



FENTON
CITY OF PARKS

RIVERCHASE
OF
F E N T O N

2016 SPONSORSHIP OPPORTUNITIES

City of Fenton Parks and Recreation



Dear Community Member,

The City of Fenton hosts a variety of exciting events for our entire community to enjoy. These events would not be possible without the support and partnership of local businesses and organizations. Sponsorship opportunities will provide excellent exposure for your business and will highlight your value to the community. You will find endless opportunities to reach new customers and give back to your local community. By supporting events and programs that benefit the residents, you not only gain increased marketing opportunities but also an appreciation and positive image from City of Fenton residents. Whatever your marketing needs, we have specific sponsorship opportunities that can complement your marketing plan.

The sponsorship levels list the benefits available. We can also create a custom package that will be beneficial to your business/organization. Thank you for your interest in bettering our community through the consideration of a sponsorship. If you have any questions, please contact me at your convenience to discuss sponsorship opportunities.

Sincerely,

Kate Buemi
Recreation Supervisor
City Of Fenton - RiverChase
kbuemi@fentonmo.org
636-343-0067 (office)
636-343-7635 (fax)
<http://www.fentonmo.org/parks>



About RiverChase of Fenton

Centrally located in Southwest St. Louis County and just a short distance to other surrounding communities, RiverChase of Fenton provides a safe and secure atmosphere for family activities. From a City known for beautiful parks and quality recreational activities, RiverChase of Fenton adds yet another strong dimension to community. Open to the public– both residents and nonresidents.

About Fenton Parks and Recreation:

The Parks and Recreation Department is responsible for the management and daily operations of all Parks and Recreation facilities, both indoor and outdoor, including eight City parks, RiverChase Recreation Center, over 350 acres of parkland, just over 8 miles of bike/ pedestrian trails, Heroes Memorial and more. In addition, we offer numerous programs in the areas of sports, rentals, special events and activities for older active adults.

For more information about Fenton Parks and Recreation please visit our website, Facebook, Twitter and/or Instagram.

www.fentonmo.org/parks

www.facebook.com/FentonParks

www.twitter.com/FentonParks

www.instagram.com/FentonParks



Fenton Demographics

Population

- City of Fenton— 4,035
- Fenton Zip Code— 44,349

Total Housing Units

- City of Fenton—1,438
- Fenton Zip Code—16,967

Median Household Income

- City of Fenton— \$96,480
- Fenton Zip Code- \$70,132

Median Age

- City of Fenton—44.2
- Fenton Zip Code— 37.8

* Source— 2009-2013 American Community Survey 5 Year Estimates



Daddy Daughter Date Night

This is an unforgettable night for dads and daughters to enjoy a wonderful evening at RiverChase. The night will be filled with dancing, a special DJ, refreshments, appetizers, giveaways and more!

Date/Time: Friday, February 5, 6:30-8:30 p.m.

Location: RiverChase of Fenton – River Rooms

Estimated Attendance: 100

Platinum Sponsor	\$300
Gold Sponsor	\$100
Silver Sponsor	\$50

**Winter/Spring Brochure Print Deadline:
November, 1**



Easter Egg Hunt

This is truly a special community event held at Fenton City Park. Special activities include petting zoo, arts and crafts, popcorn, goodie bags, face painting, music and other planned activities.

Date/Time: Saturday, March 26

Location: Fenton City Park-1215 Larkin Williams Rd.

Estimated Attendance: 300-500

Platinum Sponsor **\$500**

- Opportunity to set up information table at event.

Gold Sponsor **\$250**

Silver Sponsor **\$100**

**Winter/Spring Brochure Print Deadline:
November 1**



Senior Health and Fitness Fair

In conjunction with National Senior Health and Fitness Day, the 1st annual Senior Health and Fitness Fair will be held on Wednesday, May 25, 8:00 a.m.—12:00 p.m. at RiverChase. Attendees will get to visit with community vendors, enjoy free giveaways, and listen to guest speakers. Complimentary breakfast items and beverages will be served.

Date/Time: Wednesday, May 25, 8:00 a.m.-12:00 p.m.

Location: RiverChase of Fenton

Estimated Attendance: 100-150

Platinum Sponsor	\$250
Gold Sponsor	\$150
Silver Sponsor	\$50

**Summer Brochure Print Deadline:
March 14**



Olde Towne Fenton Farmers Market

Now in it's 4th season, Olde Towne Fenton Farmers Market runs every Saturday, May through October from 8:00 a.m.—1:00 p.m. (25 Saturdays) at Olde Towne Fenton Pavilion (200 Gravois Rd). More than 200 shoppers of all ages visit the Market to shop for the best local fruits, vegetables, crafts and more! Capacity of more than 16 vendors. Music on select Saturdays and special events throughout the season. Great way to advertise your business on a weekly basis.



Platinum Sponsor- Harvester \$1,000

- Plus the opportunity to set up information booths on four Saturdays of your choice. Coupon/Ad in Farmers Market Coupon Book. Logo on banner that is on location for the entire season.

Gold Sponsor- Entertainment Sponsor \$500

- Plus able to set up information booth on one Saturday of your choice. Coupon/Ad in Farmers Market Coupon Book. Logo on banner that is on location for the entire season.

Silver Sponsor – Sower \$250

Bronze Sponsor \$200

**Summer Brochure Print Deadline:
March 14**

Check Out The Market On Facebook — www.facebook.com/FentonFarmersMarket



2016 Summer Film Series

Fenton Parks and Recreation is excited to bring three movie events to the City of Fenton in Summer of 2016. This movie series will bring families and children of all ages together for a fun, appropriate and safe evening of entertainment. Movies start at approximately 8:30 p.m.

Dates: Saturday, June 25, Saturday, July 23
Friday, August 12

Location: RiverChase of Fenton

Estimated Attendance: 70 per movie

Platinum Sponsor all three movies \$3,000

- Plus advertising opportunity on movie screen

Gold Sponsor \$1,500

- Plus advertising opportunity on movie screen

Silver Sponsor \$500

*Films will be in RiverChase gymnasium if inclement weather occurs

**Summer Brochure Print Deadline:
March 14**



2016 Summer Concert Series

Fenton Parks and Recreation is excited to bring back our 2nd Annual Concert Series. Sit back, relax and listen to the sounds of summer during our three, outdoor concerts this summer. A variety of music genres are represented at the concerts such as Rock, Oldies, Pop and much more!

Dates: Saturday, May 28 at RiverChase
Saturday, June 11 at Fenton City Park
Friday, August 12

Platinum Sponsor - all three concerts	\$3,000
Gold Sponsor	\$1,500
Silver Sponsor	\$500

Summer Brochure Print Deadline:
March 14



Fenton Triathlon

RiverChase of Fenton will be hosting the 5th annual Fenton Triathlon on Saturday, August 6 at RiverChase. The event will begin at 6:30 a.m. and last until approximately 10:00 a.m. Age groups are 14 and under — 80 and over.

Date/Time: Saturday, August 6, 6:30 a.m.

Location: RiverChase of Fenton

Estimated Attendance: 100—200 participants

Platinum Sponsor	\$500
Gold Sponsor	\$250
Silver Sponsor	\$100
Bronze Sponsor	Donations

Sponsorship Registration Deadline:
June 10

Summer Brochure Print Deadline:
March 14



Fenton Family Bike Fest

We will be celebrating National Health and Family Fitness Day with a family bike ride. Join in on the fun and enjoy a leisure ride around Fenton City Park and along the Meramec River. Two bike routes available, 3 or 8 miles. This ride is perfect for all ages and abilities. There will be community vendors, food, live music and free giveaways for participants to enjoy.

Date/Time: TBD

Location: Olde Towne Pavilion (200 Gravois Rd.)

Estimated Attendance: 100—200 participants

Platinum Sponsor **\$500**

* Plus logo on T-shirt

Gold Sponsor **\$250**

* Plus logo on T-Shirt

Silver Sponsor **\$100**

* Plus logo on T-shirt

Bronze Sponsor **Donations**

* Plus logo on T-shirt

Fall/Winter Brochure Print Deadline:

July 15



Techno Trunk or Treat

This is a safe alternative to trick or treating and a great event for the entire community. Vehicles will decorate their cars and pass out candy to patrons. Scheduled for Saturday, October 22 at RiverChase. The Bubble Bus, Hula Hoop Performers and other activities will also be scheduled. This is a FREE, youth/family oriented event.

Date/Time: Saturday, October 22

Location: RiverChase of Fenton parking lot

Expected Participation: 600+

Platinum Sponsor	\$500
Gold Sponsor	\$250
Silver Sponsor	\$100

**Fall/Winter Brochure Print Deadline:
July 15**





2016 SPONSORSHIP LEVELS



PLATINUM

Media

- Recognition in press release (if applicable), sent to numerous media outlets
- Recognition on the RiverChase marquee

Print

- Recognition in monthly newsletter, City of Fenton-News & Views, distributed to approximately 2,100 households
- Recognition and logo placement in The Beacon, distributed to all 63026 households and all RiverChase Members (if set before Beacon prints)
- Company logo on all flyers and posters

Online

- Recognition and logo placement on Fenton Parks and Recreation web page, cross linking to company website
- Recognition and logo placement in online version of The Beacon (if set before Beacon prints)
- Recognition on multiple online calendars including: Fenton Area Chamber of Commerce, City of Fenton Parks and Recreation, Facebook (if applicable), KMOV and St. Louis Post Dispatch and more
- Featured or tagged in posts/tweets utilizing Fenton Parks and Recreation's social media channels

Additional Visibility

- Banner with company information and/or logo on site at event/program/league (to be approved by our staff)
- Company logo on t-shirts (if applicable)
- Booth to display company information/brochures/give-a-ways at event (if applicable)

GOLD

Media

- Recognition in press release (if applicable), sent to numerous media outlets

Print

- Recognition in The Beacon, distributed to all 63026 households and all RiverChase Members (if set before Beacon prints)
- Company logo on all flyers and posters

Online

- Recognition and logo placement on Fenton Parks and Recreation web page, cross linking to company home page
- Recognition in online version of The Beacon (if set before Beacon prints)
- Recognition on multiple online calendars including: City of Fenton Parks and Recreation, Fenton Area Chamber of Commerce, Facebook (if applicable), KMOV, St. Louis Post Dispatch and more
- Featured or tagged in posts/tweets utilizing Fenton Parks and Recreation's social media channels

Additional Visibility

- Banner with company information and/or logo on site at event/program/league (to be approved by our staff)
- Company logo on t-shirt (if applicable)

SILVER

Print

- Recognition in The Beacon, distributed to all 63026 zip code Households and all RiverChase Members (if set before Beacon prints)

Online

- Recognition on Fenton Parks and Recreation web page, cross linking to company web site
- Recognition in online version of The Beacon (if set before Beacon prints).
- Recognition on the City of Fenton Parks and Recreation calendar
- Featured or tagged in posts/tweets utilizing Fenton Parks and Recreation's social media channels



Sponsorship Commitment Form

Name: _____

Company/Organization Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

I would like to sponsor the following event (s). Please select level.

Daddy Daughter Dance

_____ Platinum \$300

_____ Gold \$100

_____ Silver \$50

Olde Town Fenton Farmers Market

_____ Platinum \$1,000

_____ Gold \$500

_____ Silver \$250

Fenton Triathlon

_____ Platinum \$500

_____ Gold \$250

_____ Silver \$100

_____ Bronze (donations)

Techno Trunk or Treat

_____ Platinum \$500

_____ Gold \$250

_____ Silver \$100

Easter Egg Hunt

_____ Platinum \$500

_____ Gold \$250

_____ Level \$100

Summer Film Series

_____ Platinum \$3,000

_____ Gold \$1,500

_____ Silver \$500

Fenton Family Bike Fest

_____ Platinum \$500

_____ Gold \$250

_____ Silver \$100

_____ Bronze (donations)

Senior Events

_____ Platinum \$300

_____ Gold \$100

_____ Silver \$50

Senior Health and Fitness Fair

_____ Platinum \$250

_____ Gold \$150

_____ Silver \$50

Summer Concert Series

_____ Platinum \$3,000

_____ Gold \$1,500

_____ Silver \$500

PAYMENT METHOD: I plan to make this sponsorship in the form of: _____ **Cash** _____ **Check** _____ **Credit Card**

Total Due: \$ _____

Credit Card Type/Exp. Date: _____

Custom Package Value: _____

Total Amount Enclosed: _____

Credit Card Number: _____

In-Kind Sponsorship: _____

Authorized Signature: _____

* Please e-mail logo and any branding specifications to kbuemi@fentonmo.org

Please Make Checks Payable to RiverChase. Send form to 990 Horan Dr., Fenton, MO 63026