus trip to a sports game or sports/game facility such as Sky Zone. One Platinum sponsorship available!

**Platinum Sponsorship \$700**

**Gold Sponsorship \$500**

**Silver Sponsorship \$250**

## Key Log Rolling

Synthetic logs are placed in the water, on which people take on the challenge of staying on the rolling log. Price per log \$2,350.00, life expectancy is approximately 10 years! Sponsorship includes company logo on all log rolling events/activities for the life of the log (log will be used year-round for events/activities). Two platinum sponsorships available! **Platinum Sponsorship \$2,350**



## Youth Sports Team/T-Shirts

Sponsoring a youth sports team is a great way to advertise your business! A sponsorship provides the team with t-shirts with your company's logo and your company name is the team name! See the enclosed T-Shirt Sponsor Form for more information.

**Click Here if you'd like to sponsor Therapeutic Recreation, a bus trip, log rolling or a youth sports team. Thank you for your support!**



## Owatonna Parks and Recreation

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