

City of Palm Beach Gardens

Sponsorship & Marketing Opportunities

Adult Programs

Aquatics

Banner Programs

Camp

GardensArt

The Gardens GreenMarket

Newsletter Advertising

Riverside Youth Enrichment Center

Special Events

Sports

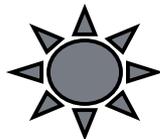
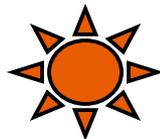
Why Sponsor?



TOP 10 REASONS TO SPONSOR WITH US

10. *Support your community*
9. *Develop better relationships with your customers*
8. *High visibility*
7. *Association with the City's positive image*
6. *Exceptional programs for all ages*
5. *Fun special events for the community*
4. *Access to a large cross section of our local population*
3. *Linked to the City's website*
2. *Levels for all financial abilities*
1. *Best return on your investment!*

Whether your sponsorship is cash, in-kind or simply a partnership, the City of Palm Beach Gardens provides unique opportunities tailored to your business needs. Our programs are as diverse as the community we serve. In return for your contribution, your business will become an integral part of bringing arts, entertainment, athletics, programs and events to our community. At the same time, we will provide you with the opportunity to reach your marketing, advertising and public relations goals.



Sponsorship Exposure & Benefits

Benefits/Exposures available are determined by the level of sponsorship:

- ❖ **Official Palm Beach Gardens website recognition with approximately 26,000 visits per month. Sponsor name or logo appears on the website for a minimum of eight (8) weeks.**
- ❖ **Listing in 17,500 “Gardens Life” newsletters.**
- ❖ **Permanent leaf on Signature Sponsor Tree (once \$5,000 level is obtained) located at Burns Road Recreation Center. Burns Road Recreation Center attracts more than 200,000 people annually.**
- ❖ **Business logo on event advertising for e-notifications (1700), flyers (500), or event banner (1) .**
- ❖ **Provide a direct link from our website to yours.**
- ❖ **Business logo on event or program t-shirts which are worn by participants/volunteers year round.**
- ❖ **Recognition on Facebook and Twitter which currently has approximately 3500 followers and growing.**
- ❖ **Business logo on marketing presentation in the lobby at Burns Road Recreation Center which attracts 200,000 plus people annually.**

INTERESTING FACTS

- **The population of Palm Beach Gardens exceeds 50,000 people with a median income of \$71,000.**
- **Palm Beach Gardens Aquatic Complex was voted the “2009 Best of Aquatics” winner by “Aquatics International.”**
- **The Palm Beach Gardens Tennis Center was voted "The Best Place for Tennis Lessons" in the 2009 Best Places in the Palm Beaches publication**
- **The Palm Beach Gardens Tennis Center was voted by the USTA as one of its top facilities in 2014.**
- **In 2014, the City’s Recreation Department enrolled approximately 17,200 program participants, estimated 148,000 special events attendees, over 33,000 General Pool Admissions and had a total of 480 tennis memberships.**
- **Just under 190,000 residents and community neighbors were involved in some type of activity in the City’s Recreation Department in 2014. This does not include rentals, Palm Beach Gardens Youth Athletic Association programs, snack sales or patrons coming in for general information.**

TYPES OF SPONSORSHIPS

Annual Program

Annually, the City seeks financial support for activities, events and programs offered to the public. This program is formally announced in January of each year on the City's website.

In-kind Sponsorships

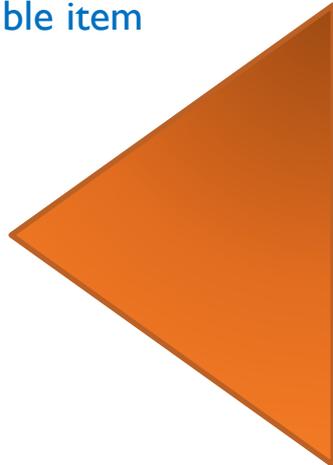
The City may accept a donation that is not property or cash. These donations are considered in-kind and usually involve an agreement that benefits both the City and your business.

Property Contributions

Property contributions include artwork, real estate, equipment, or any other tangible item that is offered as a contribution to the City.

Monetary donations

Monetary contributions must be donated by check or credit card.



Adult Programs



Art



Dance



Enrichment



Wellness

Senior Club Active Adults Over 55

- ❖ Bingo
- ❖ Book Club
- ❖ Cards/Games
- ❖ Informative Lectures
- ❖ Lunch Bunch
- ❖ Movies & Munchies
- ❖ Special Programs
- ❖ Social Bridge

Sponsorship Opportunities

Sponsorship opportunities include exercise equipment, art supplies, games and equipment, refreshments, Holiday Luncheon and Volunteer Luncheon.

Aquatics

Aquatic Complex
PALM BEACH GARDENS

AQUATIC COMPLEX

The City of Palm Beach Gardens Aquatic Complex is an award winning facility. The complex features three water slides, a rock climbing wall, diving board, an 8-lane 25 meter competition pool, and splash and spray playground. These features enable the City to provide a wide variety of programming and special events including a competitive swim team.

Sponsorship Opportunities

Sponsorship opportunities include pool supplies, pool and deck equipment, refreshments/food for special events, lifeguard uniforms, supplies for aquatic programs and swim team banquet and equipment assistance.



Swim Lessons * Makos Swim Team * Water Aerobics * Lap Swim * Aquatic Camp * Special Events and more!

EXPOSURE:

PGA National Park has a multi-purpose field home to year round activity and is used by 25,000 participants annually. This field has sports lighting, Celebration Bermuda sports turf, football goal posts, permanent bleacher seating and scoreboards

Gardens Park serves as the home fields for the Palm Beach Gardens Youth Athletic Association and Babe Ruth Baseball. Klock Soccer Fields are located within the Gardens Park Complex and provide year round soccer programs. Play includes practice and games, travel league play, tournament play, permitted events, camps, workouts and general open play. It is used by more than 75,000 participants annually.

Lake Catherine Sports Complex is the home of the Palm Beach Gardens Youth Athletic Association Girls Softball Program. Play includes practice and games, travel league play, tournament play, and permitted events. It is used by more than 75,000 participants annually.

Mirasol Park is home to adult and youth recreational play as well as many informal recreation activities such as adult soccer and organized youth play. It is used by more than 15,000 participants annually.

Lilac Park Complex offers multi-purpose field space. The complex is utilized by youth and adult soccer players all year long with attendance in excess of 25,000.

Sports

Scoreboard Sponsorships

ANNUAL FEE \$1500

Scoreboard sponsorships are available in the following parks and facilities:

- PGA National Park
- Gardens Park
- Lake Catherine Sports Complex
- Mirasol Park
- Lilac Park Complex
- Aquatic Complex



Adult Sports



The City of Palm Beach Gardens offers a variety of adult sports, tournaments, and special events. Sponsorship opportunities are available per program, event or park facility.

Programs & Leagues

- Coed Flag Football
- Men's Flag Football
- Coed Dodgeball
- Coed Kickball
- Men's Basketball
- Coed Volleyball
- Men's Softball
- Coed Softball
- Women's Soccer
- Pickleball



Sponsorship Opportunities
Sponsorship opportunities include team shirts, officiating expenses, equipment, awards and trophies. Tournament benefits and opportunities are also available.



Camp Gardens



Camp Gardens offers a wide variety of opportunities for children ages 4 – 17 to enjoy.

Adventure Camps
Aquatic Camps
Art, Dance & Theater Camp

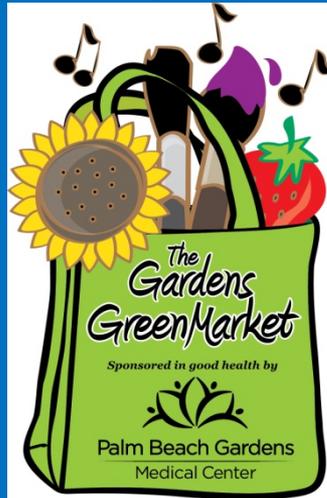
Traditional Day Camp
Sports Camps
Community Service Experience



Sponsorship Opportunities

Sponsorship opportunities include camp shirts, staff t-shirts, game room, and expenses associated with staff training.

The Gardens Year Round GreenMarket



The Gardens GreenMarket is the perfect venue for business sponsorship opportunities. The Gardens GreenMarket is year round and has an estimated weekly attendance of 3000 between the months of October – May and approximately 1000 between May – September. Musical entertainment, produce, plants, flowers, demonstrations, handmade crafts and prepared food is what can be found at The Gardens GreenMarket. This popular event is located at the Municipal Complex, 10500 N. Military Trail during October – May and then moves undercover to the STORE Self Storage and Wine Storage located at 11010 North Military Trail from May – September.

Sponsorship Opportunities

Sponsorship opportunities include Signature, Official, and Business levels, as well as weekly entertainment. Sponsorships are available for the Fall/Winter season and the Spring/Summer season or year round.

Riverside Youth Enrichment Center



Riverside Youth Enrichment Center is a licensed child care facility which was established to enhance physical and intellectual development in preschool age children. Donated funds are used to purchase supplemental resources such as learning games, books, creative toys, snacks and other materials that help create engaging and effective classroom learning.



Sponsorship Opportunities

Sponsorship opportunities include learning materials, books, monthly snacks, school special events, playground equipment, computer software programs, learning labs, school library, classroom furnishings and more!



Special Events

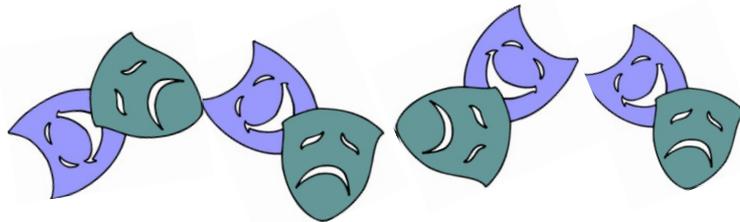


JAN

SHAKESPEARE FESTIVAL

Outdoor theater series of William Shakespeare's work. Two day, family event with food and entertainment.

Attendance: 1200



FEB



Daddy/Daughter Date Night

Dads and daughters dance and dine together for an evening of fun!

Attendance: 300

Special Events



MAR / APR

★ ★ ★
Music & Dancing
Under the Stars
★ ★ ★

Enjoy an evening of dancing to live entertainment at Veterans Plaza.

★ ★

Attendance: 500



Gardens Gum Drop Extravaganza
Join "the Bunny" for fun and prizes at our new spring event at Burns Road Recreation Center.

Attendance: 1200



Patriotic Events



M
A
Y



Memorial Day Ceremony

Honor our fallen service members with a wreath laying ceremony and guest speaker at Veterans Plaza.

Attendance: 500

Veterans Day Ceremony

The City of Palm Beach Gardens proudly honors the men and women who have served or are serving in the U.S. Military.

Attendance: 500

N
O
V



Special Events

Splash n' Dash

The Gardens Splash n' Dash, held in July, is an event that gives children ages 4-14 an opportunity to experience a multi-sport event in a safe and positive environment. Every child is a WINNER!

Attendance: 200



FALL FESTIVAL



Fall Festival

A fun-filled family event featuring entertainment, food vendors, children's activities and a character filled trick or treat street.

Attendance: 1800

Special Events



DEC



Bright Lights at Burns

The City of Palm Beach Gardens prepares for the holiday season festivities by lighting its gorgeous Oak and Palm trees at the Burns Road Recreation Campus. This is an amazing, high exposure opportunity for a local business. This opportunity is available from November through January 1.

Estimated Attendance: 40,000 plus

Tree Lighting Festival

One giant tree, lots of glittering lights, holiday music, the Candy Cane Trail with children's activities, family and friends and you have the perfect way to kick off the season.

Attendance: 2000



Special Event Sponsors

Each of special event has specific needs which may include all or some of the following:

- **Entertainment**
- **Arts and crafts supplies**
- **Refreshments**
- **Equipment rentals**
- **Flowers**
- **Advertising**
- **Prizes**
- **Mascots**
- **Awards & Trophies**
- **Photography**
- **Paper Goods**
- **Banners**
- **T-shirts**
- **Printing**

Tennis Center



Sponsorship Opportunities

Available sponsorship opportunities include tournaments, camps, ball supplies, ball machines, team lunches, and banners.

The City of Palm Beach Gardens Tennis Center is a premier community public tennis facility with 18 hydrogrid clay courts. PBG Tennis Center received the USTA Facility of the Year in 2014. Year round programming is offered for all ages and abilities. The programs are taught by certified teaching professionals. The Tennis Center hosts many USTA leagues and men's leagues tournaments, as well as the Palm Beach County Women's Tennis Association League. Palm Beach Gardens fields nine ladies teams ranging from D-1 to D-7 and A-1 and three men's teams. The evenings host a variety of leagues ranging from 3.0-4.5 men's and women's singles, doubles and mixed doubles. There are also many children's programs including summer camp, afterschool programs and junior leagues and tournaments. More than 75,000 members and visitors play at the Tennis Center yearly.



Sponsorship Levels & Benefits



Sample

Benefits	\$250 or less	\$500	\$1000	\$2500	\$5000
Business recognition on City website	X	X	X	X	X
Business Logo on T-Shirt (if applicable)	X	X	X	X	X
Exhibitor Space		X	X	X	X
Business recognition in "Gardens Life" recreation brochure		X (1 issue)	X (2 issues)	X (3 issues)	X (5 issues)
Business recognition on Facebook & Twitter			X	X	X
Business recognition on Marketing Presentation in Burns Rd Recreation lobby			X	X	X
Facility Banner				X	X
Permanent leaf on sponsor tree					X

Benefit offerings may change depending on the event or program. Sponsorships are always negotiable and we are willing to work with businesses on payment plans and/or custom packages.

Advertising Opportunities



Banner Programs

Annual Banner Program

The City of Palm Beach Gardens offers opportunities to market your business quickly and effectively by providing annual banner space at one of our many locations.

- ❖ Burns Road Recreation Center (estimated exposure 100,000)
North Gymnasium
South Gymnasium
- ❖ Palm Beach Gardens Aquatic Complex (estimated exposure 50,000)
- ❖ Palm Beach Gardens Skatepark (estimated exposure 5200)
- ❖ Palm Beach Gardens Tennis Center (estimated exposure 75,000)

All banners are 4' X 5' and provided by the City. Banners are priced at \$1000/year except at the Palm Beach Gardens Skatepark which is priced at \$500/year.



Summer Banner Program

Summer is our busiest time of year with approximately 2000+ people entering Burns Road Recreation Center daily. With this in mind, we offer the opportunity to market your business by providing banner space in the lobby at Burns Road Recreation Center.

Banner space is priced at \$1000 and can be purchased beginning in March and will be left in the lobby until the end of August. Banners are provided by the City. Space availability is very limited

(Cost will not be prorated)

Advertising Opportunities



Heat Sheet Advertising

Palm Beach Gardens Aquatic Complex in conjunction with the South Florida Recreational Swim League offer four swim meets throughout the year. These swim meets feature 20 swim teams from as far south as Miami and as far north as Vero Beach, attracting approximately 500 swimmers and 500 spectators. Swimmers are ages 4—17. Heat Sheets are primarily used at swim meets to inform the public as well as participants the order of swimmers in each heat during competitive swim meets.

\$250 Gold Sponsor

Full page B/W
Website recognition for 30 days
Hang banner during the meet
Business name announced at meet

\$100 Silver Sponsor

Half page B/W
Business name announced at meet

\$50 Bronze Sponsor

Quarter page B/W



Naming Rights



The City of Palm Beach Gardens is a vibrant community that utilizes its Parks and Recreation department to the fullest. Our award winning facilities attract not only Palm Beach Gardens residents, but people all over the state of Florida. The exposure businesses will receive for naming rights is an incredible marketing opportunity!

Opportunities include:

- ❖ Pavilions
- ❖ Fields
- ❖ Events
- ❖ Scoreboards
- ❖ Equipment
- ❖ Facilities and more!

For more information on how your business can be part of this opportunity, please contact Louise Jordan at (561)630-1147, ljordan@pbgfl.com



Don't Miss Out!

The City of Palm Beach Gardens appreciates the support of local businesses within the community. It is our goal to give each business an equal opportunity to expand their marketing and public relations by partnering with us. The ability to form this kind of partnership is a win for all. A great deal of our success is attributed to these types of partnerships and for that we are most grateful.

For more information on how your business can become involved in special event sponsorships, please contact Christy Wolnewitz at (561)630-1107, cwolnewitz@pbqfl.com. For general inquiries on all other sponsorship or marketing opportunities, please contact Louise Jordan at (561)630-1100, ljordan@pbqfl.com

