



# Sponsorship Catalog

# 2012



# Town of Flower Mound Parks and Recreation Division

The Town of Flower Mound Parks and Recreation Division consist of numerous parks, trails, athletic facilities, Shirley Voirin Social Senior Center, and the Community Activity Center. These amenities, along with Town sponsored special events, allow residents to take advantage of the many opportunities Flower Mound has to offer.

## ***Mission***

To enhance the quality of life for the residents of Flower Mound by providing parks, nature trails, multi-generational athletic facilities, recreational services, and outstanding customer service.

By taking advantage of sponsorships with the Parks and Recreation Division, your business will be able to maximize exposure to the residents of Flower Mound and show community support. With a variety of sponsorship levels available there is a sponsorship option available for businesses of any size.

Please take the time to review all sponsorship opportunities the Town of Flower Mound offers throughout the year.



# Sponsorship Opportunities



## THE HERITAGE PARK OF FLOWER MOUND COMMUNITY BUILT PLAYGROUND

The Heritage Park of Flower Mound consists of approximately 94-acres of land between Bakersfield and Gerault Parks. The park's development when built out will include multi-use trails, amphitheater, duck pond, nature signage, benches, picnic areas, restrooms, parking spaces, a botanical garden, scenic overlooks, a service area with greenhouses and an outdoor classroom, disc golf course, a dedicated conservation area, dog park, and open space for play.

Central to this development will be a community built accessible playground. Construction will take place over a one week period in the fall of 2012, with an estimated 2,000 community members participating throughout the week. Community support and input will be heavily garnered during the spring months from local schools, churches, businesses, and other groups. For information about sponsorship and volunteer opportunities, please call 972.874.6300.

## PRINCE CHARMING'S BALL

The Town invites mothers and their sons to participate in the inaugural Prince Charming's Ball. Couples will enjoy a live DJ, magician, hors d'oeuvres, dancing, and door prizes. Photographers will be on-site to take photos for an additional charge.

Date: February 4, 2012

Time: 7:00pm-9:30pm

Location: Community Activity Center, 1200 Gerault Road, Flower Mound

Participant Estimate: 150

Supplies/Purchases: Hors D'oeuvres and Beverages, D.J., Door Prizes, and Giveaways

Sponsorship Levels Available: In-kind Donations

## FATHER/DAUGHTER PROM

Fathers and their daughters are invited to dress to impress for a memorable evening of dancing, food, and fun. Photographers will be on-site to take photos for an additional charge.

Date: April 14, 2012

Time: 6:00pm-9:00pm

Location: DFW Hilton Lakes Hotel, 1800 Highway 26 East, Grapevine

Participant Estimate: 500

Supplies/Purchases: Hotel, Buffet Style Dinner, D.J., Door Prizes, and Giveaways

Sponsorship Levels Available: In-kind Donations



Want to volunteer? Contact [cac@flower-mound.com](mailto:cac@flower-mound.com).

# Sponsorship Opportunities



## 29<sup>TH</sup> ANNUAL EASTER EGG SCRAMBLE

Bring your children to Jake's Hilltop Park as the Town celebrates its 29th Annual Easter Egg Scramble. Lots of candy will be available for the taking and there will be a special appearance by the Easter Bunny!

Date: March 31, 2012

Time: 2:00pm

Location: Jake's Hilltop Park, 4975 Timber Creek Road, Flower Mound

Participant Estimate: 3,000

Supplies/Purchases: Easter Eggs, Candy, Stuff Animals, Giant Slide, Easter Bunny, and Carnival Games.

Sponsorship Levels Available: Title, Platinum, Gold, Silver, Vendor Booth, Name Recognition, In-kind Donations

## UNDERWATER EGG HUNT

Hop on over to the CAC for the Underwater Egg Hunt! Eggciting activities Includes a visit with the Easter Bunny, arts and crafts, and games. Stay around after the egg hunt and play in the pool. Parents must be in the water with all non-swimmers.

Date: April 7, 2012

Time: 10:00am

Location: Community Activity Center Indoor Pool, 1200 Gerault Road, Flower Mound

Participant Estimate: 100

Supplies/Purchases: Easter Eggs, Candy, Decorations, Easter Bunny, Family Games, Arts and Crafts

Sponsorship Levels Available: Gold, Silver, Vendor Booth, Name Recognition, In-kind Donations

## KIDFISH

Rheidsail Pond will be stocked with more than 500 lbs of catfish for the event which is free for youth ages 16 and younger. Kidfish is an outreach program designed to educate and provide hands-on fishing experiences for children. The purpose of this event is to bring communities together by creating fishing opportunities and memories for children and families across America. Prizes will be given in several categories and awards will be given on the day.

Date: May 5, 2012

Time: 9:00am-12:00pm

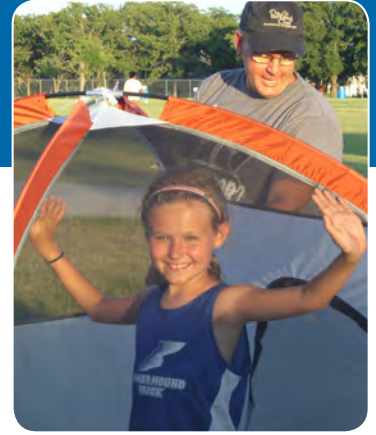
Location: Rhedusail Park Pond, 2401 Lake Forest Boulevard, Flower Mound

Participant Estimate: 500

Supplies/Purchases: Catfish, Bait, Rods and Reels, Flyers, Door Prizes

Sponsorship Levels Available: Title, Gold, Silver, Vendor Booth, Name Recognition

# Sponsorship Opportunities



## **FAMILY CAMP OUT**

Spend a night under the stars and give the whole family a taste for camping at Gerault Park! Bring your own tent, sleeping bags, bug spray, and flashlights. We'll take care of the rest. Dinner and breakfast will be provided.

Date: May 12-13, 2012

Time: 4:30pm-9:30am

Location: Gerault Park, 1200 Gerault Road, Flower Mound

Participant Estimate: 80

Supplies/Purchases: Food, Games, Drinks, Camping Supplies, Smores

Sponsorship Levels Available: In-kind Donations

## **MEMORIAL DAY SPLASHTACULAR**

Join the CAC staff to celebrate Memorial Day. Small activities and games are spread throughout the day to encourage participation from patrons of all ages and abilities. Activities are free with paid admission.

Date: May 28, 2012

Time: 1:00pm-5:00pm

Location: Community Activity Center Outdoor Waterpark, 1200 Gerault Road, Flower Mound

Participant Estimate: 200

Supplies/Purchases: Games, Prizes

Sponsorship Levels Available: Vendor Booth, Name Recognition, In-kind Donations

## **SUMMER CONCERT SERIES**

Enjoy a summer evening listening to great music at the gazebo in Parker Square, 800 Parker Square Road. Order take-out from one of the many Parker Square restaurants and bring a blanket or chair. All concerts will begin at 7:30pm.

Date: June 1st, 8th, 15th, and 22nd 2012

Time: 7:30pm

Location: Parker Square, 1500 Cross Timbers Road, Flower Mound

Participant Estimate: 500-1,000

Supplies/Purchases: Entertainment, Promotional Supplies

Sponsorship Levels Available: Title, Platinum, Gold, Silver, Vendor Booth, Name Recognition

# Sponsorship Opportunities



## INDEPENDENCE DAY CHILDREN'S PARADE

Line up begins at 10:30am at the corner of Eaton and Timber Creek Road. Decorated bikes, trikes, wagons, and strollers will parade a short route to the LISD School Administration Building, where free hot dogs, drinks, children's activities, and live entertainment await.

Date: July 4, 2012

Time: 11:00am

Location: LISD Administration Building, 1800 Timber Creek Road, Flower Mound

Participant Estimate: 4,000

Supplies/Purchases: Hot Dogs, Buns, Condiments, Water, Lemonade, Banners, Inflatables, D.J., Magician, T-shirts

## INDEPENDENCE FEST

Come out and spend the Independence Day with the Town of Flower Mound! We will have concessions, live music, bounce house, and other children's activities will be enjoyed by all. The rainout date for the event is Thursday, July 5th. Fireworks begin at 9:25 p.m.

Date: July 4, 2012

Time: 7:00pm

Location: Bakersfield Park, 1201 Duncan Lane, Flower Mound

Participant Estimate: 13,000

Supplies/Purchases: Bounce House, Concessions, Band, Stage, Fireworks



**FEATURING SMASH MOUTH**

Call 972.874.6300 for Independence Fest Sponsorship Information.

# Sponsorship Opportunities



## **FAMILY NIGHT OUT AT THE WATERPARK**

Join the CAC staff for a family evening at the waterpark. Family games like beach blanket bingo will be scheduled throughout the evening.

Date: June 15th, July 13th, and August 17th 2012

Time: 5:00pm-8:00pm

Location: Community Activity Center Outdoor Waterpark, 1200 Gerault Road, Flower Mound

Participant Estimate: 200

Supplies/Purchases: Games, Prizes, Food

Sponsorship Levels Available: Vendor Booth, Name Recognition, In-kind Donations

## **LABOR DAY SPLASHTACULAR**

Join the CAC staff to celebrate Labor Day. Small activities and games are spread throughout the day to encourage participation from patrons of all ages and abilities. Activities are free with paid admission.

Date: September 3, 2012

Time: 1:00pm-5:00pm

Location: Community Activity Center Outdoor Waterpark, 1200 Gerault Road, Flower Mound

Participant Estimate: 200

Supplies/Purchases: Games, Prizes

Sponsorship Levels Available: Vendor Booth, Name Recognition, In-kind Donations

## **PUMPKIN DIVE**

Dive for pumpkins in the Indoor pool. Wear your swimsuit and bring a towel. After you find the perfect pumpkin, decorate it in our Party room. All supplies will be provided. Registration is required.

Date: October 20, 2012

Time: 1:00pm

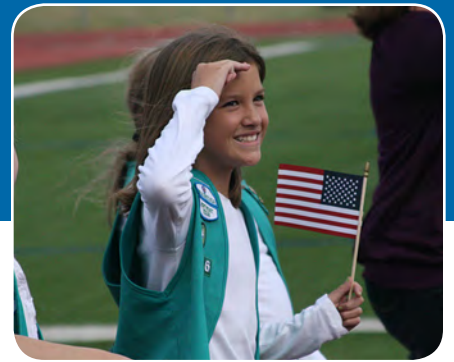
Location: Community Activity Center Indoor Pool, 1200 Gerault Road, Flower Mound

Participant Estimate: 150

Supplies/Purchases: Pumpkins, Decorations, Music, Games, Arts and Craft Supplies, Candy, Prizes, Drinks

Sponsorship Levels Available: Gold, Silver, Vendor Booth, Name Recognition, In-kind Donations

# Sponsorship Opportunities



## 9<sup>TH</sup> ANNUAL DOROTHY'S DASH FOR MS 5K RUN/WALK AND KID'S K



Feel and hear the thrill of a crowd while you run through the streets of Flower Mound in our Dorothy's Dash 5K race. On November 16, 2004, former Town of Flower Mound employee Dorothy Walkup lost her battle with Multiple Sclerosis. Net proceeds will benefit the Lone Star Chapter of the Multiple Sclerosis Society in honor of Dorothy Walkup. Awards will be given to the male and female winners in the open and masters division, as well as the first three finishers in each age category. All kids participating receive a medal.

Date: November 10, 2012

Time: 8:00am

Location: Flower Mound High School, 3411 Peters Colony, Flower Mound

Participant Estimate: 1,000

Supplies/Purchases: T-shirts, Band, Awards, Promotional Supplies, Race Timing Services

Sponsorship Levels Available: Title, Platinum, Gold, Silver, Vendor Booth, Name Recognition, In-kind Donations

## VETERANS DAY CEREMONY

A family picnic will be held from 1:00pm-2:00pm with free hot dogs and lemonade. From 2:00pm-3:00pm we will host Veteran's Day ceremony which will include a Veterans Review where approximately 200 local Boy and Girls Scouts and ROTC units parade before the Veterans in uniform.

Date: November 11, 2012

Time: 1:00pm-3:00pm

Location: Flower Mound High School Stadium, 3411 Peters Colony, Flower Mound

Participant Estimate: 1,500

Supplies/Purchases: Hot Dogs, Buns, Condiments, Drinks, Cakes, Plaques, Food Utensils

Sponsorship Levels Available: In-kind Donations

# Sponsorship Opportunities



## **BREAKFAST WITH SANTA**

Children up to age 10 and their parents enjoy a breakfast with Santa. Your children can make a wish list, sit on Santa's lap, and create a keepsake ornament. There will be a photographer on hand to take pictures for an additional charge.

Date: December 1, 2012

Time: 8:30am and 9:30am

Location: Community Activity Center Multipurpose Rooms, 1200 Gerault Road, Flower Mound

Participant Estimate: 150

Supplies/Purchases: Breakfast Food, Drinks, Paper Products, Food Utensils, Santa Claus, Decorations, Photographer, Arts and Crafts

Sponsorship Levels Available: Gold, Silver, Name Recognition, Vendor Booth, In-kind Donations

## **GRINCH SCRAMBLE**

Bring your family and join us at Gerault Park for the Grinch Scramble. While searching through thousands of candy canes, keep your eyes peeled for the Grinch! Whoever finds the Grinch will win the grand prize. Make sure you look both high and low while you are hunting for the Grinch. This is a sure hit for people looking for challenge or great family activity. There will be holiday music, crafts, and games. Don't forget your flashlights and bags to collect your candy canes and hopefully the Grinch!

Date: December 14, 2012

Time: 7:00pm

Location: Gerault Park, 1200 Gerault Road, Flower Mound

Participant Estimate: 1,000

Supplies/Purchases: Candy Canes, Prizes, Stuffed Grinch dolls, Promotional Supplies, D.J., Santa Claus, Carolers, Arts and Crafts, Hot Cocoa, Flashlights, Paper Bags

Sponsorship Levels Available: Title, Platinum, Gold, Silver, Vendor Booth, Name Recognition, In-kind Donations

# Sponsorship Agreement

## SPONSOR INFORMATION

Company

Contact Person

Address

City, State, Zip

Phone

Fax

E-mail

Website Address

## SPONSORSHIP INFORMATION

Event Name	Platinum \$1000	Gold \$500	Silver \$250	Vendor Booth \$100	Name Recognition \$50	Cash	In-kind
						<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>

My pledge is for an in-kind donation to be used as door prizes, giveaways, merchandise to help defray costs, or event refreshments. Please describe your in-kind donation support for each event (Subject to approval from the Town of Flower Mound Parks & Recreation Division): \_\_\_\_\_

## FORM OF PAYMENT

My total cash sponsorship is for \$ \_\_\_\_\_

MasterCard®     Visa®     Check

Credit Card Number: \_\_\_\_\_

Expiration Date

Name on Card

Credit Card Signature

Upon signing this Sponsorship Agreement, all conditions are agreed upon and in effect. The Town of Flower Mound shall not be bound by any separate agreements or promises not contained herein. Any such oral or written separate agreements or promises made shall not relieve sponsor or agent of their obligations hereunder. The Town of Flower Mound reserves the right to reject any and all advertising. Sponsors and agents agree to hold the Town of Flower Mound harmless from any and all liability arising from any and all claims made against the Town of Flower Mound, and assume all liability for all content (including text material, illustrations and copyright(s)) of advertisements printed. All invoices are due and payable upon acceptance of this Sponsorship Agreement by Sponsor. The provisions of this Sponsorship Agreement shall be performable and shall be construed and enforced in accordance with the laws of the State of Texas and any action to enforce or construe the terms of, and any action for the breach of any of the terms of this agreement shall be brought in Denton County, Texas. No Refunds.

Sponsor Signature

Date

# Sponsorship Levels

**Title Sponsor** ..... **Please Call 972.874.6300 For Options**

**Platinum Sponsor** ..... **\$1000**

Includes: 29<sup>th</sup> Annual Easter Egg Scramble, Summer Concert Series, 9<sup>th</sup> Annual Dorothy's Dash, and Grinch Scramble

- Representation of your company at the event. Sponsor is allowed to have tent or table, banner and distribute literature or give-a-ways at event. Pre-approval from Town of Flower Mound Parks and Recreation is required.
- Company name Included in all press releases.
- Logo featured in all advertising copy.
- Logo featured on the back of the T-shirt (if approved).
- Logo displayed on the event website (if approved).
- Product/flyer placement in participant goodie bags (if approved).
- Logo on sponsor banner displayed at event.
- Logo recognition in Town of Flower Mound Adventures Program Brochure.

**Gold Sponsor** ..... **\$500**

Includes: 29<sup>th</sup> Annual Easter Egg Scramble, Underwater Easter Egg Hunt, KidFish, Summer Concert Series, Pumpkin Dive, 9<sup>th</sup> Annual Dorothy's Dash, Breakfast with Santa, and Grinch Scramble

- Representation of your company at the event. Sponsor is allowed to have tent or table, banner and distribute literature or give-a-ways at event that will be provided by the Parks and Recreation Dept. Pre-approval from Town of Flower Mound Parks and Recreation is required.
- Company name Included in all press releases.
- Logo featured in all advertising copy.
- Logo featured on the back of the T-shirt (if approved).
- Logo displayed on the event website (if approved).
- Product/flyer placement in participant goodie bags (if approved).
- Logo on sponsor banner displayed at event.

**Silver Sponsor** ..... **\$250**

Includes: 29<sup>th</sup> Annual Easter Egg Scramble, Underwater Easter Egg Hunt, KidFish, Summer Concert Series, Pumpkin Dive, 9<sup>th</sup> Annual Dorothy's Dash, Breakfast with Santa, and Grinch Scramble

- Name on the back of the T-shirt (if approved).
- Logo on sponsor banner displayed at event (if approved).
- Logo displayed on the event website (if approved).
- Product/flyer placement in participant goodie bags.

**Vendor Booth** ..... **\$100**

Includes: 29<sup>th</sup> Annual Easter Egg Scramble, Underwater Easter Egg Hunt, KidFish, Memorial Day Splashtacular, Summer Concert Series, Family Night Out at the Waterpark, Labor Day Splashtacular, Pumpkin Dive, 9<sup>th</sup> Annual Dorothy's Dash, Breakfast with Santa, and Grinch Scramble

- Company may place booth at event. No sponsorship recognition will be given for this level.

**Name Recognition** ..... **\$50**

Includes: 29<sup>th</sup> Annual Easter Egg Scramble, Underwater Easter Egg Hunt, KidFish, Memorial Day Splashtacular, Summer Concert Series, Family Night Out at the Waterpark, Labor Day Splashtacular, Pumpkin Dive, 9<sup>th</sup> Annual Dorothy's Dash, Breakfast with Santa, and Grinch Scramble

- Company name will be listed and recognized at the event only. (How it will be listed is TBD based on the event).

**In-kind Donations** ..... **TBD**

Includes: Prince Charming's Ball, Father/Daughter Prom, Family Camp Out, 29<sup>th</sup> Annual Easter Egg Scramble, Underwater Easter Egg Hunt, Memorial Day Splashtacular, Family Night Out at the Waterpark, Labor Day Splashtacular, Pumpkin Dive, Veteran's Day Ceremony, 9<sup>th</sup> Annual Dorothy's Dash, Breakfast with Santa, and Grinch Scramble

- Company name will be listed and recognized at the event only. (How it will be listed is TBD based on the event).
- Subject to approval from the Town of Flower Mound Parks & Recreation Division

*Please note some event sponsorships may be limited. Sponsorships do not Includes any required food permits.*

Sponsor  
Contact Us Today!

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2121 Cross Timbers Road, Flower Mound, TX 75028  
972.874.6300 • [www.flower-mound.com/parks](http://www.flower-mound.com/parks)