

city of
KIRKSVILLE
Parks & Recreation

Sponsorship Opportunities 2024



FOR MORE INFORMATION E-MAIL:
LCALLAGHAN@KIRKSVILLECITY.COM



CALL 660.627.1485



Sponsorship Opportunities 2024

The City of Kirksville's Parks and Recreation Department is proud to offer a wide variety of programs and special events for the citizens of Kirksville. To keep registration fees low, the Department relies on partnerships with local businesses and community organizations. Consider utilizing one of the following sponsorship offerings to promote your business or organization while supporting recreational opportunities for thousands of individuals each year. New in 2024, ten percent of all program sponsorships will go directly to the Kirksville Parks and Recreation scholarship fund to help reduce financial barriers in our community.

Please note, sponsors from the previous year will be given first right of refusal, and remaining sponsorships will be filled on a first come, first served basis. For more information on how you can participate, please contact Luke Callaghan at lcallaghan@kirksvillecity.com, or by calling 660.627.1485.

Aquatic Center Events

Cardboard Boat Race Naming Rights (sole sponsorship) - \$500 Sunday, January 21st, 2024

The Cardboard Boat Race is the perfect way to beat the winter blues. This event is offered free of charge to the community, and includes free admission to the Kirksville Aquatic Center.

The sponsor's logo will appear on all promotional materials including social media postings. The sponsor is welcome to hang a banner and host a table at the event to hand out information and giveaways. The event will also be promoted using the sponsor's name on the Splash Radio Network that is broadcast at the Kirksville Aquatic Center.

Dollar Swim Nights - \$600 per event June 1st, June 15th, June 29th, and July 27th, 2024

Dollar Swim Nights in 2023 had an average of 400 attendees at each event. A reduced admission price of one dollar will be offered to all attendees from 6:00 pm - 9:00 pm.

The sponsor's logo will appear on all promotional materials and social media postings. The sponsor is welcome to hang a banner and host a table at the event to hand out approved information and giveaways. The event will also be promoted using the sponsor's name on the Splash Radio Network that is broadcast at the Kirksville Aquatic Center.



Community Events

Egg Hunt Naming Rights (sole sponsorship) - \$1500 per event

With over 1000 participants annually, these events are the perfect way to show your community spirit. As the sole sponsor, the event will be named after the organization and the sponsor logo will appear on all flyers, banners, signage, and social media postings. The sponsor is welcome to attend the event and hand out information or lead activities. Both egg hunts will remain Kirksville Parks and Recreation operated events.

Children's Easter Egg Hunt | Saturday, March 30th, 2024

The 46th annual Easter Egg Hunt will be held on the Truman State University Quad.

Halloween Eggstravaganza | Saturday, October 26th, 2024

The 8th annual Eggstravaganza will be held at North Park, where children will hunt for 10,000 candy and toy filled eggs using a flashlight!

Movies in the Park Sponsorship - \$500 per event June 8th and June 22nd, 2024

All movies will be shown on our 20-foot big screen at the Ray Klinginsmith Amphitheater in Rotary Park, free of charge to the community. The sponsor's logo will appear on all flyers and social media postings. Sponsors are welcome to hand out approved information, run activities, and address the audience prior to the movie.

5th Annual Kids Mini Mud Mile | Saturday, August 17th, 2024

Our most anticipated annual event! The Kids Mini Mud Mile is a 1-mile mud run obstacle course at the North Park.

Gold Sponsorship (limited availability) - \$500

Sponsor logo will be featured on participant t-shirts, flyers, and on a full color sign at the start/finish line and at the sponsored obstacle. Sponsor will receive race day recognition and the opportunity to hand out approved information prior to the event.

Silver Sponsorship - \$250

Sponsor logo will be featured on participant t-shirts and on a sign at the start/finish line. Sponsors will receive race day recognition and the opportunity to hand out approved information at the event.

Bronze Sponsorship - \$150

Sponsor logo will be featured on participant t-shirt.



Community Events

Red, White, and Blue Festival Community Concert and Fireworks Saturday, July 6th, 2024

Join us as we paint the town red, white, and blue at our annual Red, White, and Blue Community Concert and Fireworks display. This annual event features free kids' games and giveaways, food trucks, multiple live bands, and a fireworks display.

Gold Sponsorship (limited availability) - \$500

Sponsor logo will be on featured on flyers, and on a personal full color 3ft x 5ft banner at the event displayed directly behind the band. Sponsor will receive recognition at the event and the opportunity to hand out approved information prior to the event.

Silver Sponsorship - \$250

Sponsor logo will be on featured on a double-sided full color shared 3ft x 5ft banner located behind the band. Sponsor will receive recognition on Kirksville Parks and Recreation social media accounts.

Bronze Sponsorship - \$150

Sponsor logo will be featured on a double-sided full color yard sign at the entrance to the event.

Hometown Holidays Ice Rink

November 28th, 29th, 30th, and December 1st, 2024

It's the most wonderful time of the year! Nothing will get you into the Christmas spirit quite like our Hometown Holidays Synthetic Ice Rink. Our first year of operation welcomed almost 1100 skaters over a four-day period to enjoy their very own Holiday movie moment.

Ice Rink Sponsorship (limited availability) - \$1000

Sponsor logo will be on featured on flyers, and on a personal full color 3ft x 5ft banner at the event to be located on the inside of the courthouse fence. Sponsor will also receive recognition on Kirksville Parks and Recreation social media accounts.



Sports Programs

Kirksville Baseball and Softball League Team Sponsorship - \$250 (formerly KBSA)

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will be listed on our league website with a direct link to their website.

Little Sluggers Tee Ball - Team Sponsorship - \$250

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will be listed on our league website with a direct link to their website.

Banner Sponsorship - \$450 - (\$350 renewal)

The business or organization will have a 4 ft x 8 ft full color banner on display on the outfield fence of your choice at the North Park Sports Complex from May 1st - September 1st.

Team Sponsorship with Banner - \$625 - (\$500 renewal)

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will receive a commemorative team photo plaque. Banner sponsorship also includes a 4 ft x 8 ft full color banner on display on the outfield fence of your choice at the North Park Sports Complex from May 1st - September 1st.

Tiny Tykes Soccer Naming Rights (sole sponsorship) - \$600

Spring and fall sessions of Tiny Tykes Soccer will be named after the sponsor, and the sponsor logo will appear on shirts of all participants, flyers, signage, and social media postings for the program. Tiny Tykes Soccer will remain a Kirksville Parks and Recreation operated program.

Disc Golf Hole Sponsor - \$100 per year

The Fall of 2022 welcomed a new Disc Golf Course in Rotary Park. As a hole sponsor, a 5in. x 3in. full color business logo will be placed at the tee pad of your choice, and on the kiosk at the start of the course. This 12-hole course is used year-round and welcomes thousands of players annually.