

*If you are interested in sponsoring with us, please contact
Holly Johnston at (317) 346-1198 or hjohnston@franklin.in.gov.*

2024 SPONSORSHIP GUIDE

**Parks
Make
Life
Better!**[®]
.....

Franklin Parks & Recreation



Franklin Parks
and Recreation



FranklinParksIN



FranklinParksIN



Franklin Parks

TABLE OF CONTENTS

CONCERT SERIES.....	2
EASTER EGG HUNT.....	3
CRUISIN' THE AMP.....	4
FIRECRACKER FESTIVAL.....	5
FRANKLIN FALL FESTIVAL.....	6
HALLOWEEN TOWN.....	7
ECLIPSE FESTIVAL.....	8
FAMILY MOVIE SERIES.....	9
FRANKLIN FAMILY AQUATIC CENTER.....	10
PICKLEBALL COURTS.....	11
2023 SOCIAL MEDIA IMPRESSIONS & INSIGHTS.....	12

CONCERT SERIES

9 CONCERTS TOTAL

TITLE SPONSOR \$10,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

GOLD SPONSOR \$5,000

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

SILVER SPONSOR \$2,500

- Displayed on amphitheater electric sign
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Recognition on event poster

BRONZE SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster

BEER & WINE GARDEN SPONSOR \$7,500

- 10 concerts
- Banner at entrance of Beer & Wine Garden (banner provided by FPR)
- Company name displayed on amphitheater electric sign
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website
- Company logo will be displayed at amphitheater May - December
- Recognition on event poster

LAWN GAMES SPONSOR \$1,500

- 10 concerts
- Company logo displayed at location of lawn games on amphitheater lawn
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster

LAWN FEATHER FLAGS \$2,000 (8 AVAILABLE)

- Flag displayed on amphitheater lawn at 10 concerts
- Flag (*Provided by FPR*)

BOOTH SPONSOR \$500

- On-site marketing/booth presence at event



ESTIMATED ATTENDANCE: 40,000

EASTER EGG HUNT

MARCH 23, 2024

TITLE SPONSOR \$750

- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on Franklin Parks & Recreation website *(company website link featured)*
- Recognition on event poster
- Marketing materials/coupons in eggs *(provided by sponsor)*

EGG SPONSOR \$500

- Recognition during pre-show messages
- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on event poster
- Marketing materials/coupons in eggs *(provided by sponsor)*

CANDY SPONSOR \$250

- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on event poster
- Marketing materials/coupons in eggs *(provided by sponsor)*

BUNNY SPONSOR \$100

- Recognition on event poster
- Marketing materials/coupons in eggs *(provided by sponsor)*



ESTIMATED ATTENDANCE: 1,500

CRUISIN' THE AMP

JUNE 7, 2024

TITLE SPONSOR \$5,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

GOLD SPONSOR \$2,500

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

SILVER SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Recognition on event poster

BRONZE SPONSOR \$500

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster



ESTIMATED ATTENDANCE: 5,000

NORMAN P. BLANKENSHIP JR. FIRECRACKER FESTIVAL

JULY 3, 2024

TITLE SPONSOR \$5,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

RED SPONSOR \$2,500

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

WHITE SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Recognition on event poster

BLUE SPONSOR \$500

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster



ESTIMATED ATTENDANCE: 15,000+

FRANKLIN FALL FESTIVAL

SEPTEMBER 28, 2024

TITLE SPONSOR \$5,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on Franklin Parks & Recreation website *(company website link featured)*
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater *(Provided by FPR)*
- Recognition on event poster

FIREWORKS SPONSOR \$5,000

- Company name displayed on amphitheater electric sign
- Recognition during pre-show messages
- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at amphitheater May - December
- Recognition on event poster

PARADE SPONSOR \$1,000

- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on event poster
- Company at beginning of parade

ENTERTAINMENT SPONSOR \$1,000

- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on event poster
- Recognition on event stage announcements

GOLD SPONSOR \$2,500

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on Franklin Parks & Recreation website *(company website link featured)*
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater *(Provided by FPR)*
- Recognition on event poster

SILVER SPONSOR \$1,000

- Increased recognition on all social media , also mass e-mails *(Facebook & Instagram)*
- Recognition on Franklin Parks & Recreation website *(company website link featured)*
- Recognition on event poster

BRONZE SPONSOR \$500

- Increased recognition on all social media *(Facebook & Instagram)*
- Recognition on event poster



ESTIMATED ATTENDANCE: 15,000+

HALLOWEEN TOWN

OCTOBER 26, 2024

TITLE SPONSOR \$4,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Franklin Parks and Rec provides*)
- Recognition on event poster
- Logo displayed on 5K run/walk t-shirt

GOLD SPONSOR \$2,500

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster
- Logo displayed on 5K run/walk t-shirt

SILVER SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Recognition on event poster
- Logo displayed on 5K run/walk t-shirt

BRONZE SPONSOR \$500

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster
- Logo displayed on 5K run/walk t-shirt



ESTIMATED ATTENDANCE: 2,500

ECLIPSE FESTIVAL

APRIL 6-8, 2024

TITLE SPONSOR
FESTIVAL COUNTRY INDIANA

FULL MOON SPONSOR \$2,500

- Company name displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner displayed at front of stage (*Provided by FPR*)
- Recognition on event poster

HALF MOON SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Recognition on event poster



ONCE IN A LIFETIME EVENT!



FAMILY MOVIE SERIES

2 @ AMPHITHEATER | 2 @ AQUATIC CENTER

TITLE SPONSOR \$5,000

- Displayed on amphitheater electric sign
- Exclusive recognition as title sponsor in all print, digital and in-person marketing
- On-site marketing/booth presence at event
- Recognition during pre-show messages
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

GOLD SPONSOR \$2,500

- Displayed on amphitheater electric sign
- On-site marketing/booth presence at event
- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Company logo will be displayed at amphitheater May - Dec
- Banner will be displayed at front of stage of amphitheater (*Provided by FPR*)
- Recognition on event poster

SILVER SPONSOR \$1,000

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on Franklin Parks & Recreation website (*company website link featured*)
- Recognition on event poster

BRONZE SPONSOR \$500

- Increased recognition on all social media (*Facebook & Instagram*)
- Recognition on event poster



ESTIMATED ATTENDANCE: 4,000

FRANKLIN FAMILY AQUATIC CENTER

MAY 18-SEPT 2, 2024

FUNBRELLA SHADE SPONSOR \$3,000

- Company logo on 1 funbrella at the FFAC for 3 years

1ST AID SPONSOR - \$500

- Company logo displayed at entrance of FFAC

SUNSCREEN SPONSOR - \$500

- Company logo displayed at entrance of FFAC

BUCKET SPONSOR (POOL OR SPLASH PAD) - \$2,500/EACH

- Company logo displayed on bucket

FAMILY SWIM NIGHT SPONSOR - \$500/NIGHT (8 THURSDAYS AVAILABLE)

- On-site marketing/booth presence at event
- Company logo displayed at entrance of FFAC

BUSINESS POOL PASSES

- Discounted passes can be purchased by businesses. Great way for them to "thank" customers for their business.



ESTIMATED ATTENDANCE: 70,000

PICKLEBALL COURTS

AT YOUNGS CREEK PARK

COURT SPONSOR

\$100,000 over 10 years

- Naming rights to pickleball court
- Recognition on pickleball specific print and digital marketing, including e-mail and social media
- Recognition in Franklin Parks & Recreation Fun Guide (2 editions per year)

**Parks
Make
Life
Better!**[®]



Franklin Parks & Recreation



2023 EVENT FACEBOOK IMPRESSIONS & INSTAGRAM INSIGHTS

FACEBOOK PAGES: Franklin Parks and Recreation
DriveHubler.com Amphitheater at Youngs Creek Park

INSTAGRAM: FranklinParksIN

APR 8 **EASTER EGG HUNT**
Facebook Impressions: 14,475

JUNE 10 **CRUISIN' THE AMP**
Facebook Impressions: 79,849
Instagram Insights: 4,830

JULY 3 **FRANKLIN FIRECRACKER FESTIVAL**
Facebook Impressions: 76,010
Instagram Insights: 5,686

SEPT 30 **FALL FESTIVAL**
Facebook Impressions: 88,386
Instagram Insights: 4,374

OCT 28 **HALLOWEEN TOWN**
Facebook Impressions: 68,941
Instagram Insights: 3,237

JUNE 15 **FAMILY MOVIE SERIES**
JULY 7 Facebook Impressions: 108,766
SEPT 16 Instagram Insights: 3,445

8
TOTAL **ENTIRE CONCERT SERIES**
CONCERTS Facebook Impressions: 671,363
Instagram Insights: 29,473

**Parks
Make
Life
Better!**
.....

Franklin Parks & Recreation

FRANKLIN PARKS & RECREATION
396 Branigin Blvd | Franklin | IN | 46131
(317) 736-3689 | play@franklin.in.gov
franklinparks.org