



Hello Business and Organization Leaders!

Have you considered
Fort Wayne
Parks & Recreation
sponsorships to
improve your brand
awareness?

Sponsorship marketing is
unique and can help you
reach your target market in
innovative ways. We offer a
variety of sponsorship
opportunities and will help
you find the best way to
reach your audience
through our events and
programs.

CONNECTING TO YOUR AUDIENCE

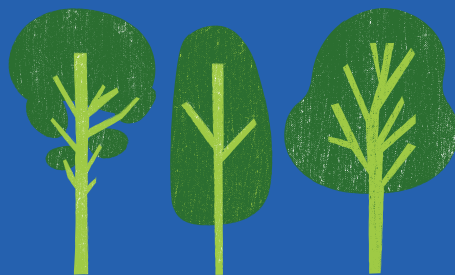
The Fort Wayne Parks and Recreation
Department offers a wide range of
sponsorship and advertising
opportunities that will help you reach
your target audience.

Our team organizes annual
programming through the support of
donors, charitable organizations, and
sponsors. The activities we provide
include youth and adult athletics,
instructional programs, community
events, festivals and much more. We
are committed to offer recreation
opportunities for every citizen, which
gives our sponsors a chance to reach a
variety of audiences. In this guide you
will find sponsorship opportunities that
could be a great way to support your
community while reaching the
audience you're looking for.

FIND YOUR AUDIENCE IN THE PARK!



FORT WAYNE
PARKS AND
RECREATION





CURRENT SPONSORSHIP OPPORTUNITIES

Salomon Farm Park

Farmers' Market

Concert on the Farm

Christmas on the Farm

Fall Harvest Festival

Handmade
Homemade Sale

Sunflower U-Pick
Season

Riverfront Programs

Muddy River Concert
Series

Dragon Boat Racing

Headwaters Ice Skating

Youth Athletics

Parkview Sports
Medicine Pee
Wee/Junior Golf Tour

Lifetime Sports
Academy

Foellinger-Freimann Botanical Conservatory

Showcases

Bunny Tales in the Garden

Mother's Day in the Garden

Mother's Day Plant Sale

Live Butterfly Exhibit

Father's Day in the Garden

Jazzworks

RootsFest

Botanical Brew

Rocky Horror Movie Night

Night of Lights

Santa and Reindeer

Downtown Community Center

Sensory Room

Halloween Haunt

Santa's Workshop

Senior Games

Active Aging Week

Preschool/Youth Classes and Activities

Volunteer Luncheon

Winter Carnival

Daddy Daughter Princess Ball

Veterans' Breakfast

Holiday Dinner and Light Tour

Winterval

Foellinger Theatre Concerts



READY TO LEARN MORE?

If you would like to learn how we can connect you with the demographic categories that mean the most to your organization, let's meet to chat!

Contact Rob Hines, Manager of Development, at rob.hines@cityoffortwayne.org, or call 260-427-6028 to start the conversation today.

We provide a unique opportunity to promote your business with engaging and affordable exposure while you are investing in the health and well-being of your community.

