



CITY OF BLOOMINGTON
parks and recreation
parks partner

Bloomington, Indiana

The right place to ...



live,

work,



and learn.



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Bloomington, Indiana

Community Spotlight

- Nestled in the rolling hills of south-central Indiana, Bloomington has an established reputation as a livable, healthy, entrepreneurial community known for both big-city amenities and abundant Midwestern charm.
- For the fifth consecutive year, Bloomington has been named a Playful City USA by KaBOOM!, a national nonprofit organization dedicated to helping local governments address the “Play Deficit.”
- Bloomington was named by *Money Magazine* and SmartMoney.com as one of the best places to retire, citing international flavors, museums, live music, and outdoor recreation opportunities.

The right place to work

- From an “A” rated public school system to Indiana University, Ivy Tech Community College and the Indiana Center for the Life Sciences—Bloomington is a lifelong learning community.
- *Expansion Magazine* called Bloomington “one of the best public school values.” With one of the best education systems in the Midwest, Bloomington offers award-winning learning institutions from preschool all the way to a higher education.
- Livability.com recognized Bloomington as one of the Top 10 College Towns: Great Cities for School and Life After Graduation.

The right place to live

- The community’s many business incentive programs, networking groups, counseling services, and training resources provide the ideal environment to start, grow, and locate a business.
- Bloomington is a regional economic center anchored by Indiana University and home to a diverse business community that excels in pharmaceuticals, medical devices, technology, health care, and the arts.
- *Forbes Magazine* ranked Bloomington No. 1 on its list of best places for people who are looking for a good work-life balance.
- The Indiana Chamber of Commerce named Bloomington its 2014 Community of the Year, saying Bloomington “really stood out” for educational activities, the development of technology and medical bio-sciences, as well as technology breakthroughs and the quality of life in Monroe County.

The right place to learn



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The right place to ...



be active,

be sustainable,



and be healthy.



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Park Spotlight

- The City of Bloomington Parks and Recreation Department is responsible for more than \$50 million in community assets.
- The Department manages more than 2,300 acres of property, including 40 park sites, the Twin Lakes Recreation Center, Cascades Golf Course, Frank Southern Ice Arena, Bryan Park and Mills Pools, Allison-Jukebox and Banneker Community Centers, and three natural resource properties including Griffy Lake Nature Preserve.
- The Department provides more than 1,000 sports and recreation programs each year for more than 1 million total participations (not counting visitors to our parks and trails).
- The Department manages more than 30 miles of trails.

The Bloomington Parks and Recreation Department is accredited by the Commission for Accreditation of Park and Recreation Agencies, or CAPRA. We're also a winner of the Gold Medal Award for Excellence in Parks and Recreation Management from the National Recreation and Park Association.



Parks and Recreation programs, facilities, and events are economic drivers that bring thousands of visitors to Bloomington each year. City and neighborhood parks contribute to Bloomington's quality of life, while community events like the Farmers' Market and summer concerts in city parks bring community members together to celebrate all that is unique about Bloomington.





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The right place to ...



gain exposure,

brand your products and services,



reach target markets,

and align with a reputable organization.



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Twin Lakes Recreation Center

1700 W. Bloomfield Road in Bloomington, Indiana



About the facility

- Offers programs and services that help make Bloomington a healthy, active community.
- More than 1,200 active members visit the facility 71,000 times a year to use the indoor track, indoor turf field, cardio studio, and free weights.
- Hosts large-scale local and regional sporting events, including the Adidas May Classic that draws more than 8,000 basketball spectators and players from across the Midwest in a single weekend.
- Home of Bloomington Youth Basketball with more than 1,000 young players participating in three different seasons.
- Home to 800 active members of SilverSneakers, the nation's leading exercise program for older adults.
- Host site of Get Onboard Active Living (G.O.A.L.), a family-focused, community approach to decreasing childhood overweight/obesity and encouraging healthy lifestyles.



Personal Training Group Exercise

- Personal trainers offered more than 1,000 hours of personal training to individual clients last year.
- 600 people annually take advantage of the newest fitness trends through a comprehensive offering of more than 40 group exercise classes.



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Twin Lakes Recreation Center

Expos, special events, and sports tournaments

Expos

- The space available at the TLRC makes it an ideal venue for annual events like the 50+ Expo. Held on every spring, the 50+ Expo draws more than 800 attendees from throughout southern Indiana to the Twin Lakes Recreation Center.



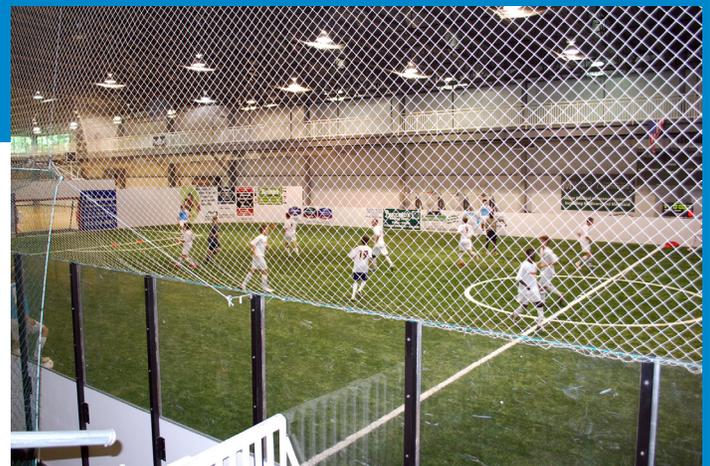
Sports Camps

- The Twin Lakes Recreation Center hosts numerous skills camps for youth during the summer months. The Jared Jeffries Basketball Camp, held in June, brought 3,000+ youth basketball players, parents, and spectators to the facility.



Sports Tournaments

- Basketball tournaments alone draw more than 50,000 players and fans from throughout the Midwest each year. The indoor turf field hosts hundreds of soccer players each week, who travel to the TLRC from across the region for training and competition.





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Twin Lakes Recreation Center

Connecting with your target market

Court Banners

- Space for your company's message is available on each of the five courts at the Twin Lakes Recreation Center. Banners range in size from 96" x 42" and larger. Court 1: \$1,500/year; Courts 2-5: \$1,000/year
Call for pricing for larger banner sizes.



Turf Field Banners

- Dasher boards on the indoor turf field put your name in front of players and spectators of numerous soccer leagues, preschool sports programs, and lacrosse and flag football leagues. Banners range in size from 96" x 42" and larger. Prices start at \$1,000/year.

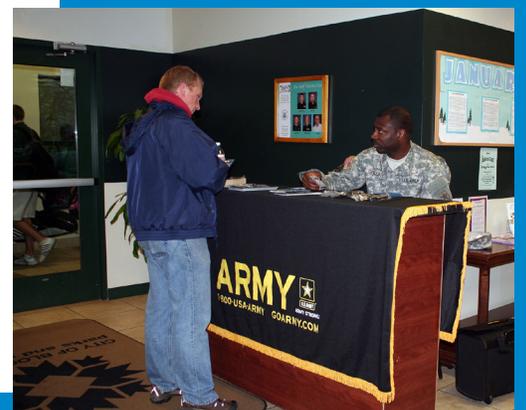


Fitness Studio Banners

- Share your brand with nearly 600 group exercise class participants with signage in the fitness studio and in other key locations throughout the facility. Banners range in size from 42" x 42" and larger. Prices start at \$800/year.

Custom Opportunities to Connect with Your Market

- Our custom advertising packages can give you more than just signs!
- Set up a display at the TLRC during sports tournaments or peak visitation.
- Place coupons, menus, or brochures in our literature display areas.
- Run a custom TV spot on four closed-circuit TV screens all day, every day.
- ... and more!





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Frank Southern Ice Arena

2100 S. Henderson St. in Bloomington, Ind.

Frank Southern Ice Arena, named for long-time Board of Park Commissioners member Frank Southern, opened in 1967 as covered outdoor ice surface. The building was enclosed in 1987 and was renovated in 2001 and again in 2010.



House Hockey

About the facility

- 31,500 square foot indoor ice rink that offers recreational and competitive ice sports and activities.
- Home of youth House Hockey, high school and travel Bloomington Blades hockey, and IU hockey with more than 19,000 participations combined each season.
- Home rink of the Bloomington and IU Figure Skating Clubs, with more than 3,200 participations each season.
- Frank Southern Ice Arena hosts daily ice skating sessions that are open to the public. More than 15,000 skaters participate in public sessions, including the popular Saturday night Lunar Skating.

- The Rinkside Party Room, available during public skating sessions, is rented more than 75 times each season.
- Special events like the Skate 'n Scare Halloween skate and Skate with Santa draw a total of 400 skaters and their families.
- Ice skating lessons for all ages record more than 5,200 participations annually.



The Skating School



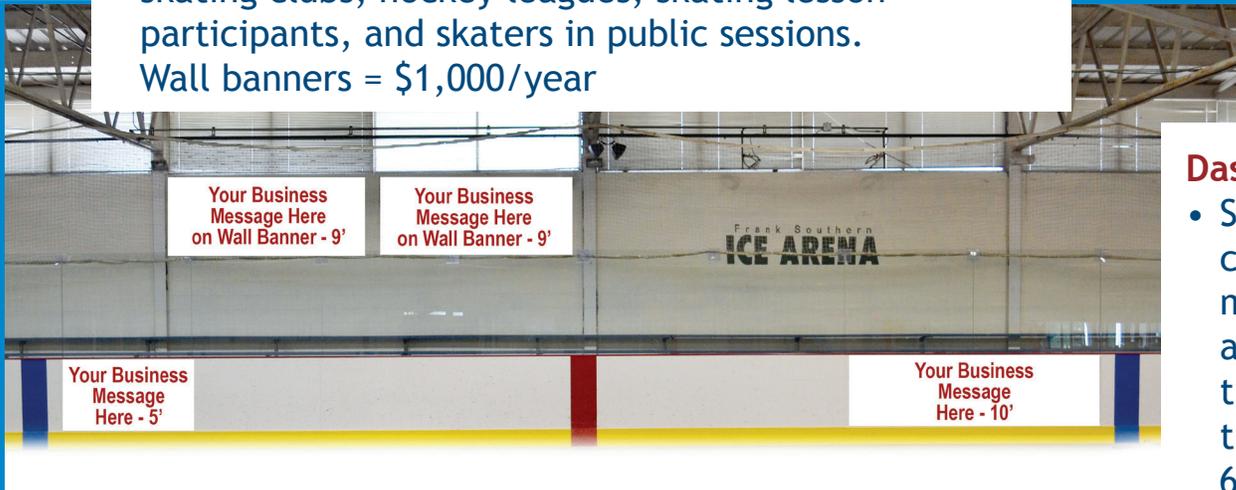
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Frank Southern Ice Arena

Connecting with your target market

Wall Banners

- Wall banners behind the spectator seating area put your name in front of players and spectators of figure skating clubs, hockey leagues, skating lesson participants, and skaters in public sessions. Wall banners = \$1,000/year



Dashboards

- Space for your company's message is available around the perimeter of the ice pad. 60" x 33" dashboard = \$600/year

Rink Corners

- The four corners of the ice rink give your company 15 feet of space for eye-popping graphics that are sure to catch the attention of spectators, skaters, and hockey players alike! Rink corner = \$1,400/year



Custom Opportunities to Connect with Your Market

Our custom advertising packages can give you more than just signs!

- Set up a display at the Frank Southern Ice Arena during peak visitation.
- Place coupons, menus, or brochures in our literature display area.
- Run a custom TV spot on our closed-circuit TV screen all day, every day.
- Put a customized wrap on the arena's Zamboni
- ... and more!



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Twin Lakes Sports Park

2350 W. Bloomfield Road in Bloomington, Indiana



Twin Lakes Sports Park

Twin Lakes Campus

Twin Lakes Recreation Center

About the facility

- Part of the Twin Lakes Campus that includes the 100,000 ft² Twin Lakes Recreation Center
- Home to more than 225 adult softball teams (roughly 2,700 players) that compete in summer and fall leagues at the sports park March through October.
- Site of an Amateur Softball Association (ASA) national tournament each July that brings between 40 and 100 teams to Bloomington from across the U.S.
- Host to 25-30 weekend Junior Olympic and ASA adult softball area, regional and state tournaments, with anywhere from 10 to 40 teams competing in each tournament.



Outfield fence signage

- Space for your company's message is available on each of the four softball fields at Twin Lakes Sports Park. Signs hang on the outfield fence, and are 4' tall and a minimum of 8' wide.
8' x 4' sign = \$600/year for 3 years



Sunshade sponsorship

- Sponsor signage on 14' x 30' x 10' sunshades over spectator bleachers for \$500/year for 3 years



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Winslow Sports Complex

2800 S. Highland Avenue in Bloomington, Indiana

About the facility

- 40-acre softball, baseball and tennis complex with four softball diamonds, two baseball diamonds, and six tennis courts. A 1-mile paved fitness trail encircles the developed area of the park.
- Home of the Bloomington Junior League Baseball Association, Babe Ruth Baseball Association, and Bloomington Parks and Recreation's Girls Softball league.
- Youth and adult tennis lessons, for beginning and intermediate players, are held each spring, summer, and fall for about 250 people.



Sunshade sponsorship

- Sponsor signage on 14' x 30' x 10' sunshades over spectator bleachers for \$500/year for 3 years



Outfield fence signage

- Space for your company's message is available on each of the four softball fields and both the baseball fields at Winslow Sports Complex.
8' x 4' sign = \$600/year for 3 years





Bryan Park Pool & Mills Pool

Bryan Park Pool, 1020 S. Woodlawn Ave. & Mills Pool, 1100 W. 4th St.

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Bryan Park Pool opened in 1959.
The water slides were added in 1985.

Mills Pool, named for Rotarian and
community advocate Ralph R. Mills,
opened in 1967 and was renovated
in 1990, and again in 2003.



Bryan Park Pool



Mills Pool

Target market

- 87,000 total annual visitations to both Bryan Park and Mills Pools

Opportunities to connect with target market:

- Exciting new opportunities are coming in 2015! Watch for information about banner space availability in the locker rooms, on the waterslide stairs, perimeter fencing and more.





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Facilities: Cascades Golf Course

3550 N. Kinser Pk.



Cascades Golf Course opened around 1924 as a nine-hole course. The course grew to 18 holes, then was expanded in 2000 with a new nine that created a 27-hole course.

Cascades Golf Course hosts about 30,000 rounds each year, and holds numerous youth golf camps and beginner golf clinics.

About the facility

Maximizes public play with a balance of leagues, tournaments (including the City Golf Tournament), youth programs, and golf outings

- 27-hole golf course on 200 acres
- pro shop
- locker rooms
- concession stand
- banquet/conference room
- home to the Hook a Kid on Golf program and summer Junior Golf Camps

Target market

- 26,000 to 32,000 rounds played annually

Opportunities to connect with target market:

- etched logo on yard marker
- three consecutive seasons of advertising
- logo with link on our course Web page
- logo or name in seasonal program guide

Yard arm markers are \$600/year for 3 years.

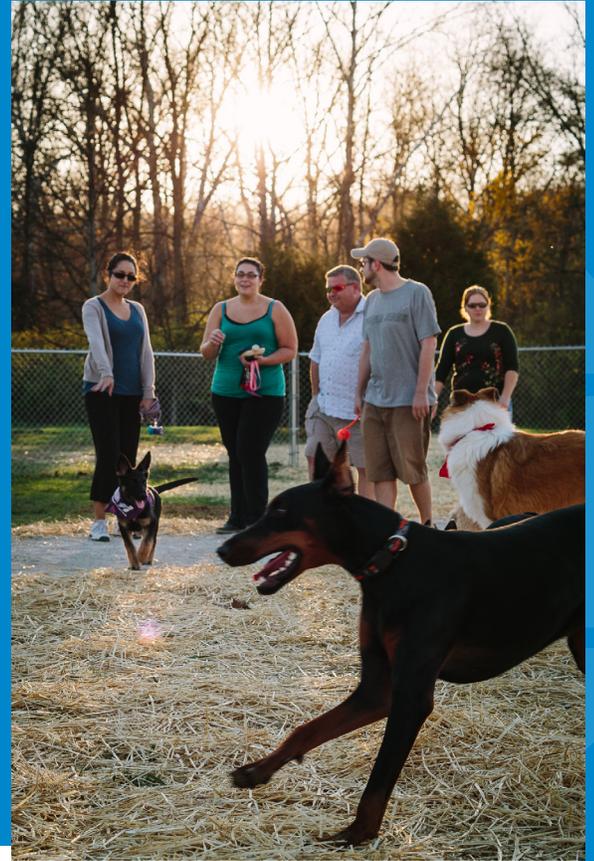
CASCADES
GOLF COURSE



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Parks: Ferguson Dog Park

4300 N. Stone Mill Rd.



About the park

- built and opened in 2012
- named for Steve and Connie Ferguson, who donated land for the park and funds for construction
- fenced, off-leash dog park with areas for small and large dogs
- drinking fountain with pet bowl
- dog rinse stations
- picnic tables
- benches
- dog waste bag stations
- shade structure
- bioswale rain gardens to protect water quality in Griffy Creek

Target market

- dog owners

Opportunities to connect with target market:

- add amenity to existing Ferguson Dog Park inventory displaying plaque with business name and/or wording of your choice on the amenity
- Advertise your dog-related business, service, or event with a full-color 28" x 39" sign in a covered kiosk for \$100/month
- logo with link on our park Web page
- logo or name in seasonal program guide

Investment

Several investment opportunities are available.



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Trails: B-Line Trail

Adams St. north side to Country Club Dr. on the south side



About the trail

- Built in two phases; phase one through downtown was completed in 2009, second phase from Second Street to Country Club Drive completed in 2011
- 3.1-mile multi-use trail stretching from Adams Street to Country Club Drive
- two drinking fountains with pet bowls
- fitness stations
- benches
- three brick plazas
- shade structure
- picnic tables
- public art
- dog waste bag stations
- recycling and trash receptacles
- bicycle racks
- flower pots

Target market

- people who are engaging in healthy, active lifestyles by using the B-Line for walking, running, stroller walking, rollerblading, and cycling
- commuters and shoppers who use the trail as an alternative method of transportation to and from the downtown area
- families who take advantage of the safety features of the B-Line to walk and cycle together with children of all ages

Opportunities to connect with target market:

- plaque with business name on the amenity of your choice
- logo with link on the B-Line Trail Web page
- logo or name in seasonal program guide
- three consecutive years of advertising

Investment

Varies, depending on the amenity and/or location your business chooses. Call us to find out more!



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Trails: Clear Creek Trail

South side



About the trail

- 2.4-mile multi-use trail stretching from Country Club Dr. to Church Ln.
- bicycle racks
- shaded benches
- dog waste bag stations
- trash receptacles

Phase I, a 1.7-mile section of the Clear Creek Trail, opened in 2001. Phase II, an additional .8-mile section that includes a historic wrought iron bridge over Clear Creek, opened in 2003.

The Clear Creek Trail connects to the Bloomington Rail Trail to create a contiguous 4.5-mile trail system.

Target market

- people who are engaging in healthy, active lifestyles by using the Clear Creek Trail for walking, running, stroller walking, rollerblading, and cycling
- commuters who take advantage of the Clear Creek Trail's link to the Bloomington Rail Trail and the B-Line Trail to get to work without using a motorized vehicle
- families who take advantage of the limited road crossings of the Clear Creek Trail to walk and cycle together with children of all ages

Opportunities to connect with target market:

- add or sponsor existing amenity to existing Clear Creek Trail inventory with plaque displaying logo or honorary wording of choice
- provide amenity, accounting for construction, installation, maintenance, and upkeep during life
- logo with link on our park Web page
- logo or name in seasonal program guide

Investment

\$1,500-\$2,500, depending on amenity and location



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Trails: Jackson Creek Trail

Southeast side



About the trail

- .6-mile multi-use trail stretching from the Winslow, High and Rogers roundabout to Olcott Park
- raingardens
- monarch way station
- drinking fountain
- shaded benches

A pedestrian bridge over Jackson Creek, opened in 2002, was the official start to the Jackson Creek Trail. The first .6 mile of the Jackson Creek Trail runs from the Winslow-Rogers-High Street roundabout, through the Goat Farm, to Sherwood Oaks Park. That section was completed in 2010.

Target market

- students from Childs Elementary and Jackson Creek Middle School, and their parents, who use the Jackson Creek Trail to travel to and from school from area neighborhoods
- families who use the trail for fun and exercise to travel between playgrounds at Sherwood Oaks Park and Olcott Park
- families who take advantage of the safety features of the Jackson Creek Trail to walk and cycle together with children of all ages
- dog owners who take advantage of the open grassy field at the Goat Farm to exercise their pets

Opportunities to connect with target market:

- add or sponsor existing amenity to Jackson Creek Trail inventory displaying logo or honorary wording of choice
- provide amenity, accounting for construction, installation, maintenance, and upkeep during amenity life
- logo with link on our trail Web page
- logo or name in seasonal program guide

Investment

\$1,500-\$2,500, depending on amenity and location



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Youth Sports: Bloomington Youth Basketball

Venues: Twin Lakes Recreation Center and Banneker Community Center



About the program

- Bloomington Youth Basketball, the city's most popular youth basketball league, provides area youth between the ages of 5-15 years with an affordable basketball experience that promotes self-esteem, fair play, sportsmanship, and skill development
- Season includes weekly practices and games and concludes with single-elimination tournament
- League is run by qualified youth sports programmers and teams coached by certified volunteer coaches

Target market

- more than 1,000 players and 3,000 spectators throughout two seasons of play
- parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- logo on jerseys
- name or logo on closed-circuit TVs located at TLRC
- name or logo on five court banners throughout program
- name or logo on league game schedules
- recognition on league photos
- onsite interaction with participant audience
- sponsorship plaque
- name or logo with link on league Web site
- logo or name in seasonal program guide

Investment

\$600 single season/
\$1,000 entire league



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Youth Sports: Bloomington Girls Softball

Venues: Lower Cascades Ballfields, Winslow Sports Park



About the program

- Bloomington Girls Softball offers several levels of play to girls ages 4 through 15 years during this three-month league
- Season includes weekly practices and games and concludes with single-elimination tournament
- League is run by qualified youth sports programmers and teams coached by certified volunteer coaches



Target market

- more than 250 players and 1000 spectators throughout three months of play
- parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- logo on player uniforms
- name or logo on field banners
- name or logo on league game schedules
- recognition on league photos
- onsite interaction with participant audience
- sponsorship plaque
- name or logo with link on league Web site
- logo or name in seasonal program guide

Investment
\$600 league



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Youth Sports: House Hockey

Venue: Frank Southern Ice Arena



About the program

- House Hockey is an instructional hockey league designed for the beginning through advanced player ages 5 through 12 years

Target market

- approximately 100 players and 600 spectators throughout four months of play
- young athletes who are learning the game of ice hockey in a fun, developmental atmosphere
- parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- logo on player jerseys
- name or logo on arena banner displayed throughout season
- name or logo on league game schedules
- onsite interaction with participant audience
- sponsorship plaque
- name or logo with link on league Web site
- logo or name in seasonal program guide

Investment

\$300 team/\$500 league



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Youth Sports: Sport Shorties Tee Ball and Fall Ball

Venues: Twin Lakes Recreation Center, Lower Cascades Ballfields



About the program

Each of these six-week programs teach 3- through 6-year-olds the FUNdamentals of team sports in a fun and safe recreational atmosphere.

Target market

- more than **200** players and **500** spectators per session
- young athletes who are learning the game of baseball, soccer, and basketball in a fun, developmental atmosphere
- parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

- logo on player uniforms
- name or logo on program banners
- onsite interaction with participant audience
- name or logo with link on program Web site
- name in seasonal program guide

Investment

\$300 single season/\$500 full season
Tee Ball season is April-June
Fall Ball season is September-October





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Adult Sports: Volleyball

Venue: Twin Lakes Recreation Center



About the program

- The Adult Volleyball League offers three months of play to individuals 18 yrs. and up. The 6 vs. 6 co-rec league competes in weekly 3-game matches and concludes with a post-season tournament.
- Matches take place on Thursday evenings in the Fall/Winter and Winter/Spring seasons at the Twin Lakes Recreation Center.
- League is run by qualified adult sports programming staff.

Target market

- Approximately 300 players take part in league play.
- Adults in this league lead healthy, active lifestyles and dine out, shop, and support local businesses.

Opportunities to connect with target market:

- logo on championship T-shirts
- business name/logo on closed-circuit TVs at the Twin Lakes Recreation Center
- business name/logo on court banner for the duration of league play
- business name/logo on league game schedule
- onsite interaction with players and spectators
- sponsorship plaque
- business name/logo on league Web site
- business name/logo in seasonal program guide

Investment

\$500



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Expos: Children's Expo

To be held at the Bloomington/Monroe County Convention Center Sunday, April 12, 2015



About the program

Now in its 30th year, the Children's Expo is a parent's treasure trove for informational, educational, and recreational resources for school-age children! The Expo brings together child care providers, sports league coordinators, summer camp directors, education program leaders, health care providers, and many more to answer questions and become the go-to resources for healthy, active families.

Target market

- more than 400 attendees annually
- low-income families with school-age children who lack access to preventative health care
- all families with school-age children who can benefit from community resources in the areas of health and wellness, early childhood education, financial planning for families, nutrition, quality camps and day cares, and more

Opportunities to connect with target market:

- exhibitor booth space in Expo Hall
- logo or name on Children's Expo on-site banners
- logo in promotional brochures
- logo in on-site programs
- logo on promotional posters
- name in media promotions including news releases and radio spots
- logo with link on the event Web page
- name in seasonal program guide

Investment

\$100 Supporter / \$200 Contributor /
\$350 Partner

Exhibitor booth space:

\$65/not-for-profit

\$75/for-profit



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Expos: 50+ Expo

To be held at the Twin Lakes Recreation Center Wednesday, May 13, 2015



About the program

The 50+ Expo offers free health screenings for adults, plus information on products and services for people over the age of 55 years, their families and caregivers

- free to attend
- more than 800 attendees annually
- free health screenings for such conditions as blood pressure and cholesterol, colorectal and skin cancers, balance, vision, spinal health, and hearing
- an annual event in Bloomington since 1974 (formerly known as “Senior Expo”)

Target market

- active and engaged Baby Boomers who visit the Expo in search of information about health and wellness activities, leisure education, and travel opportunities
- older seniors who lack access to routine health screenings and preventative health care
- “Oreo generation” caregivers who are seeking resources to care for aging parents

Opportunities to connect with target market:

- exhibitor booth space in Expo Hall
- logo or name on Senior Expo on-site banners and closed-circuit TV
- logo, ad, or name in 4,000 promotional brochures
- logo in 600 on-site programs
- name/logo in media promotions including news releases and radio spots
- your logo with link on e-newsletters to active subscribers ages 45 years and up
- logo with link on the event Web page
- name in seasonal program guide

Investment

\$250 Donor/\$500 Supporter/
\$800 Contributor

Exhibitor booth space:
\$150



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Arts: Performing Arts Series

Venues: Peoples Park, Bryan Park, The Waldron, Hill and Buskirk Park, Courthouse Square

About the program

Be a part of a Bloomington tradition of free summertime concerts by local and regional musicians in our beautiful city parks.

Target market

- between 200 and 800 people attend weekly concerts, including adults, families and the downtown crowd.

Opportunities to connect with target market:

- name recognition in all publicity, including 4,000 concert schedule cards
- 6' x 2' banner with your business name displayed at sponsored performance
- input from your business regarding your sponsored performance
- opportunities for participation by your business during your sponsored event, depending on your interests
- Free picnic shelter reservation during sponsored performance. Celebrate with employees or customers! (Bryan Park only)
- recognition certificate for display in your business
- logo or name with link on Performing Arts Series Web page
- name in Parks and Recreation's seasonal program guide



Sponsorships for these performances are available for Summer 2015:

Strawberry Shortcake Festival Concert

Thursday, May 7 at 11:30 a.m.
Monroe County Courthouse Lawn
Full Sponsorship: total listed price
Co-sponsorship: ½ listed price

The Waldron, Hill and Buskirk Park (Third Street Park) Concerts

Fridays, June 5-July 31 at 6:30 p.m.
Full Sponsorship: total listed price
Co-sponsorship: ½ listed price

The Waldron, Hill and Buskirk Park (Third Street Park) Opening Acts

Sponsor opening bands and receive business recognition for all seven weeks of the Friday night concert series. Opening act sponsors have their names listed in the program guide and the concert schedule cards.

Full Sponsorship: \$700
Co-sponsorship: \$350

See next page for more performance sponsorship opportunities.





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Arts: Performing Arts Series

Venues: Peoples Park, Bryan Park, The Waldron, Hill and Buskirk Park, Courthouse Square

Sponsorships for these concerts and series are available for Summer 2015-continued

Fourth of July Parade Music Saturday, July 4

Support the Fourth of July parade and showcase your business to 8,000-10,000 attendees.

Full Sponsorship: \$800

Co-sponsorship: \$400



Bryan Park Concerts

Sundays, July 12-August 20
at 6:30 p.m.

Full Sponsorship: total listed price

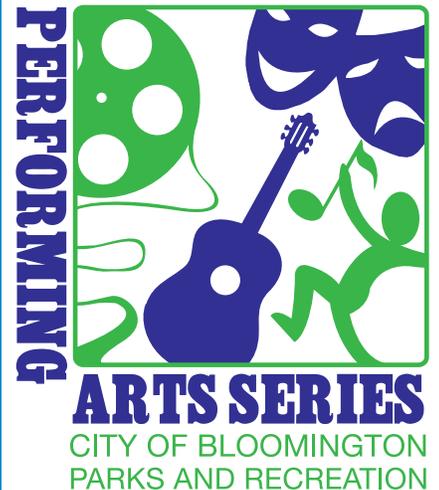
Co-sponsorship: ½ listed price



Thank you for your consideration!

We look forward to offering this series and hope you will join us!

For more information about sponsoring a Performing Arts Series concert, contact Greg Jacobs at (812) 349-3725 or jacobsg@bloomington.in.gov.





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Arts: Movies in Bryan Park

Venue: Bryan Park



About the program

Fridays, August 21-September 18
Movies begin at dusk.

Bloomington Parks and Recreation joins The Ryder Film Series and community-minded businesses like yours to show free, classic movies in Bryan Park.

Target market

- an average of 245 people attend weekly movies

Opportunities to connect with target market:

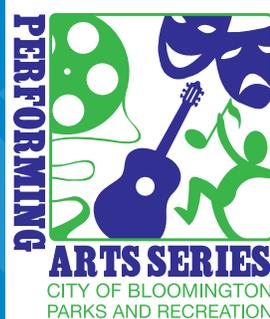
- free ¼-page ad in the *The Ryder*, a monthly publication.
- name recognition in all publicity, including 4,000 concert schedule cards
- free picnic shelter reservation during sponsored movie. Celebrate with employees or customers!
- opportunities for participation by your business during your sponsored movie, depending on your interests
- logo or name with link on Performing Arts Series Web page
- name in seasonal program guide

Movie Sponsorship

\$300 per movie



THE RYDER
117 East Third Street, Bloomington, IN 47401
ARTS-ENTERTAINMENT
POPULAR CULTURE



For more information about sponsoring a movie in Bryan Park, contact Greg Jacobs at (812) 349-3725 or jacobsg@bloomington.in.gov.



CITY OF BLOOMINGTON
parks and recreation
parks partner

Bloomington Parks and Recreation events ignite a sense of community and provide a unique opportunity to connect with target audiences at strategic times of the year



Opportunities to connect with target market through event sponsorship

- logo on collateral pieces including fliers and posters
- logo and/or name on print and media advertising including newspaper and radio
- logo with link using online promotion including event Web page, event Web banners, and e-newsletters sent to direct markets
- name and logo recognition at event through onsite mention and signage
- onsite interaction with event audience
- name and/or logo in Bloomington Parks and Recreation seasonal program guide

Investment

\$300+ per event; ask us about event series pricing





CITY OF BLOOMINGTON
parks and recreation
parks partner

Events: Winter/Spring

Seusspicious Behavior

Saturday, March 7, 2015

Venue

Monroe County Public Library

About the program

Families visit the Monroe County Public Library for a Read Across America birthday celebration for Dr. Seuss.

Target market

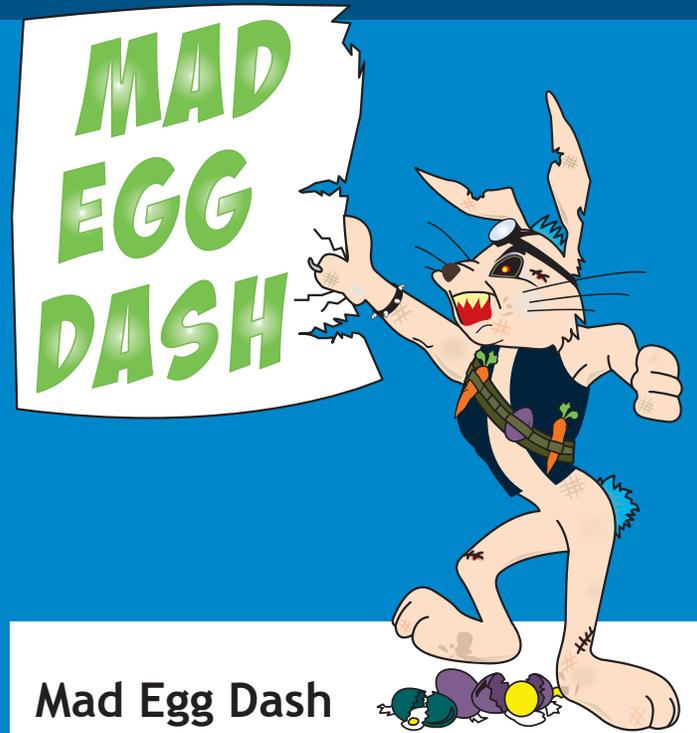
- approximate attendance 250-300 elementary-aged children and parents

Opportunities to connect with target market:

- business name/logo on promotional fliers, event Web page, and onsite signage

Investment

\$300



Mad Egg Dash

Friday, March 27, 2015

Venue

Bryan Park

About the program

3,000 plastic eggs are filled with prizes in this fast-paced, wild 'n crazy, after-dark egg hunt for adults.

Target market

- approximate attendance 350 adults ages 18 years and up

Opportunities to connect with target market:

- business name/logo on promotional fliers, event Web page, and onsite signage

Investment

\$100/\$200/\$300 in gift certificates in any dollar increment



CITY OF BLOOMINGTON
parks and recreation
parks partner

Bloomington Bikes Month May 2015

About the program

Celebrate Bloomington Bikes Month with several events for all ages that will get the community rolling

Target market

- approximate participation 500-600
- adults and families
- downtown and neighborhood residents
- students
- biking community

Investment

\$300

Touch a Truck June 2015

Venue

Twin Lakes Sports Park

About the program

Kids ages 1-10 years look at, climb on, and explore the inner workings of all their favorite vehicles

Target market

- approximate attendance 500-700
- families with preschool-aged children
- area daycares and summer camps

Investment

\$300

Fourth of July Parade July 4, 2015

Venue

Downtown Bloomington

About the program

Floats, bands and musical groups, walking groups, equestrians, classic cars, and other entries celebrate America in the Fourth of July Parade.

Target market

- approximate attendance 8,000;
100 parade entries
- families from local and surrounding communities

Investment

\$500





CITY OF BLOOMINGTON
parks and recreation
parks partner

Events: Summer (continued)

Messy Mania

July 2015

Venue

RCA Community Park

About the program

Kids use their boundless imaginations to express their creativity in a variety of messy mediums, including finger paint, shaving cream, and more

Target market

- approximate attendance 200-350
- families with preschool and elementary-aged children
- area day cares and summer camps

Investment

\$300

Tomato Tasting

August 2015

Venue

Showers Plaza at City Hall

About the program

Yellow, orange, purple, green—taste a kaleidoscope of colors and expand your horizons beyond the common red tomato at the Saturday Farmers' Market.

Target market

- approximate attendance 5,000-8,000 community members and college students

Investment

\$300



Drool in the Pool

August 2015

Venue

Mills Pool

About the program

The pool is closed for humans, but is open for our canine friends. The pool is open the first evening for swimming only; the second evening includes pet contests and exhibits by pet-related businesses and organizations

Target market

- approximate attendance 600-700 dog owners

Investment

\$300

Junk in the Trunk

August 2015

Venue

Frank Southern Ice Arena

About the program

The Junk in the Trunk community rummage sale allows residents to set up and sell furniture, books, clothing, toys, household goods, and more

Target market

- approximate attendance 300
- general community

Investment

\$300



CITY OF BLOOMINGTON
parks and recreation
parks partner

Events: Fall/Winter

Trick or Treat Trail October 2015

Venue

RCA Community Park

About the program

Children experience a fright-free trick-or-treat along a wooded trail, where costumed characters from popular children's stories and movies hand out treats.

Target market

- approximate attendance 300 people
- families with children up to 10 years of age

Investment

\$300

Skate and Scare October 2015

Venue

Frank Southern Ice Arena

About the program

Kids and adults skate to spooky tunes, enjoy warm apple cider, and skate through our haunted and happy houses during this Halloween on ice event

Target market

- approximate attendance 200 children and adults in Halloween costume

Investment

\$300



The Great Bloomington Pumpkin Launch November 2015

Venue

Monroe County Fairgrounds

About the program

Launch teams register and build pumpkin launching devices, and community residents come to watch the fun. The event also includes children's activities, live music, and food vendors

Target market

- approximate attendance 500-750 community members and college students

Investment

\$500



CITY OF BLOOMINGTON
parks and recreation
parks partner

Events: Fall/Winter (continued)

Holiday Market November 28, 2015

Venue

Showers Common, Showers Plaza, and inside City Hall

About the program

In its 12th year, the annual Holiday Market closes out the Market season and brings farm vendors, artisans, and entertainment to one location to kick off the holiday shopping season

Target market

- approximate attendance
8,000-10,000 community members
and holiday shoppers

Investment

\$500



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- name and logo recognition at event through onsite mention and signage
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