2020

Bridging Lives, Enriching Families

Sponsorship OPPORTUNITIES
MISSION STATEMENT

The North Kansas City Parks and Recreation Board is committed to providing the residents and business community of North Kansas City with the best possible environment for family recreation and leisure time enjoyment.

VARIETY
We are committed to providing a wide variety of leisure facilities and services.

FOR ALL
We are committed to promoting organized recreational and social programs for all ages.

ENCOURAGE
We are committed to encouraging public utilization of park facilities. We will cooperate with civic or recreational groups to maximize this commitment.

MAINTAIN
We are committed to maintaining our park facilities in the best possible condition.

COMMUNICATE
We are committed to keeping the public informed of plans and activities and to respond to users’ suggestions and criticisms.

ADVANCE
We are committed to a continuous program of upgrading and expanding programs and facilities as funds permit.

Our picnic facilities, walking trail, tennis courts, ball fields and playgrounds are some of the most popular facilities of their kind in the Northland.

CONTACT US

North Kansas City Parks and Recreation
1201 Clark Ferguson, North Kansas City, MO 64116
816.300.0545 | www.nkc.org
Dear Area Business Owner:

North Kansas City Parks and Recreation takes pride in the park system we provide to the community in North Kansas City. The department offers a variety of innovative and quality special events throughout the year. These events are critical in building a sense of community and fostering pride and ownership in the amenities that make up the Parks and Recreation Department. Many of these events are growing at a rate we cannot keep up with financially. We are asking businesses to assist the Parks and Recreation Department to continue hosting spectacular events through sponsorship.

These events and sponsorship opportunities will provide exposure and the ability to interact with community members face to face.

When you become a partner for any special event, your agency will be branded throughout the community utilizing marketing outlets such as printed publications, social media, websites, banners, t-shirts as well as recognition at the event.

The Parks and Recreation Department is in motion making plans for the next year and we are eager to develop a partnership with you. If you have any questions or would like to partner with us on our efforts, please complete the “Commitment Form” or contact us. If you would like to make an in-kind donation for any of our events, please contact Cheryl Martin at cmartin@nkc.org.

As partners we can bring the community together!

Respectfully,

Kelli Votypka

Director, North Kansas City Parks and Recreation
Enjoy a memorable night dancing with your daughter(s), but not before you have a delicious meal at the king’s roundtable and get your keepsake 5x7 photo taken, a rose, and princess bag.

**Dancing & Diamond Sponsor: $250**
- Business recognized during staff announcements
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Glitz & Glamour Sponsor: $500**
- Everything included in the Dancing & Diamond package, plus
- Space to hang your banner or sign (up to 4’ by 6’) on DJ table

**Deadline for Sponsorship Commitment:**
First Friday in December
The day’s activities include: vendors with the latest trends in dog care; contests for the Cutest Bunny Costume, Most Natural Bunny-Looking Ears and Most Creative Ears; an egg hunt filled with naturally-made dog treats and a free photo opportunity with the Easter Bunny.

Pawsitive Sponsor: $250

- Booth space at event
- Business logo displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

Deadline for Sponsorship Commitment:
First Friday in December
Bob Libbey was an avid pickleball player whose love for the game brought his vision to North Kansas City Parks and Recreation. In Bob’s honor, we will host a sanctioned, round-robin tournament for Men, Women and Mixed Doubles annually.

**Ace Sponsor: $500**
- Booth space at event
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Grand Slam Sponsor: $750**
- Everything included in the Ace Package, plus
- Banner on court
- Name on trophies

**Deadline for Sponsorship Commitment:**
First Friday in March
The local love for baseball starts here. The North Kansas City Baseball Program is a well-established program with more than 300 kids participating each summer. Each registered player receives a jersey, hat and trophy. Sponsors will help cover the cost of jerseys and trophies.

**Minor Sponsor: $250**
- Business name displayed in promotional materials including:
  - NKPR Enrichment catalog
  - NKPR Facebook
  - NKPR email blast
- Jersey sponsor with logo/name for one team

**Major Sponsor: $400**
- Everything included in the Minor Package, plus
- Banner ad on City of North Kansas City website
- Jersey sponsor with logo/name for one age division

**All Star Sponsor: $500**
- Everything included in the Major Package, plus
- Business name/logo on one age division trophy with sponsor’s name
- Space to hang your dugout banner (up to 4’ by 6’) on game days
- Ad space in Enrichment publication (3 5/8” x 3”)

**Deadline for Sponsorship Commitment:**
- Summer Season: First Friday in April
- Fall Season: First Friday in July
This festival is the Premiere Art Festival North of the River, nestled in the beauty of Macken Park. During this two-day festival, you will enjoy delicious treats from Kansas City’s best food trucks, listen to live entertainment, have an option to participate in a Brew Fest with local vendors from North Kansas City. The biggest attraction will be the number of Fine Arts vendors displaying works of art for sale.

**Rembrandt Sponsor: $500**
- Booth space at event
- Banner at hospitality tent
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Van Gogh Sponsor: $2,500**
- Announced as sponsor on radio promotions and at the event
- Logo featured on billboard promotions
- Banner on stage and beer garden
- Booth space at event
- Business logo displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Picasso Sponsor: $4,000**
- Everything included in Van Gogh Package, plus
- Event naming rights

**Deadline for Sponsorship Commitment:**
First Friday in March
This family-friendly event will consist of live music, food trucks and beer tent.

**Bronze: $250**
- Business recognized during announcements by staff
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Silver: $750**
- Everything included in the Bronze Package, plus
- Space to hang your banner or sign (up to 4’ by 6’) during the event

**Gold: $1500**
- Everything included in the Silver Package, plus
- Space to host a 10x10 booth at event to distribute marketing materials (preapproved by NKC Parks and Recreation) during the event
- Logo featured on billboard promotions

**Deadline for Sponsorship Commitment:**
First Friday in April
MOVIE IN THE PARK  
Fridays, June 26, July 24 & Sept. 12, 2020  
Estimated Attendance: 250

Bring your lawn chair or blanket and enjoy three family friendly movies under the stars at Macken Park Festival Shelter where concessions will be available for purchase.

**Best Supporting Sponsor: $250**
- Business recognized during pre-movie advertisement slide show and announcements by staff
- Business name displayed in promotional materials including:
  - NKCP Enrichment catalog
  - NKCP Facebook
  - NKCP email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Best Lead Sponsor: $500**
- Everything included in the Best Supporting Package, plus
- Space to hang your banner or sign (up to 4’ by 6’) during the event

**Best Picture Sponsor: $750**
- Everything included in the Best Lead Package, plus
- Space to host a 10x10 booth at event to distribute marketing materials (preapproved by NKC Parks and Recreation) during the event

**Deadline for Sponsorship Commitment:**
First Friday in April
A NIGHT OUT IN MACKEN  
Friday, June 26, 2020  |  Estimated Attendance: 300

Join families from all over to touch, climb and explore some of the city’s best and biggest service trucks and heavy machinery.

**Patrol Sponsor: $250**
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of NKC website
  - NKC School District email blast

**Rescue Sponsor: $500**
- Everything included in the Patrol Package, plus
- Space to hang banner/sign (up to 4’ by 6’) during the event

**Safety Sponsor: $750**
- Everything included in the Safety Package, plus
- Space to host a 10x10 booth at event to distribute marketing materials (preapproved by NKC Parks and Recreation) during the event

Deadline for Sponsorship Commitment:
First Friday in March
Enjoy this afternoon of fun-filled activities with friends and family at Macken Park. There will be games for all ages, live entertainment, food vendors, and a Movie in the Park under the stars to wrap up the day.

**Honor Roll Sponsor: $425**
- Business recognized during pre-movie slideshow and announcement

**Varsity Letter Sponsor: $750**
- Booth space at event
- Business recognized during pre-movie slideshow and announcement
- Business name displayed in promotional materials including:
  - NKPR Enrichment catalog
  - NKPR Facebook
  - NKPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Valedictorian Sponsor: $1,500**
- Everything included in the Honor Roll Package, plus
- Event naming rights

**Deadline for Sponsorship Commitment:**
First Friday in May
The day’s activities include vendors with the latest trends in dog care; costume contest for both small and large breeds. There will be a parade for the dogs to show off their costumes, treat bags for each participant and more.

**Pawsitive Sponsor: $250**

- Booth space at event
- Business logo displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Deadline for Sponsorship Commitment:**
First Friday in August
Set out on a haunted hayride through Macken Park, find the perfect mini pumpkin to paint in the local pumpkin patch. Balloon artist, face painters and other entertainment will be on hand to make sure you have a spooktacular time. Food trucks and other amenities are on hand to purchase.

**Trick or Treat Sponsor: $500**
- Business recognized during announcements by staff
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Pumpkin Patch Sponsor: $750**
- Everything included in the Trick or Treat Package, plus
- Space to hang your banner or sign (up to 4' by 6') at the pumpkin patch

**Ghost & Goblins: $1500**
- Everything included in the Pumpkin Patch Package, plus
- Space to host a 10x10 booth at event to distribute marketing materials (preapproved by NKC Parks and Recreation) during the event

**Deadline for Sponsorship Commitment:**
First Friday in August
The Mayor will switch on the tree lights after “The Night Before Christmas.”

**Ornament Sponsor: $250**
- Business recognized during announcements by staff
- Ornament hung on tree with business name (business must provide)
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Tree Topper Sponsor: $500**
- Everything included in the Ornament Package, plus
- Space to hang your banner or sign (up to 4’ by 6’) on performance stage

**Deadline for Sponsorship Commitment:**
First Friday in August
During this two-day holiday makers’ market, you can shop for gifts from dozens of local artisans, enjoy live music and have a photo op with Kris Kringle himself! Kids will be treated to story time with Mrs. Claus and can make-and-take their own crafts home to give as presents.

**Nutmeg Sponsor: $250**
- Business name displayed in promotional materials including:
  - NKCPR Enrichment catalog
  - NKCPR Facebook
  - NKCPR email blast
  - Banner ad on City of North Kansas City website
  - North Kansas City School District email blast

**Cinnamon Sponsor: $500**
- Everything included in the Nutmeg Package, plus
- Space to hang banner/sign (up to 4’ by 6’) during the event

**Peppermint Sponsor: $750**
- Everything included in the Cinnamon Package, plus
- Space to host a 10x10 booth at event to distribute marketing materials (preapproved by NKC Parks and Recreation) during the event

**Deadline for Sponsorship Commitment:**
First Friday in August
### 2020 Sponsorship Commitment Form

**Business Name**
_____________________________________________________________________________________________________

**Business Address**
___________________________________________________________________________________________________

**Contact Phone (                )**
___________________________________________________________________________________________

**Business Representative**
____________________________________________________________________________________________

**Email**
___________________________________________________________________________________

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#### 2020 Sponsorship Opportunities

**WINTER PRINCESS FORMAL**  
January 24 & 25, 2020  
- Dancing & Diamond Sponsor ($250)  
- Glitz & Glamour Sponsor ($500)

**BONE-ANZA**  
April 4, 2020  
- Pawsitive Sponsor ($250)

**BOB LIBBEY PICKLEBALL TOURNAMENT**  
May 1-3, 2020  
- Ace Sponsor ($500)  
- Grand Slam Sponsor ($750)

**YOUTH BASEBALL**  
Summer & Fall 2020  
- Minor Sponsor ($250)  
- Major Sponsor ($400)  
- All Star Sponsor ($500)

**ARTS IN THE PARK**  
June 12-13, 2020  
- Rembrandt Sponsor ($500)  
- Grammy Sponsor ($1,000)  
- Van Gogh Sponsor ($2,500)  
- Picasso Sponsor ($4,000)

**FRIDAY NIGHT CONCERT SERIES**  
June 12, July 10 & Aug. 14, 2020  
- Bronze ($250)  
- Silver ($500)  
- Gold ($750)

**MOVIES IN THE PARK**  
June 26, July 24 & Sept. 12, 2020  
- Best Supporting Sponsor ($250)  
- Best Lead Sponsor ($500)  
- Best Picture Sponsor ($750)

**NIGHT OUT IN MACKEN**  
June 26, 2020  
- Patrol Sponsor ($250)  
- Rescue Sponsor ($500)  
- Safety Sponsor ($750)

**BACK TO SCHOOL BASH**  
September 12, 2020  
- Honor Roll Sponsor ($425)  
- Varsity Letter Sponsor ($750)  
- Valedictorian Sponsor ($1,500)

**HOWL-O-WEEN**  
October 10, 2020  
- Pawsitive Sponsor ($250)

**SPOOKTACULAR**  
October 24, 2020  
- Trick or Treat Sponsor ($500)  
- Pumpkin Patch Sponsor ($750)  
- Ghosts & Goblins Sponsor ($1,500)

**MAYOR’S TREE LIGHTING**  
November 20, 2020  
- Ornament Sponsor ($250)  
- Tree Topper Sponsor ($500)

**MISTLETOWNE MARKET**  
November 20-22, 2020  
- Nutmeg Sponsor ($250)  
- Cinnamon Sponsor ($500)  
- Peppermint Sponsor ($750)

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**THANK YOU!**

Please mail this form and payment (cash or check only) to:

North Kansas City  
Parks and Recreation  
Attention: Kelli Votypka  
1201 Clark Ferguson  
North Kansas City, MO 64116