



2022-2023

Sponsorship Opportunities

at the Community Center

WANTED
DEAD OR ALIVE



For having too much fun as a
Community Center Volunteer



We invite YOU to be a **COMMUNITY CENTER PARTNER**

Dear Community Leaders:

The Fort Wayne Parks and Recreation Department offers a variety of programming and special events for all ages. Our mission is to enhance the quality of life in Fort Wayne by providing positive opportunities for leisure time. We are able to offer many of our special events at little or no cost to the public due to the generous support of community leaders and businesses who serve as event sponsors. Our sponsors are truly our partners in these activities. They contribute financial support and share in the quality events that the Parks and Recreation Department provides as a result of this partnership.

As an active facility within the Parks and Recreation Department, the Community Center focuses on families and intergenerational activities. The facility is located in the heart of Fort Wayne and is positioned to benefit from downtown revitalization. It is walking distance to Promenade Park and the Botanical Conservatory, making this facility a natural stop when large community events are occurring.

Please join us as sponsors for the activities listed in this brochure. Signature events and various programs are listed along with details about sponsorship values, including the fact that all donations are tax deductible.

As you prepare your budget for the coming year, we want you to know that partnering with Fort Wayne Parks and Recreation guarantees that you will receive significant marketing exposure while also being associated with quality programming. Acknowledgement of your sponsorship will be included in our quarterly "Fun Times" program brochure, on multiple social media platforms and through on-site recognition.

Exciting plans and opportunities are in motion for the coming year and we are eager to start partnering with you!

Sincerely,

Patti Davis
Community Center Manager
patti.davis@cityoffortwayne.org
260-427-6465

Mary Wagner-Stockman
Community Outreach/Sponsorships
mary.wagner-stockman@cityoffortwayne.org
260-427-6461



FORT WAYNE
PARKS AND
RECREATION

Community Center 233 W. Main St., Fort Wayne, IN 46802 (260) 427-6460

Fort Wayne Parks and Recreation

COMMUNITY CENTER EVENTS

Event	Date	Average Attendance	Page
Winter Carnival	January	900	4
School Enrichment	School Year		5
Volunteer Luncheon	May	130	6
Summer Sports Programs	June-July	25-200	7
Senior Games	June	500 +	8-9
Active Aging Week	October	150	10
Halloween Haunt	October	1,000	11
Veterans' Breakfast	November	150	12
Santa's Workshop	November	2000	13
Merchant Market On Main	November		
Holiday Dinner/Light Tour	December	120	14
Large & Small events			15
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WINTER CARNIVAL (A Winterval Event)

Late January

Community Center, 233 W. Main Street

Estimated Attendance: 900

Sponsorship deadline: September 24

ComCenter@cityoffortwayne.org

Frozen Art Exhibitor: Patti.Davis@cityoffortwayne.org 260-427-6465

Beat the winter blahs by bringing the whole family out for snow crafts and activities, ice carving demonstrations and yummy treats to warm you inside and out.

GOLD SPONSOR

- Company logo on all advertising (including 35,000 Fun Times brochures) and printed materials
- Logo on fortwayneparks.org with monthly hits reaching as high as 130,000/month, as well as on social media
- Large prominent logo on the back of the event apparel (if applicable)
- Vendor booth in premier location at the event (6-foot table) with an activity and/or giveaway
- One block of frozen art
- Recognition signage at the event
- Opportunity to put materials in event bag

\$1,000

SILVER SPONSOR

- Company listed on fortwayneparks.org with monthly hits reaching as high as 130,000/month, as well as on social media
- Vendor booth in premier location at the event (6-foot table) with an activity and/or giveaway

\$500

SUPPORTING SPONSOR

- 6 foot display table at the event with an activity and/or giveaway

\$200

FROZEN ART

1 block "Ice Block"	\$265
2 block "Igloo"	\$465
3 block "Glacier"	\$645
4 block "Ice Flow"	\$845
10 block	\$1,975

Add \$40 to any size for color
Add \$40 to any size for light



SCHOOL ENRICHMENT PROGRAMS

August -May

Public, Parochial, Private and Homeschools

Sponsorship deadlines: June 5 (fall), September 4 (winter), December 4 (spring)

ComCenter@cityoffortwayne.org

The Parks & Recreation Department offers a wide variety of afterschool enrichment programs from fun one time thematic (i.e. slime stress bouncy ball, etc.) classes to four week recreational (i.e. soccer, dodge or kickball, etc.) for kids of all grade and skill levels. Enrichment provides a great extension of the classroom that can be completed in a casual back environment promoting creativity, critical thinking and problem solving.

ENRICHMENT SPONSOR

- Exclusive Enrichment Program sponsorship
- Company logo on all advertising (including 35,000 Fun Times catalogs)
- Company logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month.
- Opportunity to distribute promo items one time through the school year
- Opportunity to speak and be recognized during enrichment classes

\$1,000

ACTIVITY/SUPPLY SPONSOR

- Company name listed in Fun Times brochures distributed to 35,000 households
- Company name listed in Enrichment Program pamphlet distributed to schools

\$100-\$500

SAMPLE ENRICHMENT PROGRAMS

DIY Slime
Bouncy Stress Ball
String Art
LEGO Building
Dodgeball & Kickball
Lava Lamps
Wax Pumpkins



ANNUAL VOLUNTEER LUNCHEON



May

Community Center, 233 W. Main Street

Estimated Attendance: 130

Sponsorship deadline: March 30

ComCenter@cityoffortwayne.org

This event is a chance for us to thank all of the volunteers for their hard work to make our programs successful throughout the year. We provide all of our volunteers with a lunch prior to an awards ceremony followed by entertainment.

FOOD SPONSOR

- Company logo on all event advertising
- Logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month
- Vendor booth at the event in premier location (6-foot table)
- Opportunity to place banner at the event
- Opportunity to speak and be recognized at the event
- Brochures on rack for month of May

\$1500

SILVER SPONSOR

- Company listed on all advertising
- Company recognized on fortwayneparks.org, with monthly hits reaching as high as 130,000/month
- Vendor table at the event in premier location (6-foot table)
- Company recognized at the event

\$500

CENTERPIECE/GIFT SPONSOR

- Company recognized at the event
- Company recognized on fortwayneparks.org, with monthly hits reaching as high as 130,000/month

\$300



SUMMER SPORTS PROGRAMS

June & July

Various parks, schools & churches

Estimated Attendance: Varies by program, see below

Sponsorship deadlines:

January 1 (Youth Brochure, Fun Times & T-shirt)

March 1 (Fun Times & T-shirt)

May 1 (T-shirt only)

ComCenter@cityoffortwayne.org

The Parks and Recreation Department offers non-competitive sports programs focused primarily on teaching fundamentals and skill building in baseball, basketball and soccer for children ages 2-13. The summer sports programs are the most popular programs in the pre-school/youth area serving over 1,500 children each summer.

T-SHIRT SPONSOR

- Company logo on back of participant t-shirts
- Company logo on all advertising (including 35,000 Fun Times program brochures)
- Company logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month in the summer
- Opportunity to distribute promotional items one time during the summer
- Opportunity to speak and be recognized during the end of program showcase

\$300-\$700

T-Shirt Costs

Little Sluggers (ages 2-4):	\$525
Pee Wee T-ball (ages 4-6):	\$525
Lob Ball (ages 6-10):	\$300
Itty Bitty Basketball (ages 2-4):	\$300
Pee Wee Basketball (ages 5-11):	\$425
Mini/Little Kickers Soccer (ages 2-4):	\$700
Kickin' Kids Soccer (ages 4-6):	\$525
Big Kickers Soccer (ages 6-10):	\$525



SENIOR GAMES



June

Event locations, dates and times vary

Attendance: 500 participants enrolled in 40 events

Sponsorship deadline: March 18

ComCenter@cityoffortwayne.org or Patti Davis at (260) 427-6465

For more than 40 years, the Community Center has hosted the Senior Games. The goal of the Senior Games is to promote the benefits of remaining active and physically fit and to encourage all adults over 50 to adopt a healthy lifestyle. Approximately 40 mentally and physically challenging events will be held in early June. Festivities begin with a breakfast followed by a torch lighting ceremony with the Mayor of Fort Wayne and a health fair on the opening day. The event ends with an awards banquet attended by over 500 participants and guests in recent years.

GOLD SPONSOR

- Logo on all advertising (35,000 Fun Times brochures, 5,000 Senior Games brochures, posters, newspaper ads)
- Logo on fortwayneparks.org and in social media
- Large prominent logo on the back of the event t-shirt
- Company display table at the Community Center during the event
- The opportunity to speak at both the opening breakfast and awards ceremonies
- Opportunity to attend any Senior Games event and hand out promotional material
- Event t-shirts (up to 10)
- Up to 5 complimentary tickets to the awards banquet
- Unlimited event site sponsor

\$1,500

SILVER SPONSOR

- Logo on print material (35,000 Fun Times, newspaper ads, poster, brochure, program)
- Logo on fortwayneparks.org and social media
- Event t-shirts (up to 5)
- Company display table at the Community Center during the event
- Recognized at the opening breakfast and award ceremonies
- Opportunity to attend (up to 4) Senior Games events and hand out promotional material

\$800



BRONZE SPONSOR

- Company listed on fortwayneparks.org and social media
- Listed on print material (35,000 Fun Times, newspaper ads, poster, program brochure, etc.)
- Opportunity to set up table/booth and distribute promotion materials/swag/refreshments at one event (Only one sponsor per event excluding corporate sponsors)
- Event t-shirts (up to 2)
- Tickets to awards ceremonies (up to 2)
- One exclusive site sponsor (other than corporate sponsors)

\$400



HEALTH FAIR SPONSOR

- Opportunity to set up table/booth at the Health and Fitness Fair and distribute material/swag/refreshments
- Recognized on event website and Health Fair advertising
- May attend opening breakfast

\$150

(\$200 after May 6)



ACTIVE AGING WEEK

October

Event locations, dates and times vary

Estimated Attendance: Approx. 150

Sponsorship deadline: June 17

ComCenter@cityoffortwayne.org

This week celebrates the positivity of aging today. This national event was initiated in 2003 by the International Council on Aging.

EVENT SPONSOR

- Company logo on all advertising and promotional products (including the 35,000 Fun Times brochures)
- Logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month based on the season
- Literature displayed in brochure display for the month the activity is held
- 6 foot display table during the event

\$600

TOURNEY SPONSOR

- Company recognized in Fun Times brochure (delivered to 35,000 households)
- For Billiards, Cornhole, Golf, Shuffleboard, Table Tennis, Bocci, Timed Jigsaw and Wii Bowling events, sponsors assist at the event and provide drinks and snacks for participants.
- Walking Tour/Hike - (\$150) assist during tour/hike and provide snacks and water for participants.

\$250

SUPPORTING SPONSOR

- 6 foot display table in the Community Center lobby throughout the week of the event

\$200



HALLOWEEN HAUNT (A Fright Night Event)

October

Community Center, 233 West Main Street

Estimated Attendance: 1,000

Sponsorship deadline: June 17

ComCenter@cityoffortwayne.org

Come be a part of Fright Night, Fort Wayne's spooky downtown tradition. The Community Center will host an afternoon of frightful fun for people of all ages with games and activities and our very own Witch Jackie!

GOLD SPONSOR

- Company logo on all advertising (including 35,000 Fort Wayne Parks and Recreation Fun Times brochures)
- Logo on the Fort Wayne Parks and Recreation web site (www.fortwayneparks.org), with monthly hits reaching as high as 130,000/month based on the season
- Large prominent logo on the back of the event apparel (if applicable)
- Logo on event bags
- Decorate a Halloween-themed room in the Community Center and sponsor an activity or giveaway
- Opportunity to place banner at the event
- Recognition signage at the event

\$700

SILVER SPONSOR

- Company listed on social media and fortwayneparks.org
- Listed on print material (Fun Times, poster, program brochure, etc.)
- Decorate a Halloween-themed room in the Community Center and sponsor an activity or giveaway

\$300

SUPPORTING SPONSOR

- Decorate a Halloween-themed room in the Community Center and sponsor an activity or giveaway

\$150



VETERAN'S BREAKFAST



November

Community Center, 233 West Main Street

Estimated Attendance: 100-150

Sponsorship deadline: June 17

ComCenter@cityoffortwayne.org

The Community Center will host a FREE breakfast for men and women who have served our country in the Military. Musical entertainment is provided during the meal. Bingo follows breakfast with prizes provided by local businesses.

GOLD SPONSOR

- Company logo on all advertising (including 35,000 Fun Times brochures)
- Logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month
- Vendor booth at the event in premier location (6-foot table)
- Opportunity to place banner at the event
- Recognition signage at the event
- Opportunity to speak and be recognized at the event

\$1000

SILVER SPONSOR

- Company listed on all advertising (including the Fort Wayne Parks and Recreation Fun Times)
- Logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month.
- Vendor table at the event (6 foot table)
- Recognition signage at the event
- Opportunity to be recognized at the event

\$500

CENTERPIECE SPONSOR

- Company listed on fortwayneparks.org, with monthly hits reaching as high as 130,000/month

\$250

SUPPORTING SPONSOR

- 6 foot display table during the event with an activity and/or giveaway

\$100

SANTA'S WORKSHOP (A Night of Lights Event)

November

Community Center, 233 West Main Street

Estimated Attendance: 2,000

Sponsorship deadlines: June 17 (Fall Fun Times) September 24 (Winter Fun Times)

ComCenter@cityoffortwayne.org

This event has become more and more popular with each Festival of Lights, as downtown continues to become a family fun destination. Start your celebration at the Community Center with free holiday activities for the kids and get maximum marketing value for your sponsorship. Nearly 3,000 children and their families attended in 2019 and we anticipate at least that many participants this year! The excitement of crafts, cookies, movies and drinks for the kids is only eclipsed by the lighting of the rooftop display.

GOLD SPONSOR

- Company logo on all advertising (reaching 80,000 households)
- Logo on fortwayneparks.org and social media posts
- Logo on event bags
- Vendor booth at the event in premier location (6 foot table)
- Opportunity to place banner at the event
- Recognition signage at the event
- Opportunity to light the Christmas display
- Opportunity to put materials in event bag
- Employee volunteer opportunity

\$1000

SILVER SPONSOR

- Company listed on fortwayneparks.org
- Company listed in print material (Fun Times, posters, etc.)
- Vendor table at the event in premier location (6- foot table)
- Recognition signage at the event

\$600

SUPPORTING SPONSOR

- 6-foot display table during the event with an activity and/or giveaway

\$200



HOLIDAY DINNER & LIGHT TOUR

December

Community Center, 233 W. Main St.

Estimated Attendance: Approx. 120

Sponsorship deadline: September 15

ComCenter@cityoffortwayne.org

This event begins with a dinner and holiday music. Then patrons board a bus to travel Fort Wayne and view the city's finest Christmas light displays, including the Fantasy of Lights in Franke Park.

GOLD SPONSOR

- Company logo on all advertising
- Logo on fortwayneparks.org, with monthly hits reaching as high as 130,000/month
- Vendor booth at the event in premier location
- Opportunity to place banner at the event
- Opportunity to speak and be recognized at the event
- Rides buses and helps entertain participants (up to 4 people)

\$800

SILVER SPONSOR

- Company listed on all advertising
- Logo on fortwayneparks.org with monthly hits reaching as high as 130,000/month
- Vendor table at the event (6-foot table)
- Opportunity to be recognized at the event

\$300



LARGE & SMALL EVENTS

ComCenter@cityoffortwayne.org

Daddy Daughter Princess Ball - June

Gold Sponsor: \$700 Silver Sponsor: \$300

Activity Sponsor: \$100

This event is for girls ages 4-10 and their fathers (or father figures). There is a light dinner, carriage rides, dancing, games and a keepsake craft.

Lego Building Challenge - July

Gold Sponsor: \$500 Silver Sponsor: \$250

This event includes a Team and Solo Challenge. Each team will be given a Lego Kit and a couple of hours to build something that fits the designated theme. The public is given the opportunity to vote and the top 3 teams in each category win prizes.

Tuesday Movies - 1st & 3rd Tuesdays

Sponsors: \$950 divided quarterly and snacks for movie

All features are recent releases and shown at the Community Center. Admission is free, but pre-registration is required.

Unwind Your Mind Music Programs

Sponsors: \$1,000/year or \$250/quarter

This engaging program is designed to cognitively stimulate and challenge one's memory while adding enjoyment and quality of life in a welcoming environment.



Monday Luncheons - 3rd Monday

Sponsorship: \$175/event January-October
\$250/event November and December

Lunches are prepared at the Center. Reservations are required. Attendance averages 35-60 per lunch.

In Town Bus Trips

Sponsors: \$600/trip

Each motor coach outing will feature two local area attractions and a stop for lunch. Past excursions have included Country Heritage Winery, DeBrands, The Embassy, Spanglers, Sweetwater Sound, St. Francis Performing Arts Center and Amish Country. Attendance is approximately 30 participants per trip.



OTHER COMMUNITY CENTER EVENTS

ComCenter@cityoffortwayne.org

Many other sponsorship opportunities exist from large to small at the Community Center. Some sponsorships are small, for example Bingo, Shuffleboard, Crochet, or Craft groups and are often done in trade for prizes. Some other sponsorship opportunities are larger, for example the Preschool Programs and Excursion Bus Trips. Other programs include monthly luncheons, exercise sessions, movie days, or educational seminars. Please contact Mary at 427-6461 for a description and to discuss how you can get involved!

Educational Seminars

The Fort Wayne Parks and Recreation Community Center, in partnership with many groups and businesses, offers free information sessions to the public. Topics range from finance, health and well-being, social security planning, legal aid, etc. These sessions are for information only and no selling or endorsement of products is allowed.

Walking Tours

3-4 per year

Sponsor: \$100/Tour

Walking Tours depart from the Community Center and along with a knowledgeable tour guide visit various landmarks throughout the downtown area. Tours last approximately 1-1/2 hours and include drinks and snacks.

Senior Scholarship

Sponsor: \$800/6 months

Provide an opportunity for an older adult to participate in programs they may not be able to otherwise participate in due to lack of funds.

Brochure Display Wall/Public Bulletins

\$25/month \$60/3 consecutive months

\$100/6 consecutive months

Brochure rack space is available at the Community Center. There is a 2 brochure maximum per sponsor.

Carefree Crafts

Sponsor: \$40/month

Carefree Crafts is offered on the 3rd Monday of each month following the monthly Monday Luncheon.

Shuffleboard League

Sponsor: \$100/season

Wii Bowling League

Sponsor: \$100/season

Cornhole League

Sponsor: \$100/season

Bingo

Sponsor: \$150/quarter

Approx: \$25 per week

Healthy Eating

Sponsor: \$50



I Would Like To Sponsor

Date _____

Contact Name _____ Position _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Cell Phone _____

E-mail address _____

Winter Carnival

☐ Gold Sponsor - \$1,000

☐ Silver Sponsor - \$500

☐ Supporting Sponsor - \$100

☐ Frozen Art Exhibit

School Enrichment

☐ Overall Sponsor - \$1000

☐ Supply

Volunteer Luncheon

☐ Gold Sponsor - \$1,500

☐ Silver Sponsor - \$500

☐ Bronze Sponsor - \$300

Senior Games

☐ Gold Level Sponsor - \$1500

☐ Silver Level Sponsor - \$800

☐ Bronze Sponsor - \$400

☐ Health Fair Sponsor - \$150

Active Aging Week

☐ Event Sponsor - \$600

☐ Tournament Sponsor - \$250

☐ Supporting Sponsor - \$200

Halloween Haunt

☐ Gold Sponsor - \$700

☐ Silver Sponsor - \$300

☐ Supporting Sponsor - \$150

Tuesday Movies

☐ Gold Sponsor - \$950

☐ Silver Sponsor - \$475

Veterans' Breakfast

☐ Gold Sponsor - \$1,000

☐ Silver Sponsor - \$500

☐ Centerpiece Sponsor - \$250

☐ Supporting Sponsor - \$100

Santa's Workshop

☐ Gold Sponsor - \$1000

☐ Silver Sponsor - \$600

☐ Supporting Sponsor - \$200

Holiday Dinner & Light Tour

- ☐ Gold Sponsor - \$800
- ☐ Silver Sponsor - \$300

Summer Sports Programs T-Shirt Sponsors

- ☐ Little Sluggers - \$525
- ☐ Pee Wee T-Ball - \$525
- ☐ Lob Ball - \$300
- ☐ Itty Bitty Basketball - \$300
- ☐ Pee Wee Basketball - \$425
- ☐ Mini/Little Kickers Soccer - \$700
- ☐ Kickin’ Kids Soccer - \$525
- ☐ Big Kickers Soccer - \$525

Other Events

Company/Organization _____

Contact _____ Title _____

Supervisor/Director _____

Signature _____ Date _____

Please indicate your sponsorship level and mail this form to:

Fort Wayne Parks and Recreation
Community Center
233 West Main St.
Fort Wayne, IN 46802

(Make checks payable to Board of Park Commissioners.)

- ☐ Please send me an invoice.

Method of Payment

- ☐ Cash
- ☐ Check
- ☐ MasterCard
- ☐ Visa
- ☐ Discover

Card Number

_____ / _____

CVV

Expiration Date

Billing Address (if different than front of form)

Name as printed on card

Signature

Tax Deductions: The Fort Wayne Parks and Recreation Department is a tax deductible organization, and your event contribution may be tax deductible. Please consult a tax advisor with any tax questions.

Thank You, 2021 Event Sponsors!

FAIRHAVEN
FUNERAL HOME AND
CREMATION SERVICES

STORYPOINT™
Senior Living

Sweetwater®
Music Instruments & Pro Audio



 **PARKVIEW**
HEART INSTITUTE

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of Fort Wayne


American Senior Communities

 **UnitedHealthcare®**

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FUNERAL HOMES


TLC Management





Community Center
233 W. Main St.
Fort Wayne, IN 46802