



Clinton P.A.R.C.S.

Parks, Arts, Recreation, Community Syndicate

1651 W 2300 N Clinton, UT 84015 * 801.614.0780

Corporate Sponsorship Opportunities



ClintonCityRecreations



twitter



Instagram



Corporate & Business Sponsorship Opportunities

Clinton PARCS
Community Events for Sponsorship

More and more consumers are expecting the companies they buy from to give back to their communities. Consumers like businesses that care. How better to exhibit that caring than by helping to sponsor a community event. There are many ways to get involved and show your support for Clinton PARCS programs, activities, events and Heritage Celebrations through the year or season.

Each year "Clinton PARCS", a 501(C)(3) component unit non-profit organization designed to enhance sponsorship in our community, hosts a series of event for our community. Organizations that participate in these events include the Recreation Department, Fire Department, Youth City Council, CERT, Parks Department, Clinton Arts board and others.

What we have to offer your Business

Hundreds of potential customers through use of Social media sources

Website, Facebook, Pinterest, Instagram, Twitter, You Tube, Email Blasts, Newspapers, Mailers & Flyers.

Current trends in Social Media:

Those who frequent Social Media sites believe these sites are a reliable and trustworthy source of information.

- **81%** of people believe what they see or read on Social Media
- **61%** of viewers will make a purchases from a recommendation

Most reliable according to viewers:

- Facebook 98%
- Twitter 94%
- Google & Websites 64%
- Pintrest 51%
- Instagram 40%
- Pintrest & Twitter are tied for most referrals to company's website.

What we are doing at Clinton Recreation:

Clinton utilizes Facebook, Twitter and Pintrest to hold regular raffles.

- One raffle for 2 lower bowl Jazz tickets yielded 9,516 views in a single week.
- A typical raffle reaches between 1,998 and 4,200 potential customers.
- A normal post receives 500- 1,000 views and is growing.
- When you realize **61%** of those views will produce a purchase or a customer into your place of business the value in advertising is tremendous.
- We will now be promoting your Logo to your website with "Pin It" on our Social media sources.

OUR TARGET AUDIENCE: Shoppers, Consumers, Families

Families in our communities from Farmington to Ogden, with children at home.

- Teens
- Single Adults
- Seniors/Grandparents
- Parents
- Family shoppers /Patrons

You can donate cash, gift certificates, gift cards or items with your logo. Cash donations can be used to purchase Grand prize drawing on stage at Heritage Days or Facebook and Twitter raffles that we hold all year. We can tailor a package to fit your needs.

Clinton's You Tube Channel: Our department has been creating trailers and AD Spots for our upcoming events. This has been highly effective. We will make a trailer or AD Spot for your event as a sponsor to be posted on Facebook, Twitter or a link to your business' advertisement or You Tube channel. Young people love this and get the information instantly on their smart phones.

ADVERTISING OPPORTURNIES:

GIVE AWAYS: During many of Programs and events we give away items in drawing on Facebook & Twitter. You can donate Cash, gift certificates, gift cards or items with your logo to be many raffles. Anything valued at or over \$75. Cash donations can also be used to purchase give away items such as cameras, tablets, grills, bikes etc for major or grand prizes for each of Heritage Days evening events.

When we use Facebook, Twitter and Pintrest for drawings we reach 2,000 to 9,500 people a week. We will have a Grand Prize drawing each night during Heritage Days. Regular Facebook and Twitter giveaways take place before scheduled events and programs. Donated items are highly sought after and give great adverting throughout the year/seasons.

- Wednesday: Family Night
- Thursday: Art's Board Night
- Friday: Jammin' July Nights
- Saturday: Community Night

STUFFERS: Any items you want to put in bags or throw-out during events. If you have an idea for an event give away we would love to discuss a package that fits your needs. Clinton PARCS has many events to choose from.

List of events:

Heritage Days - Golf Tourney, 3 on 3 Basketball, Car show, Breakfast, Movie in the Park, 5K Fun Run, kid's Dash, Parade, chalk art festival, painting in the round, art display, photography contest, "Jammin July Nights" concert series, Entertainment, Clinton's Rising Star, Clinton Oscars, All Star games, Fireworks.

Clinton Art's Board - Children's choir, Christmas Sing-A-Long, art classes, Yuletide & Spring time Yard art contest.

Other events - Fish Derby, Trail days, Fish Club, Club #55, Mayor's Lunch, Back 2 School Movie, Kick off Summer Movie, Hunter Ed classes, Spotlight action photos, Guns & Hoses memorial tournament, Cade Carlos Sportsmanship "Ice Breaker" memorial tournament, Youth Sports Scholarships, Monday night football coaches training/Mark of Excellence program, Real SLC Soccer camp,

Fire & CERT - Fire prevention coloring books, CERT disaster radios

Sponsorship levels

Our goal in creating sponsorship opportunities for Clinton PARCS is to give local business's a chance to partner with us in creating exceptional events and activists for the community and getting as many of our citizens your logo, website and information to help your business advertise and grow. With this in mind, we want to bring all partners together to provide a memorable, positive and lasting experience for all involved. Below we have guidelines for sponsorship. We would like to sit down with you individually and structure a sponsorship package that will create amazing results for your business.

PRESENTING SPONSOR - For any event or specifically Heritage Days - \$12,000

Fireworks/ Stage Entertainment / Multi-Event Sponsor

Fireworks: We are looking for sponsorship money to increase the Fireworks display at Heritage Days, Sat evening. The Fire dept. and Clinton City have a \$12,000 budget. We are looking to increase, or double, this amount for a bigger longer show. If you donated an additional \$12,000. You would become a "Presenting Sponsor" with your Name/Logo attached to the Fireworks display in all media spots. Thousands of people attend the Fireworks from Farmington to Ogden. The Park is packed and all outlining streets, parks, church' parking lots are filled.

INCLUDES:

- Recognition as Presenting Sponsor in all advertising media; Facebook, Twitter, Pintrest, local media spots (You Tube), flyers, staff T's, goodie bags etc . . .
- Stage banners, your banner at the event, on stage announcements all week (during the "Jammin' July Nights" concert series) and at your other events.
- Prime parade location (If desired).
- Option to pass out your business flyers etc. all week.
- Knowing you are making a commitment to the community and providing positive opportunities for our residents.

PLATUNUM SPONSOR - For any event or at Heritage Days - \$5,000 or \$10,000 (money or in-kind)

CERT: Is in need of "Disaster Radios" for CERT communications with the professional responders during any disaster situation.

Tournament: Clinton Recreation hosts two memorial tournaments.

- 1) Cade Carlos, Sportsmanship Girls Fast pitch tournament called the "Ice Breaker".
- 2) The Aaron Beesley, Fallen trooper Men's Slow-pitch tournament called "Gun's & Hoses".

Heritage Days: "Jammin' July Nights" Concert series host entertainment throughout the week.

Wed – Sat: Professional staging and Entertainment such as; Bands, Hypnotists and Magicians etc.
You can sponsor a Day/Night or the entire series.

Or any Activity, Event, program or multi-level sponsorship from our list of programs and items needed. (see Attachments)

INCLUDES:

- Recognition as Platinum Sponsor in all advertising media; Facebook, Twitter, Pintres, local media spots (You Tube), flyers, staff T's, goodie bags.
- Stage banners, your banner at event, on stage announcement all week (during the "Jammin' July Nights" concert series) and at your events.
- Prime parade location (If desired).
- Option to pass out your business flyers etc. all week.
- Knowing you are making a commitment to the community and providing positive opportunities for our residents.

GOLD SPONSOR - Specific Event or program Sponsorship - \$1,500 - \$4,000 (money or in-kind)

Our Gold Sponsorship is a great way to tie your company Name and Logo to a Specific Activity, Program or Event. Choose the activity, program or event that you would like to be involved with and we will structure a sponsorship package tailored to your company.

Possible Package Benefits:

- Recognition as Gold Sponsor in all advertising media; Facebook, media spots (You Tube), flyers.
- Your banner at event.
- Option to pass out your business flyers etc. at event.
- Knowing you are making a commitment to the community and providing positive opportunities for our residents.

SILVER SPONSOR - \$500 - \$1,000. Co-sponsor any event (money or in-kind)

Possible Package Benefits:

- Recognition as Silver Sponsor in all advertising media; Facebook, media spots (You Tube), flyers.
- Your banner at event.
- Option to pass out your business flyers etc. at event.
- Knowing you are making a commitment to the community and providing positive opportunities for our residents.

FRIEND SPONSOR - \$100 - \$400. Co-sponsor any event (money or in-kind)

Possible Package Benefits:

- Recognition as Friend Sponsor in all advertising media; Facebook, media spots (You Tube), flyers.
- Your banner at event.
- Option to pass out your business flyers etc. at event.
- Knowing you are making a commitment to the community and providing positive opportunities for our residents.

Events & Activities to choose from:

Club # 55, Senior citizens luncheons: Held each month except July and includes a Saturday Christmas luncheon with entertainment. These Events host 90 to 120 Senior's in our area, and reaches 500+ my mail. Generally we provide meals from the Golden Corral. Money to help offset the Meals is welcome, or to provide entertainment for different months. We have had local business owners provide a meal from their restaurants occasionally.

Lunch with the Mayor: This Elementary School program where Six (6) schools in our area; Clinton, West Clinton, Parkside, Voyager, Fremont & Sunset, bring 6 children to lunch with the Mayor & Dept. heads Fire, police & recreation to acknowledge individual accomplishment. Each school is given a ride to and from in a police car or fire truck. Pizza and drinks are served and a goodie bag with school appropriate items are given. These bags have all our sponsors' logos printing on them, and go out to **36** different households each month; Oct to June which reaches **324** different households. Donated items such as pencils, erasers, coloring books, note pads, Frisbee are welcome. Cash donations will help purchase the "Goodie backpacks" each child receives with sponsors Logos. Any cash amount is welcome, items for bags with your logo is also welcome.

Community Event Spot light - Action Photo's: this is a New fun program where the Recreation dept. takes action shots of our participants. In action! Blow up the shot and hang it in the Recreation Admin building. When we replace the shot, the "Model" receives the un-frames picture. Donations to help on the cost of blowing up the pictures etc. or donations to include a frame are always welcome. If your business would like to expand this activity we could make an additional copy to hang at your business, showing you as a sponsor in the frame.

Youth Scholarships, for all sports and summer classes: These designated Scholarship fund go into a fund to pay registrations fees for under-privileged youth to participate in actives. You can donate directly to a sport or participant, usually donations go the account, & pays for those who request & qualify for help in any actives. You can sponsor a child, a family, a team or a league.

Adult Art Classes: Hosted by the Art's board & the Recreation dept, these classes run all year on Thursdays from 9:00 am to 1:00 pm. Resident Artist "Carma Hendricks" donates her time & talents teaching & advising artists. It's a great place to come paint! Donations of drinks, treats and or lunch products are welcome, as well as discounts on art items, etc.

Charity Tournaments: Gun's & Hose's /Aaron Beesley Fallen Officer Memorial Tournament. Fire and Police play a Soft-ball tournament the Winner hosts the tournament Plaque for the year. Each team declares which charity they are playing for, if they win the donated money is sent to that Charity in there and the sponsor/sponsor's name. Last year Roy Fire won so \$500.00 was sent to the Autism speaks foundation, from Roy Firs and Sierra Guns.

Trail days: The National Trails days is the first Saturday in June. Clinton has the Honor of having the Trail head in our City Limits. Mike Child our Public works Director has created a spectacular arch using original rails from the Old Rio Grande Western Railroad. Glenda Swallow a Clinton City Resident lines the Trail with American Flags along 1000 W, from 2300 North to 1800 North. They are currently hoping to have the funds to finish the landscaping of this project.

Back 2 School-Movie Night: The Saturday before school start, we held a Disney Movie night. This year was "Brave" we had concession, Games and Prizes. It was great fun.

Also: Fish Derby, Fish Club & Fish Frye, Hunter Education Classes, Soccer Camp, Football & Basketball Camps, Coaches trainings, CERT funding for emergency equipment, Easter Egg Hunt, Youth Tournament and more.

July 8th – July 11th

Civic Center Park

Clinton, UT 84015

801.614.0780

Heritage Day's Celebration Overview

Each year Clinton City Recreation in partnership with "Clinton PARCS" a 501(C)(3), (component unit non-profit organization designed to enhance sponsorship in our community) hosts a series of events for our community called Heritage Days. The overall mission of these events is to promote fun family oriented activities to build community pride as well as develop and foster cultural events. The result is a rich cultural heritage for our community.

Our Heritage Days celebration is renowned for excellence in the State. We host a "Fair" quality event. This means our event has been likened to a "County Fair" we host a professional carnival for 4 days, with professional staging, entertainment & fun family activities.

Approx:

- 1400 attend the Movie in the Park (giant movie screen)
- 300 runners in the "Sherman Wayment - Fun Run" - 5K race. 2 mile walk & New Kid's Dash (youth 12 & under)
- 250 participants for "Clinton Clash" 3 on 3 basketball tournament
- 100 golfers in the annual Clinton golf tournament
- 400 people served at the Saturday morning breakfast in the park
- 90-120 car show entry at the "Cruse-in car show"
- 50 entry's & thousands attending the "Chalk Art Festival"
- 72 entry's & 100's attend "Hungry Games"
- 1000's attend & vote at the "Clinton's Got Talent"
- 1000's attend the "Clinton Oscars"

Clinton's Heritage Days Celebration has the reputation as one of the best events in Northern Utah with an estimated **25,000 to 35,000** people participating in the various activities throughout the week. We host more than **90 professional** quality booths (all booths are Juried). We bring the neighboring communities together from Farmington to Ogden.

We are proud of this tremendous celebration, and are looking for ways to improve our event. This year's celebration will be: **July 8 - 11th**. We invite you to support your community by becoming a sponsor and partner to bring this wonderful event home to our citizens.

Yes ! Sponsor Confirmation

Yes! We _____ will support Clinton PARCS for the _____ season of events.

Please choose from the following sponsorship packages:

- | | |
|--------------------------|--|
| _____ \$12,000 | Presenting Sponsor: event to sponsor _____ |
| _____ \$5,000 - \$10,000 | Platinum Sponsor: event to sponsor _____ |
| _____ \$1,500 - \$4,000 | Gold Sponsor: event to co-sponsor _____ |
| _____ \$500 - \$1,000 | Silver Sponsor: event to co-sponsor _____ |
| _____ \$100 - \$400 | Friend Sponsor: what we have to offer _____ |

_____ Our check Payable to Clinton PARCS is in the amount of \$ _____, in enclosed. ck#: _____

_____ Our pledge to Clinton PARCS in the amount of \$ _____, will be fulfilled by (date) _____
But no later than (date) _____.

Company or Organization Name: _____

Contact Name: _____ **Title:** _____

Company Mailing Address: _____

Phone: _____ **Cell:** _____ **Email:** _____

Please mail sponsor confirmation form and check to: **Clinton PARCS**
1651 W. 2300 N.
Clinton, Utah 84015

Question? Or to further discuss sponsorship opportunities please contact:

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PARCS Director
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Bruce Logan
Clinton City Recreation Director
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Blogan@clintoncity.com

Up Coming Events –2014/15

Girls Jr. High Basketball- 7-9th grade

Starts the end of October, 2015

Youth Basketball leagues

Start the end of November, 2015

Hunter Education Classes

Oct 7, Nov 11, Dec 2, 2014

Jan 6, Feb 3, Mar 3, Apr 7, May 12, Aug 4, Sep 1, Oct 6 , 2015

Club #55 Seniors Citizen Luncheons – 2014

Sep 17, Oct 15, Nov 19, Dec 6, 2014

Jan 14, Feb 18, Mar 18, Apr 15, May 20, Jun 17, Aug 19, Sep 16, Oct 14, Nov 18, Dec 5, 2015

Spring Soccer – Pre K to 6th grade.

Deadline Friday, February 27th, 2015

April 4th, 2015 - Easter egg Hunt – 9:00 am Sharp

Children ages 0 to 12. At the City Park Football/Soccer Fields

Youth Baseball/Softball and Tee Ball leagues

Registration deadline Friday, April 10th 2015

Summer Programs Sign-up start: May 1st, 2015

Kids Summer Programs; Swimming, Tennis, Rookies, Basketball, Soccer, Bike, Craft etc.

Heritage Day July 8th – July 11th

Professional Carnival, Vendor Booth, Parade, Fireworks, Entertainment,
3 on 3 Basketball, Concerts, Car Show, Family Movie in the Park & Chalk art festival, Golf
Tourney, 2 mi walk, 5K Fun Run, Kids Dash, Quilt & Handwork Displays & more

Fall Soccer & WFFL Contact Football – Seahawks Football

Signups End: Football- July 17st / Fall Soccer: July 31ST

For more information and to download forms and flyers visit us at:

www.clintonparcs.org or find us on [Facebook](#), [Twitter](#) & [Pinterest](#)

Register on-line: www.activityreg.com