SPONSORSHIP OPPORTUNITIES

Build your business and a healthy, active community
OUR MISSION | CREATING COMMUNITY CONNECTIONS

Whether physical connections like trails that connect neighborhoods to schools and parks, or social connections that link our community members like special events and sports leagues, the Liberty Parks and Recreation Department (LPR) strives to enhance the quality of life for Liberty-area residents by offering a diverse array of recreational, cultural, sporting and senior adult programs and activities for the entire community.

CONTACT: BJ Staab | 816.439.4391 | bstaab@ci.liberty.mo.us

Take a look through this catalog of sponsorship opportunities. Don’t see a level that works for you? No Problem! Customized and in-kind partnerships can be designed to meet all of your individual and corporate needs.
We have several advertising opportunities throughout the Sports Programs division. Whether your company is looking for additional exposure at our state-of-the-art Fountain Bluff Sports Complex, which hosts nearly 200,000 visitors each year, or you are interested in sponsoring one of our local youth or adult sports leagues, we have a wide range of sponsorship options waiting for you!

The Liberty Community Center provides programs, events and services that serve the growing and changing needs and wants of our community. Whether you’re interested in fitness, aquatics or performing arts … we need your support! Advertising at the Liberty Community Center averages 1,000 visitors a day, making it a great opportunity to promote your business to Liberty-area residents of all ages!

Become a sponsor of Community Services programs and increase your visibility among a specific target market of older adults demonstrating your company’s commitment to the local community. Being a sponsor also enriches our City by encouraging older adults to remain active and engaged.

Liberty Parks and Recreation partners with individuals and businesses to bring fabulous special events for the community to enjoy, including the annual Easter Egg Hunt, Fishing Derby, Summer Concert Series, Charitable Fund Golf Tournament and Popcorn in the Park. Businesses that partner with Liberty Parks and Recreation benefit from the exposure and development of name recognition during programs and events and through publicity materials.

Our Park and Open Spaces division provides opportunities to improve the facilities and amenities in our neighborhood and community parks through its Parks Partner program. Opportunities exist for those wishing to leave a proud legacy by supporting the parks and trails that make Liberty such a great place to live.
The Sports Division offers several advertising and sponsorship opportunities. Whether your company is looking for additional exposure through a sign at our state-of-the-art Fountain Bluff Sports Complex or you’re interested in sponsoring one of our local youth sports leagues, Liberty Parks and Recreation has a number of opportunities waiting for you!

TOURNAMENT SPONSORSHIPS

GRAND SLAM ........................................... $2,000
(1 available per tournament)

- Name of business or organization displayed on tournament web page (“Tournament Presented by: ‘your company name’”).
- Flier or coupon in managers’ packets.
- 4 banners or 2 booths displayed at Fountain Bluff (supplied by your business).
- Listing on tournament brackets.
- Listing on tournament trophies.
- Company organized promotions and contests during the tournament.
- CEO or mascot to throw out the first pitch.

HOME RUN ................................. $800
(2 available per tournament)

- Flier or coupon in managers’ packets.
- 2 banners displayed at Fountain Bluff.

RBI ........................................... $400
(multiple available per tournament)

- Flier or coupon in managers’ packets.

FOUNTAIN BLUFF SPORTS COMPLEX

VISITORS

In 2013, Fountain Bluff Sports Complex hosted more than 1,050 teams and 132,000 visitors for youth and adult tournaments.

On average, our facilities host 25 qualifying, 5 state and 4 national tournaments a year.

An additional 450 teams and 103,000 visitors participate in Fountain Bluff leagues, annually.

SITE AMENITIES

- Nine baseball/softball fields.
- Six soccer fields.
- Two miles of paved trails.
- Eight ponds stocked for fishing.
- Shadowless lighting.
- Underground irrigation.
- Covered, extra-wide dugouts.
- Concession stands.
- Aglime fields.
- Playgrounds.
- Paved parking.
- Scoreboards on all baseball/softball fields.
- Covered seating.
ADVERTISING OPPORTUNITY AT FOUNTAIN BLUFF

- Prices include professional printing and installation.
- Full-color, 4’ x 8’ sign mounted to baseball/softball field fences.

Sponsor a sign on the outfield baseball/softball fence.

<table>
<thead>
<tr>
<th># of fields</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year</td>
<td>$400</td>
<td>$800</td>
<td>$1,200</td>
<td>1,500</td>
<td>$1,900</td>
<td>$2,300</td>
<td>$2,700</td>
<td>$3,000</td>
</tr>
<tr>
<td>2 years</td>
<td>$600</td>
<td>$1,000</td>
<td>$1,400</td>
<td>1,700</td>
<td>2,100</td>
<td>$2,500</td>
<td>$2,900</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

Sponsor a softball/baseball scoreboard.

<table>
<thead>
<tr>
<th>Per Field</th>
<th>1 year</th>
<th>2 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Get noticed with every run!

Sponsor a sign on the soccer fields.

<table>
<thead>
<tr>
<th># of fields</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year</td>
<td>$400</td>
<td>$800</td>
<td>$1,200</td>
<td>$1,500</td>
<td>$1,900</td>
<td>$2,300</td>
</tr>
<tr>
<td>2 years</td>
<td>$600</td>
<td>$1,000</td>
<td>$1,400</td>
<td>$1,700</td>
<td>$2,100</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
The City of Liberty offers a wide variety of youth and adult leagues throughout the calendar year. Nearly 10,000 individuals enjoy these programs, annually. Sponsorship prices vary based on participation numbers for each sport.

*Participant and team numbers are based on a three-year average.*

**YOUTH LEAGUE SPONSORSHIPS:**

- Logo on participant shirt (1 color).
- Logo on league schedule.
- Logo on league standings.

**SPRING SEASON**

- Soccer ≈ 630 participants .............. $800
- Flag Football ≈ 230 participants ......... $500
- Bitty Soccer ≈ 130 participants .......... $500

**SUMMER SEASON**

- T-ball ≈ 310 participants .............. $800
- Girls Softball ≈ 300 participants ......... $800
- Boys Baseball ≈ 425 participants ......... $800
- Tiny Tot T-ball ≈ 165 participants ....... $500

**FALL SEASON**

- Soccer ≈ 495 participants .............. $800
- Flag Football ≈ 430 participants ......... $800
- Bitty Soccer ≈ 90 participants ............ $500
- Bitty Football ≈ 35 participants ......... $500
- Volleyball ≈ 110 participants ............ $500
- Cheerleading ≈ 20 participants .......... $500

**WINTER SEASON**

- Basketball ≈ 970 participants .......... $1,500
- Bitty Basketball ≈ 100 participants ..... $500
ADULT LEAGUE SPONSORSHIPS:

- Logo on champion awards (1 color).
- Logo on league schedule.
- Logo on league standings.

SPRING SEASON

Softball ≈ 60 teams ..................... $500
Volleyball ≈ 35 teams ................... $500

SUMMER SEASON

Softball ≈ 80 teams ..................... $500
Volleyball ≈ 10 teams ................... $500

FALL SEASON

Softball ≈ 60 teams ..................... $500
Volleyball ≈ 35 teams ................... $500

WINTER SEASON

Men’s Basketball ≈ 32 teams ........... $500
Volleyball ≈35 teams .................. $500
From land and water aerobics, small-group fitness classes and personal training sessions, to dance, martial arts, tennis and golf, the Liberty Community Center coordinates a myriad of programs and is THE community’s connection to a healthy and active lifestyle!

The Liberty Community Center — through its members, program participants, renters, facility usage for Liberty Public Schools activities and guests of the Liberty Performing Arts Theatre — averages almost 1,000 visitors per day!

SPONSORSHIP OPPORTUNITIES

LIBERTY COMMUNITY CENTER ............ $2,000

- Flier/coupon available on information kiosk at Liberty Community Center for 1 year.
- Two temporary A-frames (3’x2’) to be displayed in a location mutually determined by Sponsor and Liberty Parks and Recreation.
- Company organized promotions up to 3 times per year (dates, mutually agreed upon by Sponsor and Liberty Parks and Recreation)

YOUTH SWIM TEAM SPONSORSHIPS ........ $1,000

- Your company logo/name on participant shirt (1-color, tag back).
- Your company logo/name on Swim Awards.
- A-frame sign (3’x 2’) with company name or logo at all home swim meets (three to four per year).
ADVERTISING OPPORTUNITIES AT THE LIBERTY COMMUNITY CENTER

OUTDOOR POOL
The Liberty Community Center has more than 4,500 active annual members and an additional 700 summer members – many of whom become members specifically to enjoy the outdoor pool amenities. The outdoor pool is also home to nine-time conference champions The Liberty Storm Swim Team. The Storm, which has more than 200 swimmers, hosts several meets against other metro teams drawing an estimated 10,000 additional visitors to the facility each summer.

- Space is limited; only 4 spots available!
- Full-color, 4’ x 8’ sign mounted to fence.
- Prices include professional printing and installation.

GYM
The gym is used year-round and plays host to adult and youth classes, aerobics, open-gym basketball, kindergarten basketball and more representing nearly 20,000 annual impressions!

- Space is limited; only 4 spots available!
- Full-color, 4’ x 8’ sign mounted to gym walls.
- Prices include professional printing and installation.

### PROMOTE YOUR BUSINESS WITH SIGNS AT THE LIBERTY COMMUNITY CENTER

<table>
<thead>
<tr>
<th></th>
<th>1 year</th>
<th>2 years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outdoor Pool</strong></td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Gym</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Partnering with the Liberty Community Services Division represents a partnership with the leading community resources center in the Northland for senior citizens. Your association sends a clear message to the community that your business or organization is dedicated to enriching the lives of older adults.

Did you know **10,000 baby boomers are turning 60 each day** in America and they hold **70% of the US’ disposable income**?

With this amount of exposure to your business, Liberty Community Services can help create meaningful impressions for your business.

**PLATINUM SPONSOR ....................... $5,000**

- Full-page, back cover advertisement, three times per year in LPR community services brochure.
- Your company logo as “Platinum Sponsor” on all Liberty Silver Center special event posters, brochures and mailings.
- Your company signage at all special events.
- Opportunity for your company to speak or make an announcement at special events.
- Opportunity for your company to staff an informational booth/table at all special events (where applicable).
- Announcement made at all special events recognizing your company as a Platinum Sponsor.
- Link to your website for one year from Liberty Community Services web pages.
- Recognition in our monthly e-newsletter as Platinum Sponsor.
- Opportunity to present two educational forums at Silver Center.
- Opportunity to place brochures in Silver Center for one year.

**GOLD SPONSOR ............................. $1,000**

- Opportunity for your company to staff an informational booth/table at three senior center events.
- Link to your website for one year from Liberty Community Services web page.
- Recognition in our monthly e-newsletter as Gold Sponsor.
- Opportunity to present one educational forum at Silver Center.
- Opportunity to place brochures in Silver Center for one year.
**SILVER SPONSOR** ........................................... $800

- Opportunity for your company to staff an informational booth/table at two Silver Center events.
- Opportunity to present one educational forum at Silver Center.
- Opportunity to place brochure in Silver Center for six months.
- Link to your website for one year from Liberty Community Services web page.
- Recognition in monthly e-newsletter as Silver Sponsor.

**BRONZE SPONSOR** .......................... $300

- Opportunity for your company to staff an informational booth/table at two Silver Center events.
- Opportunity to present one educational forum at Silver Center.
- Link to your website for one year from Liberty Community Services web page.
- Recognition in monthly e-newsletter as Bronze Sponsor.

**PATRON SPONSOR** .......................... $100

- Opportunity to place brochures in Silver Center for one year.

**ADVERTISING OPPORTUNITY**

Liberty Access provides free non-emergency transportation to the doctor, grocery store, physical therapy, dialysis and pharmacy to adults 60 and older. Share your message with the 200 older adults who ride Liberty Access each year.

- Space is limited!
- 9’ x 6”, vinyl sign. Price includes design, printing and installation of the sign.

<table>
<thead>
<tr>
<th></th>
<th>1 year</th>
<th>2 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$750</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
The Liberty Parks and Recreation Department is excited to continue to host the **FREE Summer Concert Series** with three great musical acts. The performers represent different musical genres and performance styles and are always fun and appropriate for the entire family.

Concerts are held on Liberty’s Historic Downtown Square at the corner of Water and Kansas streets. The concert dates are selected to partner with other Liberty events drawing an even larger audience to the event.
SUMMER CONCERT SERIES
Your sponsorship will help keep the Summer Concert Series a free event while expanding the area’s sense of community through a quality, family friendly event. For each concert, you’ll get:

PLATINUM SPONSOR .................. $3,000
- Your company logo identifying you as a Platinum Sponsor on concert event posters and promotional materials.
- Space to hang your banner or sign (up to 4’ by 6’) during each concert.
- Opportunity for your company to speak or make an announcement at each concert.
- Opportunity for your company to have a promotional booth/table at each concert.
- Your company logo and link on the Summer Concert Series’ web page.

GOLD SPONSOR ........................ $1,500
- Your company logo identifying you as a Gold Sponsor on concert event posters and promotional materials.
- Space to hang your banner or sign (up to 4’ by 6’) during each concert.
- Recognition during announcements at each concert.
- Your company logo and link on the Summer Concert Series’ web page.

SILVER SPONSOR ....................... $750
- Your company logo identifying you as a Silver Sponsor on concert event posters and promotional materials.
- Recognition during announcements at each concert.
- Your company logo and link on the Summer Concert Series’ web page.

BRONZE SPONSOR ........................ $250
- Your company logo identifying you as a Bronze Sponsor on concert event posters and promotional materials.
- Your company logo and link on the Summer Concert Series’ web page.
SPECIAL EVENTS

TEE IT UP FORE PARKS
A best-ball scramble golf tournament benefiting the Liberty Parks and Recreation Charitable Fund:

PLATINUM SPONSOR  $1,000
- Includes 4 golfers.
- Sponsor sign on a hole.
- Food or beverage sponsor recognition.

GOLD SPONSOR  $500
- Includes 4 golfers.
- Sponsor sign on a hole.

SILVER SPONSOR  $300
- Includes 2 golfers.
- Sponsor sign on a hole.

BRONZE SPONSOR  $100
- Includes name on tournament sponsor sign.
POPCORN IN THE PARK
Two family friendly movie nights under the stars at Bennett Park.

OSCAR LEVEL .............................. $750
- Recognition as series sponsor on all posters and marketing materials.
- Option to send a representative the night of the event to be recognized prior to the movie.
- Opportunity to have sponsorship booth and distribute marketing materials (approved by Liberty Parks & Rec) during each event.
- Opportunity to hang 2 company banners (up to 4’ x 6’) at each event.
- Company logo and link on Popcorn in the Park web page.

EMMY LEVEL .............................. $500
- Opportunity to hang 1 company banner (up to 4’ x 6’) at each event.
- Opportunity to have sponsorship booth and distribute marketing materials (approved by Liberty Parks & Rec) during each event.
- Recognition of sponsorship prior to the movie.
- Company logo and link on Popcorn in the Park web page.

GOLDEN GLOBE ............................. $250
- Opportunity to have sponsorship booth and distribute marketing materials (approved by Liberty Parks & Rec) during each event.
- Recognition of sponsorship prior to the movie.
- Company logo and link on Popcorn in the Park web page.
Partnerships with area citizens, community groups, businesses and foundations promote and enhance neighborhood and community parks throughout Liberty. Sponsorship opportunities allow partners to invest in community health and quality of life by funding park and open space improvements like playgrounds, trails, shelters, flowerbeds and other amenities.

Support Liberty’s parks while marketing your business or organization in a high visibility location. Liberty residents value our parks as part of their everyday lives, and thousands of people use our parks and trails each year. LPR recognizes these important partnerships with various signs — depending on location and function — with the partner’s name and logo, when applicable.

Opportunities currently exist to enhance our parks with the following amenities:

- Hole signage at the Disc Golf Course in Stocksdale Park.
- New Skate Park.
- Playground at Bennett Park.
- Gazebo at Place Liberte’ Park.
- Walking trail around City Park.
- Shelter at Clay Meadows Park.
- Playground at Ruth Moore Park.
- And more ➤
**SHADE STRUCTURE AT THE DOG PARK ....................... $15,000**

Every day of the year, canines and their human companions gather at the dog park to frolic among friends. One downside, there’s no shade! Your sponsorship would fund a new structure to allow visitors to find a little shade while the puppies play.

**INCLUSIVE PLAYGROUND ........ $400,000**

We hope to create an inclusive playground that meets the needs of ALL children---regardless of their abilities---in a variety of ways. We intend to follow the seven Principles of Inclusive Playground Design™ to design a play environment that increases the “playability” for people of diverse abilities, age, race, gender, ethnicity, culture and socioeconomic status.

**FITNESS ZONE ....................... $50,000**

Fitness Zones® are comprised of a cluster of exercise equipment permanently placed in a select area of a park, making it easier for residents of all ages to include a fitness regimen in their daily routine as part of a healthy lifestyle.

**BENCHES AT DISC GOLF COURSE (10) ............... $500 EA**

Liberty’s new disc golf course will be a premiere championship-level course that is expected to draw enthusiasts from around the region. The 18-hole course still needs benches placed throughout the course.

**NATIVE TREE TRAIL SIGNAGE ........ $ 2,000**

In 2013, Liberty Parks, Heartland Tree Alliance and TreeLiberty planted 14 native trees along a trail loop in Westboro-Canterbury Park. This Native Tree Trail will provide abundant shade and beauty, but will also serve as an educational resource to promote the use of native trees for their many benefits. The trail still needs interpretive signage and tree markers to identify each tree species.
See complete Liberty Parks and Recreation Sponsorship Guidelines for more information (www.ci.liberty.mo.us/LPRsponsorships)

For youth-oriented and facility-based opportunities, LPR shall exclude those establishments purveying goods and services for purchase only for customers aged 18 and older. Additionally, ads promoting alcohol, tobacco and firearms are prohibited from partnership opportunities with youth-oriented programs.

Political advertisements, defined as those partnerships promoting a particular candidate, political affiliation, or political position regardless of the timing of a ballot issue, shall be expressly prohibited. This restriction shall not prohibit a person appointed or elected to office from partnering with the department to promote a business they may own or operate.

**Message Content:** Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor’s viewpoint.

**Permissible Recognition Messages:** Sponsorship recognition messages placed on City property or in City media may identify the sponsor but should not promote or endorse the organization or its products or services. Statements that advocate, request a response, or contain comparative or qualitative descriptions, products, services, or organizations will not be accepted.

CONTACT: BJ Staab | 816.439.4391 | bstaab@ci.liberty.mo.us

Take a look through this catalog of sponsorship opportunities. Don’t see a level that works for you? No Problem! Customized and in-kind partnerships can be designed to meet all of your individual and corporate needs.