



# River Road Park and Recreation District Sponsorship Agreement

## Business Name \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Invoice Preference

Full amount  Quarterly  Other \_\_\_\_\_

### Form of payment

Cash  Check  Card  Other \_\_\_\_\_

## Sponsorship Summary

**Sponsorship Total \$** \_\_\_\_\_

**Notes** \_\_\_\_\_

## Sponsorship Agreement

River Road Park & Recreation agrees to abide by all terms set forth in the sponsorship level guidelines.

The Sponsor agrees to the following contract requirements:

1. Force Majeure: Neither River Road Park District nor the Sponsor shall hold the other responsible for damages or delay in performance caused by acts of God, strikes, lockouts, accidents, or other events beyond the control of the other or the other's employees and agents.
2. Indemnification: Sponsor agrees to indemnify, defend, and hold harmless the City, its agents, officers and employees, from and against any and all liability, claims, suits, loss, damages, costs, and expenses arising out of or resulting from the negligent or intentional acts, errors, or omissions of the Sponsor, its officers, employees, or agents.

The undersigned is authorized to represent the business stated above and empowered to submit this agreement and agrees to furnish all services in accordance with the agreement.

Signed \_\_\_\_\_  
Authorized Signature for Business

Date: \_\_\_\_\_

Signed \_\_\_\_\_  
Authorized Signature for River Road Park District

Date: \_\_\_\_\_

## Overall Sponsorship Exposure

**Recreation Programs** - Printed 3 times a year, these free guides are mailed to over **14,000** households in the North Eugene neighborhoods and are available to all on-site visitors.

**Electronic Reader Board** - Our outdoor 10'x5' sign is located above our Aquatics and Fitness Center. Easily visible to our **17,000+ monthly visitors** and general street traffic.

**Digital Imprints** - We engage with our community through our active social media and website presence. Sponsors will get mentions and posts on Facebook and Instagram and an opportunity to be featured and linked on the dedicated partnerships page on our website.

**Printed Materials** - Logo and name on printed materials (flyers, programs, etc..) promoting the event(s) or program(s).

## Additional Sponsorship Recognition

**Banner Display** - Provided by the sponsor and displayed during the event(s) or program(s)

**Stage Announcements** - Sponsors are announced, introduced, and thanked throughout the event by Park staff.

**Table Meet and Greet** - Sponsors will have the opportunity to engage with patrons during the event(s) or program(s) at a table provided by the District.

**Sponsor Announcement** - Sponsors will have a few minutes to introduce themselves during the event(s) or program(s) on the main stage.

## Our Special Events Calendar

**Couples Classic 5k Run/Walk** - February

**The Great EGGsploration** - April

**Fishing Derby + Community Breakfast** - May

**School's Out Carnival** - June

**Thursday Summer Concert Series** - June-August

**Sugar Beets Concert** - July

**Satin Love Orchestra Concert** - August

**Halloween Haunt** - October

**Santa's Breakfast** - December



Our community events range in size from 350 to 3,500 attendees.  
Let us help you find the event and target audience that best suits your needs!

# Sponsorship Levels

	Contributor \$500	Supporter \$1,000	Major Sponsor \$2,500	Title Sponsor \$5,000
Digital Readerboard	Listed as an <b>event sponsor</b>	Event sponsor + <b>3 months of own ad</b>	Event sponsor + <b>6 months of own ad</b>	Event sponsor + <b>12 months of own ad</b>
Recreation Program	Logo on <b>event page</b> in the program	Event page logo + <b>1/6-page ad</b> for <b>one</b> printing	Event page logo + <b>1/3-page ad</b> for <b>two</b> printings	Event page logo + <b>1/2 page ad</b> for a <b>full year</b>
Digital Imprints	<b>1</b> thank-you post on social media + logo/link on <b>event webpage</b>	<b>2</b> social media posts and a logo/link on the event webpage and the <b>sponsor webpage for 6 months</b>	<b>3</b> social media posts and a logo/link on the event webpage and the <b>sponsor webpage for 12 months</b>	<b>4</b> social media posts and a logo/link on the event webpage and the <b>sponsor webpage for 12 months</b>
Printed Materials				
Banner Display				
Stage Announcements				
Table Meet & Greet				
Sponsor Announcement				

Connect with Elena to customize your partnership to fit your budget and maximize your impact and exposure.

Elena Aguero | Recreation and Outreach Director  
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