



Recreation, Programs, Special Events, and Facilities

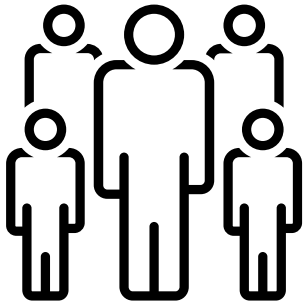


2024 Partnership Opportunities

For any of the following sponsorship opportunities, please contact Kelsey Sargent at Kelsey.Sargent@amarillo.gov or at 806.378.9034
For inquiries about opportunities for Golf, Athletic Tournaments, or Zoo Partnerships, please call 806.378.3036

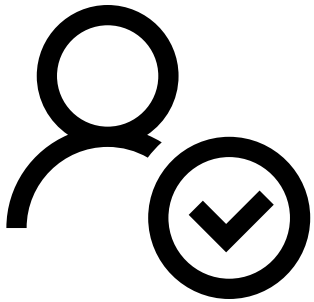


Parks & Rec Audience



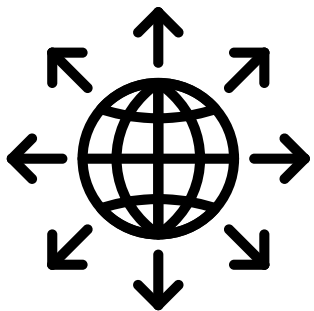
Audience

- Amarillo Parks & Recreation has a variety of opportunities with a **richly diverse audience** ranging from **ages 0 - 100+**!



Attendance

- On average, it is estimated that Amarillo Parks & Recreation Department divisions, events, camps and programs reach **823,000 people annually**.



Impressions

- On average, it is estimated that Amarillo Parks & Recreation Department ads, flyers, campaigns, posts and media appearance see over **750,000 views annually**.



Field and Court Sponsorship



\$500

3'x6' Banner on the fence of your choice in the following parks:

Martin Road Complex

- Baseball/Softball Fields

Southeast Complex

- Baseball/Softball Fields

Rick Klein

- Multi-purpose Fields

John Stiff

- Baseball/Softball Fields
- Soccer Fields
- Volleyball Sand Pits

Memorial Park

- Volleyball Courts
- Tennis/Pickleball Courts

Ellwood Park

- Volleyball Courts

El Alamo

- Baseball/Softball Fields

River Road

- Baseball/Softball Fields

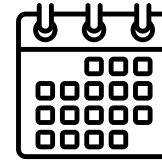
Amarillo National Tennis Center

- Pickleball Courts*
- Tennis Courts*

Thompson Park

- Baseball/Softball Fields
- Volleyball Courts

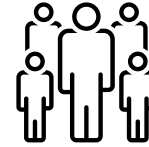
Banners will be displayed until December 31st, 2024. Additional areas may be available upon request. Please see page 13 for artwork submission requirements. *Banners placed at Amarillo National Tennis Center will be 4'x7'



Dates: Each Tuesday Evening from June - August (10) shows per season



Attendance Annually: 6,000+ Averaging 700/week



Target Audience: All ages groups and demographics represented



Location: Sam Houston Park



Starlight Theater

FREE CONCERT SERIES, LOCAL FOOD TRUCKS AND FUN!

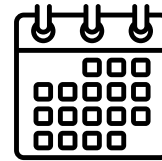
Sponsorship Package

Title Level
\$1,000

In Kind
Donations

- Social Media Recognition
- Logo on Marketing Materials
- Vendor Booth Onsite (Optional)
- Banner Displayed at Event
- Media Release Inclusion

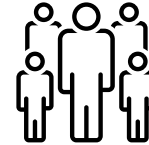




Dates: One movie per month from August-October. (3) Dates total throughout the summer



Attendance Annually: 600+ Averaging 200/movie



Target Audience: Families, Grandparents and Youth participants



Location: Varied



Starlight Cinema

FREE FAMILY FRIENDLY MOVIES IN THE PARK

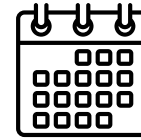
Sponsorship Package

Title Level
\$500

In Kind
Donations

- Social Media Recognition
- Logo on Marketing Materials
- Vendor Booth Onsite (Optional)
- Banner Displayed at Event
- Media Release Inclusion





Date: June, 2024



Attendance Estimate: 1,500



Target Audience: All ages, families, grandparents, youth and active adults



Location: Sam Houston Park



Summer Free For All

GAMES - ACTIVITIES - LIVE MUSIC - FREE EVENT

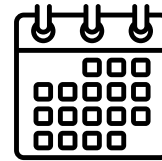
Sponsorship Package

Title Level
\$500

In Kind
Donations

- Social Media Recognition
- Logo on Marketing Materials
- Vendor Booth Onsite (Optional)
- Banner Displayed at Event
- Media Release Inclusion





Dates: Mid-October



Attendance Estimated: 600+



Target Audience: All ages, families, children from ages 5+, parents, and grandparents



Location: Memorial Park



Halloween in the Park

FREE EVENT - MOVIE SCREENING - HALLOWEEN GAMES

Sponsorship Package

Title Level
\$500

In Kind
Donations

Social Media Recognition



Logo on Marketing Materials



Vendor Booth Onsite (Optional)

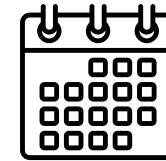


Banner Displayed at Event



Media Release Inclusion





Dates: Seasonal (4) camps annually



Attendance Estimated: 240+



Target Audience: Youth, Veterans, and Seniors



Location: Medical Center Park, Thompson Park, and Martin Road

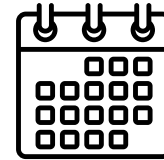


Hooked on Fishing Camps

SEASONAL FISHING CAMPS & INSTRUCTION

Sponsorship Package

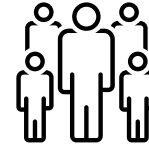
	Title Level \$1800	Silver Level \$750	In Kind Donations
Social Media Recognition	✓	✓	✓
Logo on Marketing Materials	✓	✓	
Media Release Inclusion	✓		



Dates: Varied throughout the year



Attendance Estimated: 200+



Target Audience: Families, youth and young adults



Location: Thompson, Medical Center, Southeast Park and more



Centered in Nature

IMMERSIVE NATURE PROGRAMS FOR THE FAMILY

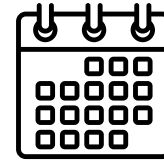
Sponsorship Package

Title Level
\$500

In Kind
Donations

Social Media Recognition
Logo on Marketing Materials
Media Release Inclusion

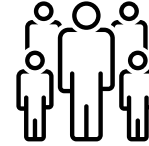




Dates: Varied events running throughout 2024



Attendance Estimated: 500+



Target Audience: Families, youth and young adults



Location: Warford Activity Center



Warford Events

6-7 SPECIAL EVENTS OVER THE COURSE OF THE YEAR
(BREAKFAST WITH SANTA, SUPERHERO BASH, ETC.)

Sponsorship Package

Social Media Recognition

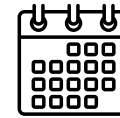


Logo on Marketing Materials



Media Release Inclusion

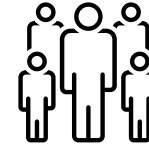




Dates: Summer (May-August)



Attendance Estimated: 30 kids on multiple field trips guarantees thousands of impressions



Target Audience: Families, youth, everyone



Location: AMOA, Palo Duro Canyon, Warford, parks, and more



Summer Break Camp

DAY CAMP FIELD TRIPS

Sponsorship Tiers

Title Level
\$500
In-Kind
Donors

- Logo on T-Shirts
- Media Release Inclusion
- Social Media Recognition
- Logo on Marketing Materials





Artwork/Logo Submission

When your contract has been fully executed and processed, we will design your banner. Please send your logo and any additional artwork within the following specifications:

Vector: Save file type as [.ai] or [.svg] or [.eps]

or

Raster: Save file type as [.png] or [.jpg]

MINIMUM DIMENSIONS: 1920 px by 1920 px

Please include a description of how you would like your banner to be designed. If no description is provided, we will create our own design for you. All designs will be sent to sponsors for final approval.