

# DEERPARK PARKS&REC

ADVERTISING & PARTNER  
OPPORTUNITIES



## INSIGHT

DISPLAY YOUR  
COMMITMENT TO  
THE DEER PARK  
COMMUNITY

**Reach Existing Potential Customers**  
**Enhance & Improve Recreation Services**  
**Engage with an Active Local Audience**  
**Support the Community of Your Customers**

## PARTNERSHIP PACKET

This document contains information on Deer Park Parks & Recreations events, programs and activities and is a guide on how the business community can support parks, arts and recreation within the City of Deer Park.

[deerparktx.gov/parksandrecreation](http://deerparktx.gov/parksandrecreation)



## You will benefit from advertising & partnering in our events.

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Businesses searching for creative, interactive ways to reach new, loyal and active customers are invited to partner with the Deer Park Parks & Recreation Department (DPPARD) for great results. DPPARD hosts various community-wide events and other activities, including youth sporting programs, teen programs, and cultural activities and performances. By partnering with Deer Park Parks & Recreation, you can increase your business exposure within the community and expand your customer base. The cross-marketing that we offer will benefit your business and strengthen your roots in the community and surrounding areas. We offer many opportunities that can be tailored to your marketing goals and budget. Get face to face with thousands of new customers!

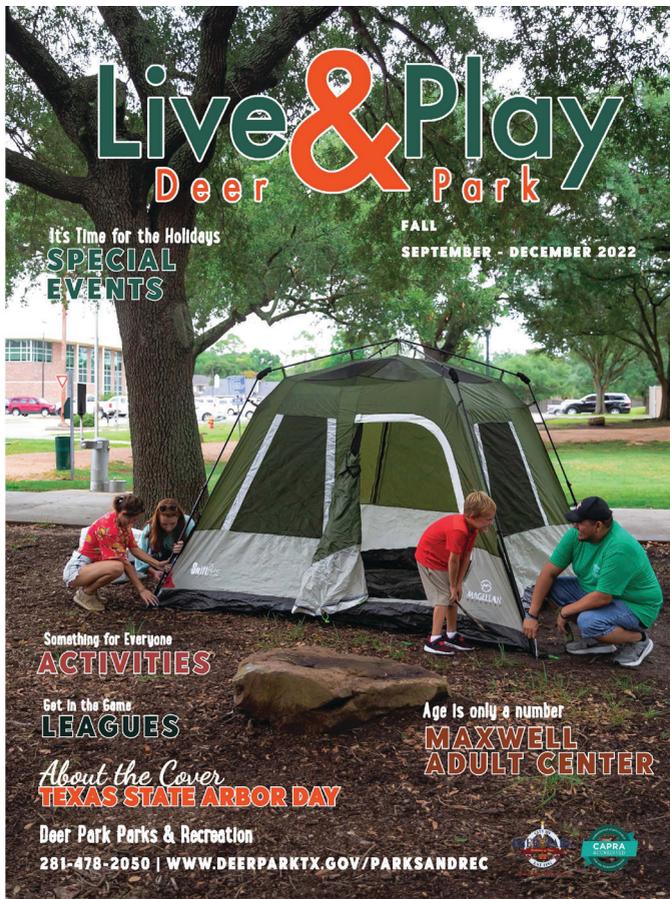
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Deer Park Parks & Recreation aims to provide your business with positive community exposure and visibility. As a Parks & Recreation Partner, you will be highlighted and celebrated through various marketing outlets ranging from social media and website visibility, Live & Play Brochures, event marketing materials, and more. Together we can make Deer Park an even more fantastic place to live and play.

By supporting and helping to fund community events in Deer Park, businesses and organizations gain exposure, brand awareness, and goodwill for their brand. Partnering with the city on any of our signature events will help you differentiate yourself from competitors while at the same time publicly displaying your commitment to this community.

Event partners assist in keeping events affordable, so we can continue to provide quality, enjoyable events for YOUR community. We are currently seeking partners for the coming year, so we invite you to look through this advertising and partnership packet, explore some of the opportunities for partners and advertising, and let us know which one best fits you. To make your experience more efficient and fulfilling, we encourage you to select your commitment for the entire year. By committing well before each event deadline, you will receive the maximum benefit of each event's marketing plan. Whatever your partnership level, we work hard to inform the community of your generosity and commitment to the continued success of Deer Park. If you have any questions, please feel free to contact us.

We look forward to hearing from you and hope you will consider partnering with us to continue to make Deer Park a great place to live, work, and play.



# Advertising Rates

Deer Park Parks & Recreation now offers advertising space in our recreation guide! The Live & Play Brochure is our bread and butter for marketing our programs and services to Deer Park residents and nearby neighbors. And now, we're inviting you to take advantage of our distribution channels and connect with our engaged audience to promote your business to local customers.

## ABOUT THE LIVE & PLAY BROCHURE

- 24 - 32 page full-color, professionally designed magazine
- 3 publications each year (Winter/Spring, Summer, Fall)
- 40,000 copies printed each year
- Mailed to 10,000+ households
- Emailed to 5,000+ individuals
- Distributed at all City facilities including City Hall, Recreation Center, Maxwell Adult Center, Dow Park Pool, Earl Dunn Gym, Deer Park Tourism Center; as well as the local library, Deer Park Chamber of Commerce and businesses
- Provides a cost-effective, hyper-local advertising opportunity

## Rates & Sizing Guide

Dimensions (W x H)	1 Issue	2 Issues	1 year (3 Issues)
1/8 page (3.75" x 2.25")	\$300	\$500	\$810
1/4 page (3.75" x 4.75")	\$450	\$860	\$1215
1/2 page (7.75" x 4.75")	\$650	\$1260	\$1755
Full page (8.5" x 11")	\$1300	\$2560	\$3510

## Ad Deadlines

	Winter/Spring	Summer	Fall
<b>Season</b>	<b>January - May</b>	<b>June - August</b>	<b>September - December</b>
<b>Ad Deadline to DPPARD</b>	<b>October 1</b>	<b>February 15</b>	<b>July 1</b>
<b>Brochure Mailed</b>	<b>est. December 15</b>	<b>est. April 15</b>	<b>est. August 10</b>
<b>Registrations Open</b>	<b>December 6</b>	<b>March 1</b>	<b>August 15</b>

If you purchase 2 - 3 issue runs we offer the opportunity to have your logo linked on the Deer Park Parks and Recreation Sponsorship Web Page for the duration of the ad run:

● **2 Ad Commitment - \$75**

● **3 Ad Commitment - \$100**

We also offer ad design services for \$50 per ad.

## Partner with us today! Space is Limited!

Step 1- Read Terms & Conditions on page 14

Step 2- Complete & Submit the registration form found on page 15 of this brochure by email

**Contact: Nicole Garvis, CPRP**  
**Marketing/Technical Coordinator**  
[ngarvis@deerparktx.org](mailto:ngarvis@deerparktx.org)



# Partner Levels

See individual events pages for investment listings.

## Title Partners

- Recognition as the Title Partner
- FREE Park Pavilion Rental for a company picnic
- FREE ¼ page ad in our Activity Guide (\$450 value)
- Opportunity for your company to speak or make an announcement.
- Your company logo identifying you as the Title Sponsor on all marketing materials.
- Opportunity for your company to have a booth/table at event(s).
- Recognition during announcements
- Your company logo + link on Event Web Page
- Sponsorship recognition in emails to our subscribers (5,000+ recipients)
- Pre-event social media posts on Facebook (11,500+ followers) and Instagram (800+ followers).

## Premiere Partners

- Sponsorship recognition in emails to our subscribers (5,000+ recipients)
- 50% off a ¼ page ad in our next Activity Guide (\$225 value)
- Your company logo identifying you as a Premiere Partner on all marketing materials.
- Opportunity for your company to have a booth/table at event(s).
- Recognition during announcements
- Your company logo + link on Event Web Page
- Pre-event social media posts on Facebook (11,500 + followers) and Instagram (800+ followers).

## Community Partners

- Your company logo identifying you as a Community Partner on all marketing materials.
- Opportunity for your company to have a booth/table at event(s).
- Recognition during announcements
- Your company logo + link on Event Web Page
- Pre-event social media posts on Facebook (11,500 + followers) and Instagram (800+ followers).



Deer Park Parks & Recreation strives to meet your needs by developing various mutually beneficial marketing partnership packages and advertising options. We host dozens of events and drive multiple initiatives eligible for sponsorship.



Deer Park Parks & Recreation is proud to offer community events and recreation programs that promote fun, healthy, diverse and active lifestyles to participants of all ages. Our partnerships help to generate more visibility for your brand and provide opportunities to connect with targeted audiences in the community through pre-event promotions and on-site engagement.

# ROSCOE'S FISHING ADVENTURE

Held the Last Weekend in January  
Attendance: 200 - 350

Some people fish in a river, some in a pond, and some in the vast waters of the Gulf of Mexico. But the annual Roscoe's Fishing Adventure in Deer Park lets anglers of all ages try their luck in a body of water you wouldn't expect – a municipal swimming pool.

The idea behind the annual affair is pretty simple: Small but eating-sized trout and catfish are released into the water at the pool, participants are given fishing poles, bait, and city staff members stand by, ready to clean the catch. No need for a fishing license or a fish-finder device.

Friday evening is a special night for Special Populations including: those that have special needs, veterans and first responders.

This free event is geared toward people of all ages and has hosted patrons in all age and sex classifications. Attendees typically reside in the Deer Park and La Porte Texas area.

Partnership Deadline:  
October 1

**Title Partner**  
\$1,000

**Premiere Partner**  
\$400

**Community Partner**  
\$200

**In-Kind Sponsorships**  
Snacks  
Drinks  
Fishing Poles  
Bait



# EASTER EGG-STRAVAGANZA

Held the Saturday Prior to Easter Sunday  
Attendance: 1,500 - 2,000

This event has become a family tradition. Every year before Easter we host the largest Easter Egg Hunt in the region where we hide over 15,000 eggs for children 6 months to 9 years old. Patrons who arrive early in the day attendees can enjoy carrot pull, sidewalk chalk, pony rides, petting zoo, wagon rides, rubber ducky races and bunny bingo. At the conclusion of the egg hunt participants will enjoy the Art Park Players Reaction group with games, dancing and singing.

This free event caters to young families with children. Attendees reside in the Gulf Coast area including: Deer Park, Pasadena, Houston, La Porte Baytown, League City and Pearland.

Partnership Deadline:  
October 1

**Title Partner**  
\$2,500

**Premiere Partner**  
\$1250

**Community Partner**  
\$550

**In-Kind Sponsorships**  
Pony Rides  
Petting Zoo  
Wagon Rides  
Prizes for Bingo  
Egg Hunt Prizes  
Candy for Eggs



## CONCERTS IN THE PARK: SUMMER CONCERT SERIES

Held Thursday evenings in Dow Park (June – August)  
Attendance: 1,000

The Deer Park Community can be found in Dow Park on Thursdays nights every summer for Concerts in the Park. The community is invited to enjoy festive local and regional bands perform live under the pavilions. The Dow Park play area and Splash Pad are within close proximity to the concerts. Everyone enjoys the sultry summer evenings with music, concessions and door prizes. This event hosts 8 concerts between June and the first of August. All 8 concerts are included with partnership. This event is heavily marketing by both DPPARD and Deer Park Marketing and Tourism.

Concert in the Park is targeted to people of all ages. We have seen attendance from all age and sex categories at this free event. Attendees reside in: Deer Park, Pasadena, Houston, La Porte and Baytown.

Partnership Deadline:  
February 15

Title Partner  
\$3,000

Premiere Partner  
\$1,200

Community Partner  
\$600





## DADDY DAUGHTER DANCE

**Held Mid-June**  
**Attendance: 200 - 400**

Lace up those dancing shoes and hit the dance floor with Deer Park Parks and Recreation! This semi-formal, family-oriented dance allows for girls of all ages and the significant men in their lives to bond with a night of fun. Fathers, uncles, brothers, and grandfathers - we're talking to you! Admission to the dance includes two hours of dancing, light refreshments and a professional photo opportunity.

This long running (25+ years) event is highly anticipated by the community every year. We typically sell out of tickets and it is attended by fathers and daughters of all ages from the Deer Park area.

**Partnership Deadline:**  
**February 15**

**Title Partner**  
**\$700**

**Premiere Partner**  
**\$300**

**Community Partner**  
**\$150**

**In-Kind Sponsorships**  
 Refreshments  
 Flowers/Corsage  
 Photography  
 Decorations

## 4TH FEST

**Held on July 4**  
**Attendance: 1,500 - 2,500**

On July 4th, the community is invited to the Jimmy Burke Activity Center for music, food, fireworks and fun. With activities for children and a concert leading up to the fireworks show, there is something for everyone at this event. The festival grounds give attendees the best seat in the house for the best fireworks show in the region.

4th Fest is one of our most heavily marketed events of the year. Attendees come from the Deer Park and La Porte area. We also market firework times that is viewed by those not in attendance.

**Partnership Deadline:**  
**February 15**

**Title Partner**  
**\$3,000**

**Premiere Partner**  
**\$1,200**

**Community Partner**  
**\$600**



# DIVE-IN-MOVIES & CHIC-N-FLICK

Held 4 Fridays during June & July  
Attendance: 1,200

Summer means time in the pool and the Dow Park Pool is where it's at! Our popular Dive-in-Movies (no dinner) and Chick-n-Flick (serving Chick-fil-A dinner) are widely attended every summer. Guests are able to enjoy a movie on the big screen in the Dow Park Pool. This event is held 4 times during the summer and each movie hosts 300 guests. This sponsorship includes all 4 movie events.

This event is attended by a highly diverse cultural, age and sex demographic. Tickets typically sell out and attendees line up in Dow Park an hour before the doors open. This would create a perfect face to face marketing opportunity for our partners. We have attendees from the entire Gulf Coast region and beyond.



**Partnership Deadline:**  
**February 15**

**Title Partner**  
**\$2,500**

**Premiere Partner**  
**\$1,000**

**Community Partner**  
**\$550**

**In-Kind Sponsorships**  
Drinks  
Chick-fil-A  
Movie Donation

# HALLOWEEN CARNIVAL

Held Saturday prior to Halloween  
Attendance: 1,000 - 1,500

The Halloween Carnival is where the community comes for rides, carnival games, costume contests and much more! Every year this well attended event brings attendees from all over the region.

**Partnership Deadline:**  
**July 1**

**Title Partner**  
**\$2,500**

**Premiere Partner**  
**\$1,000**

**Community Partner**  
**\$550**

**In-Kind Sponsorships**  
Candy

This long running event (25+ years) is a staple for our community. We see a wide range of cultural, age and sex demographics attend. The stage for the costume contest is a great sponsorship display area.



## SENIOR OLYMPICS

Held Mid-November  
Attendance: 100 - 200  
(over 5 days)

Senior Olympics! We give our active older adults a chance to let their competitive nature shine in this week-long event. Every day is full of events that are sure to get the blood flowing and keep it pumping all day long. We facilitate games and activities like: Cornhole, Putt Putt, Washers, Dominoes, Bunco and much, much more. All participants receive a Chic-Fil-A lunch on the last day after the closing ceremonies.



The Senior Olympics is a perfect opportunity to target our senior population. Senior groups from the Harris County, Pasadena and La Porte senior centers are invited to join in on the competition. The event is specifically for those age 55+.

**Partnership Deadline:**  
July 1

**Title Partner**  
\$1,000

**Premiere Partner**  
\$400

**Community Partner**  
\$200

**In-Kind Sponsorships**

Snacks  
T-Shirts  
Lunch  
Drinks

## REINDEER PARK

Held 1st Saturday in December  
Attendance: 1,500 - 2,000

We have it on good authority that there will be SNOW in Deer Park on the first weekend in December! Reindeer Park has snow areas, snow slides, S'mores making, pictures with Santa and carnival rides.



This one of a kind event attracts participants from all over the Greater Houston Area. We see attendance from all age and cultural groups, and the past few years we've seen an increase in teen attendance.



**Partnership Deadline:**  
July 1

**Title Partner**  
\$3,000

**Premiere Partner**  
\$1,200

**Community Partner**  
\$350

**In-Kind Sponsorships**

S'Mores Kits  
Decorations  
Christmas Trees

## MOVIES IN THE PARK

1st Saturday of the Month  
(March, April, May, June,  
August, September & October)

Attendance: 300

Deer Park Parks and Recreation shows 7 movies per year on a big screen under the stars in Dow Park. Movies in the Park is a seven-movie outdoor movie series held at Dow Park. There is one movie per month March, April, May, June, August, September & October, and the movie choices allow for a family-friendly atmosphere. Each movie begins at a different time, typically beginning between 7- 8:30pm, depending on sunset times. This event brings a large amount of people together.



Partnership Deadline:  
October 1

Title Partner  
\$1,000

Premiere Partner  
\$400

Community Partner  
\$200

Movies in the Park are a great opportunity to set up a sponsor booth and get some face time with patrons. This event is attended primarily by young families and teens.

## ● INCREASED ATTENDANCE TREND AT DPPARD EVENTS & ACTIVITIES ●

Deer Park Parks & Recreation is steadily emerging from the pandemic and we are seeing a growing upward trend in our attendance at our parks and special events.

Strengthening your business image is one of the most valuable benefits of event partnerships. Customers love brands that care about spreading positive messages and helping the community. Linking your business to Deer Park Parks & Recreation can draw lasting support.

Community involvement also sets you apart from larger brands. People have more incentive to support your business if you're invested in the local community.

Partnership dollars raised help to offset the cost of of hosting events for the members of our community and assist our department is providing affordable events for children, families, adults and seniors. These partnerships are charitable in nature and can be financially recognized as such.

**Your Company +  
Our Community =  
A Wise Investment**

## LEAGUE SPONSORSHIP

We would like to invite local businesses to sponsor a youth or adult sports league with our department. Sponsoring a league or program is not only a great way to get involved with the community; it's also an amazing form of marketing for your business.

Many of our leagues or programs have anywhere from 100-600 participants. That means your business will have branding in front of hundreds and potentially thousands of people in the Deer Park area. With that type of exposure, everyone will remember that your business/organization supported us.



Depending upon which sponsorship you choose, in exchange you will receive:

- Your logo on league/program web page
- Your logo on Schedule (leagues)
- Your logo on league jerseys (along with the DPPARD logo) \*\*if jerseys are provided
- An open invitation to attend any games or programs
- Social media posts about the leagues that will include your business logo

### League Sponsorship Costs: ●

#### Youth League Sponsorships

**YOUTH BASKETBALL LEAGUE: \$2500**

The youth basketball league runs January – March and games are played on Saturdays.

The leagues include the following divisions:

Girls – Ages 7, 8, 9 | Girls – Ages 10, 11, 12

Boys - Ages 7 & 8 | Boys - Ages 9 & 10 | Boys - Ages 11 & 12

Competitive League: Ages 10-12

### Adult League Sponsorships: ●

#### ADULT SOFTBALL (cost are below in orange for each league)

City of Deer Park Adult softball league is one of the best leagues around Houston! Our leagues will consist of a 6-week schedule with doubleheader games as well as an end of season tournament to determine the overall winner! Our league is an USA modified league.

**Winter/Spring (games begin at the end of March)** Tuesdays: Co-ed Recreation League - \$300 | Wednesdays: Recreational Men's League \$300 | Thursdays: Competitive Men's League \$300

**Summer (games begin at the end of June)** Tuesdays: Co-ed Recreation League - \$300 | Wednesdays: Recreational Men's League \$300 | Thursdays: Competitive Men's League \$300

**Fall (games begin at the end of August)** Mondays: Recreation League - \$300 | Tuesdays: Co-Ed Recreation League - \$300 | Wednesdays: Recreation League - \$300 | Thursdays: Competitive League - \$300 | Fridays: Recreation League - \$300



# Vendor Opportunities



Deer Park Parks and Recreation takes pride in hosting great events that draw large crowds. Our events are a great way for local businesses to interact directly with the people in our community on a more personal level. As a vendor, you'll get to have a booth/table space at the event to promote your business.

**Deadline: 2 weeks prior to the event**

- Roscoe's Fishing Adventure: \$75
- Easter Egg-Stravaganza: \$150
- Gateway Festival: \$100
- Concert in the Park (all 8 performances): \$300
- Daddy Daughter Dance: \$75
- 4th Fest: \$150
- Halloween Carnival: \$150
- Tree Lighting Spectacular: \$75
- Reindeer Park: \$150
- Movie in the Park (all 7 movies): \$100
- Dive-in-Movies & Chick-n-Flick (all 4 movies): \$150
- Senior Olympics: \$75
- Adult Softball League (per season, per league): \$50

## Customized/In-Kind Sponsorship Opportunities

Take a look through this brochure. Don't see a level that works for you? No Problem! Customized and in-kind opportunities can be created to meet your individual and corporate needs. We are always in need of items for our events: food, beverages, raffle items, giveaways, etc.

● **Every Partnership Matters** ●

Nicole Garvis, CPRP



Marketing/Technical Coordinator

City of Deer Park Parks and Recreation

610 E San Augustine Deer Park, TX 77536

(281) 478-2050 - Office (281) 478-2066 - Direct Line

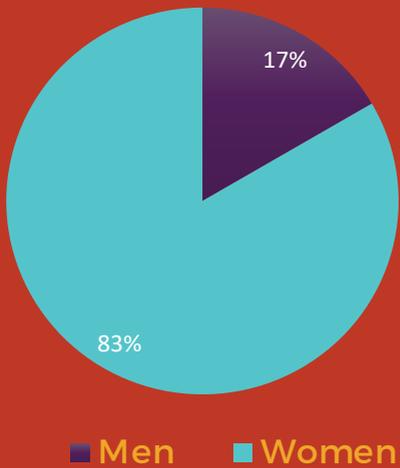
(254) 383-0091 - Cell

ngarvis@deerparktx.org

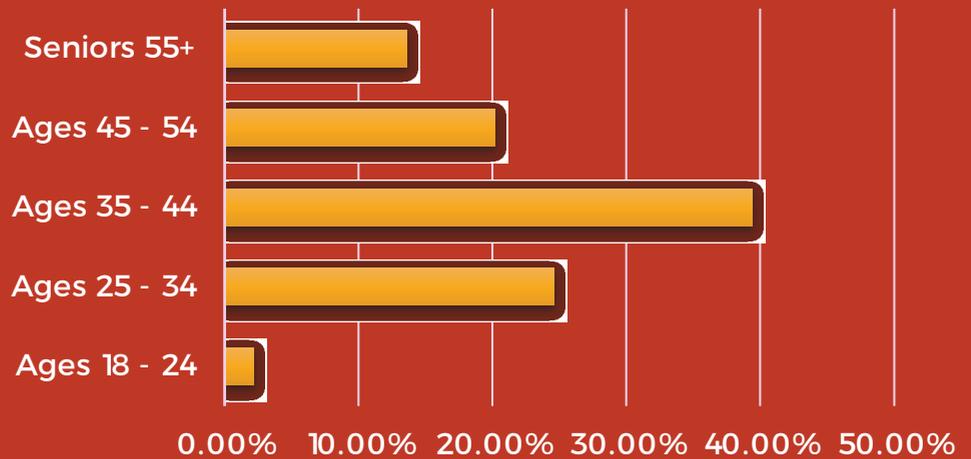
Sponsorships are made to Deer Park Parks and Recreation are tax deductible if it is solely for "public purposes." The IRS Code, at 26 U.S.C.

# DPPARD Audience Data

## Sex Demographic



## Ages Served



## Locations

### Served by Percentages



## Meet the Team

Below you will find photos of the Deer Park Parks & Recreation Leadership Staff. Below their titles are the events that are listed in this partnership guide that they supervise.



**Charlie Sandberg**  
Director



**Rene' McBride**  
Recreation Supervisor

Events Supervised: Easter Egg-Stravaganza, Concerts in the Park, Daddy Daughter Dance, 4th Fest, Halloween Carnival, Reindeer Park, Movies in the Park



**Tiffany McGallian**  
Parks Operations Supervisor



**Jacob Zuniga**  
Assistant Director



**Debra Culp**  
Athletics/Aquatics Supervisor

Events Supervised :Roscoe's Fishing Adventure, Gateway Cultural Festival, Dive-in-Movies, Chick-n-Flick, Sports Leagues



**Susan Mele**  
Managing Artistic Director

Events Supervised: Gateway Cultural Festival



**Jazmin Hernandez**  
Administrative Supervisor



**Kristen Villalovos**  
Senior Services Supervisor

Events Supervised Senior Olympics



**Dawn Crenshaw**  
Public Buildings Supervisor

# DPPARD Partnership/Advertising

## Terms & Conditions

- 1. SPONSORSHIP PURPOSE:** Sponsorship and advertising with Deer Park Parks & Recreation (DPPARD) positively promote and financially supports the mission, vision, and values of the City of Deer Park.
- 2. CONFLICT OF INTEREST:** DPPARD reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual.
- 3. RIGHT OF REJECTION:** The City of Deer Park Parks and Recreation reserves the right to reject any Application if it determines that the partnership or advertisement is not compliant with the City's rules, regulations, and policies.
- 4. FIRST-COME, FIRST-SERVED:** Sponsorship opportunities will be extended to any business, non-profit agency, governmental agency, organization, or individual that wishes to have a presence with DPPARD on a first-come, first-served basis, provided that the proposed sponsorship otherwise conforms with the policies as stated herein.
- 5. PAYMENT & INVOICE TERMS:** Once partnerships and advertisements have been approved, the Sponsor will pay for the ad by credit card via phone (281-478-2050) or in person at 610 E. San Augustine, Monday – Friday, 8am to 5pm. Sponsors will be invoiced within one week of agreement completion. Unless otherwise agreed upon by DPPARD, all sponsorships or advertising submissions must be paid in full by the deadlines listed in the Advertising & Sponsorship Packet. Payments not received by the deadline may result in agreement termination.
- 6. REFUNDS & CANCELLATIONS:** In the case of event cancellation, rain dates are not scheduled unless specified. If DPPARD deems it necessary to cancel an event, program, or advertisement and the event is not rescheduled, the Sponsor will have the option to choose another event/program in the same tier in place of the event that was canceled. No Refunds will be given.
- 7. RESCHEDULING:** As deemed necessary, DPPARD holds the right to cancel or reschedule an event, publication, or project at its discretion.
- 8. SITUATIONS BEYOND OUR CONTROL:** The City is not liable for delays in delivery and non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.

**AUTHORIZATION:** The advertiser represents that they are fully authorized & licensed to use:

**a)** The names, portraits and pictures of persons; **b)** Any copyrighted or trademarked materials; **c)** Any testimonials in any advertisement submitted by or on behalf of the advertiser and published in any City publications and such advertisement is neither libelous, an invasion of privacy or otherwise unlawful to any third party.

**HOLD HARMLESS:** The advertiser agrees to indemnify and hold harmless the City of Deer Park, its Parks and Recreation Department, its Council Members & employees from any claims, losses, liability, damages, and expenses arising from the sponsorship agreement and advertising except to the extent arising from the City's breach of contract or negligence.



- 9. AD SUBMITTALS:** Submit ads with the following specifications:
  - Full-color PDF or JPEG, (minimum resolution 300 dpi jpeg).
  - Ads saved as .doc, .xls, .ppt, or .pub will not be accepted.
  - All ads must be submitted by email to Nicole Garvis at [ngarvis@deerparktx.org](mailto:ngarvis@deerparktx.org)
  - Corrected artwork may be submitted before the deadline if an ad is received and is unusable due to format, design, or content. All ads are subject to final approval.
- 10. PROOFING:** All proofing will be done via email; please provide this contact information on your contract. A written acceptance by email to [ngarvis@deerparktx.org](mailto:ngarvis@deerparktx.org) will be required by the noted deadline, or the ad will be pulled from the brochure. DPPARD will not be liable for any advertising errors once an advertiser has signed off on the ad.
- 11. BANNERS:** For banners brought to events by the Sponsor, a size of W: 6'x H: 4' is recommended. Please be sure all banners are prepared for the weather, as DPPARD is not responsible for any torn or damaged banners.
- 12. CERTIFICATE OF INSURANCE:** DPPARD may sometimes require a Certificate of Insurance from the Partner naming the City of Deer Park Parks and Recreation Department as additional insured. The certificate must be endorsed, and coverage must be adequate to be consistent with DPPARD policy.
- 13. EVENT DAY:** Sponsorships, including on-site benefits, must arrive on time as scheduled with the DPPARD. Sponsors who arrive late may be denied entrance to the event. Sponsors who do not show up will incur a \$50 no-show fee unless agreed upon with the DPPARD in writing.

# Advertising & Partnership Agreement Form



Company Name : \_\_\_\_\_

Full Name : \_\_\_\_\_

Title : \_\_\_\_\_

Address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ Zip Code : \_\_\_\_\_

E-Mail : \_\_\_\_\_

Work Phone : \_\_\_\_\_ Cell Phone : \_\_\_\_\_

## Live & Play Ad Costs & Sizing (please select):

	1 issue	2 issues	Full Year (3 issues)
1/8 Page ("3.75 x 2.25")	\$300	\$500	\$810
1/4 Page ( 3.75" x 4.75")	\$450	\$860	\$1215
1/2 Page ( 7.75" x 4.75")	\$650	\$1260	\$1755
Full Page ( 8.5" x 11")	\$1300	\$2560	\$3510

## Requested Issues

- Please check the issue you would like your ad to run
- Winter/Spring (Jan. - May)
- Summer (June - August)
- Fall (Sept. - Dec.)

Ad design service (per ad) \$50 x  $\frac{\text{Number of Ads}}{\text{Total}}$  = \_\_\_\_\_

**A. Total Advertising Cost:** \_\_\_\_\_

If you purchase 2 – 3 issue runs we offer the opportunity to have your logo linked on the Deer Park Parks and Recreation Sponsorship Web Page for the duration of the ad run:

- 2 Ad Commitment \$75       3 Ad Commitment \$100

## Partnerships

- Roscoe's Fishing Adventure**
- Title Partner - \$1,000
- Premiere Partner - \$400
- Community Partner - \$200

- 4th Fest**
- Title Partner - \$3,000
- Premiere Partner - \$1,200
- Community Partner - \$600

- Reindeer Park**
- Title Partner - \$3,000
- Premiere Partner - \$1,200
- Community Partner - \$350

## Vendor Booth Opportunities

- Roscoe's Fishing Adventure: \$75
- Easter Egg-Stravaganza: \$150
- Gateway Festival: \$100
- Concert in the Park : \$300
- Daddy Daughter Dance: \$75
- 4th Fest: \$150
- Halloween Carnival: \$150
- Tree Lighting Spectacular: \$75
- Reindeer Park: \$150
- Movie in the Park: \$100
- Dive-in-Movies & Chick-n-Flick: \$150
- Senior Olympics: \$75
- Adult Softball League: \$50

- Easter Egg-stravaganza**
- Title Partner - \$2,500
- Premiere Partner - \$1,250
- Community Partner - \$550

- Dive-n-Movies/Chick-n-Flick**
- Title Partner - \$2,500
- Premiere Partner - \$1,000
- Community Partner - \$550

- Movies in the Park**
- Title Partner - \$1,000
- Premiere Partner - \$400
- Community Partner - \$200

- Gateway Cultural Festival**
- Title Partner - \$1,500
- Premiere Partner - \$700
- Community Partner - \$350

- Halloween Carnival**
- Title Partner - \$2,500
- Premiere Partner - \$1,000
- Community Partner - \$550

- Youth Basketball League**
- \$2,500

- Adult Baseball Leagues**
- \$300 Per League

- Choose seasons you would like to sponsor
- Winter/Spring
- Summer
- Fall

Number of Leagues \_\_\_\_\_

- Concerts in the Park**
- Title Partner - \$3,000
- Premiere Partner - \$1,200
- Community Partner - \$600

- Senior Olympics**
- Title Partner - \$1,000
- Premiere Partner - \$400
- Community Partner - \$200

- Daddy Daughter Dance**
- Title Partner - \$700
- Premiere Partner - \$300
- Community Partner - \$150

- Tree Lighting Spectacular**
- Title Partner - \$1,000
- Premiere Partner - \$400
- Community Partner - \$200

**B. Total Partnership Cost:** \_\_\_\_\_

**A + B = Total Cost:** \_\_\_\_\_

I have read, understand and agree to the DPPARD Partnership/Advertising Terms and Conditions (Page 14 of DPPARD Advertising & Partnership)

I have read and agree to comply with the policies outlined in the Deer Park Parks & Recreation Advertising & Partnership Agreement. I understand I will be paying according to the provisions outlined in the agreement.

Office use only

Approval Initials \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



## ABOUT US

The goal of the Parks and Recreation department is to ensure a high quality of life for patrons through our commitment to superior public spaces and enriching recreation activities. Since its incorporation in 1948, the City of Deer Park has grown steadily and has developed exceptional parks and recreation systems since the 1970s. We maintain 24 parks for our residents, which include playgrounds, walking trails, a nature preserve, and open spaces. Our Olympic-sized city pool remains open during the summer and features water slides and an adjacent children's pool.

The Recreation Department provides year-round programming for residents of all ages. Summers in Deer Park are full of camps and classes to keep children active during their break from school. During the academic year, we provide after-school opportunities such as dance and karate to support our active young patrons. For our older patrons, we offer various senior services based around our Maxwell Center. Adult programming includes fitness classes and multiple league programs.

We are dedicated to providing exemplary quality of life by offering innovative Park and Recreational experiences to the community consistent with our history, culture, and unique character.



In 2020, DPPARD was honored by the Commission for Accreditation of Parks and Recreation Agencies (CAPRA) to certify that it meets national standards of excellence. The Department is one of 21 public park agencies in the State that are accredited by the National Recreation and Parks Association, Commission for Accreditation of Parks and Recreation Agencies (CAPRA). CAPRA accreditation is the only national accreditation for park and recreation agencies and is a measure of an agency's overall quality of operation, management, and service to the community. This distinction indicates that an agency has met rigorous standards for managing and administering lands, facilities, resources, programs, safety, and services. DPPARD is currently working towards re-accreditation for 2025.

### Address

610 E. San Augustine  
Deer Park, TX 77536

### Contact Us

Phone : 281-478-2050

Email : [recreation@deerparktx.org](mailto:recreation@deerparktx.org)



# THANK YOU