



Parks & Rec Events / Programs

2024-25 SPONSORSHIP PACKET



<https://harkerheights.gov/special-events-2>

254.953.5466

Harker Heights Parks & Rec

Your sponsorship Matters!

The Harker Heights Parks and Recreation Department offers sports leagues, programs, classes, and events for families of all types and ages. Your sponsorship matters by making a difference in our community by ensuring that our programs are high quality and accessible to all.

What is Sponsorship? How is it different from a donation?

“Sponsorship” typically means a person or entity provides the City with financial support for an activity, City program, or City facility typically in exchange for the City providing more than nominal recognition of that financial support. This overt recognition distinguishes a sponsorship from a donation. Financial assistance provided by a sponsor may consist of cash and/or in-kind contributions.

How will my Sponsorship be used?

Your sponsorship may be used for, but is not limited to, the purchase of event components, league uniforms/equipment, advertisements, and even scholarships for residents who would be excluded from participating because they lack the funds to do so. Sponsors may but are not required to be informed of how the sponsorship was used when deemed appropriate by the City.

What are the City’s responsibilities regarding the sponsored event or item?

The City has both legal and procedural obligations to sponsors. All revenue, products, donations, sponsorships, and services received from donors and sponsors by the City of Harker Heights, shall be recorded and maintained.

A record of all sponsorships and donations including name, type, contact name if a company, and amount of sponsorship shall be kept up-to-date and accurate by both the receiving department and the Finance Department according to the City’s Policy.



Our Vision

To Create Community through People, Parks, and Programs.

Our Mission

To provide community enrichment opportunities through exceptional customer service and innovative programs, and by creating and maintaining attractive, safe, clean, accessible, interconnected parks and facilities.

Our Values

Excellence by striving to set the standard for quality programs, parks and services through leadership, vision, innovation, and dedication to our work.

Environmental Sustainability by helping to protect, maintain and preserve our natural and developed resources.

Fiscal Accountability by responsibly and efficiently managing the financial health of the department today and for generations to come.

Inclusiveness by reducing physical, social, and financial barriers to our programs, facilities, and services.

Partnerships by fostering an atmosphere of cooperation, trust and resourcefulness with our patrons, coworkers, and other organizations.

Customers by interacting with people in a responsive, considerate, and efficient manner.

Safety by promoting a safe and healthy environment for all who work and play in our parks, facilities, and programs.

Staff by honoring the diverse contributions of each employee and volunteer and recognizing them as essential to accomplishing our mission.



SPORTS SPONSORSHIP



Sports Sponsorships





















Your sponsorship Matters!

The Harker Heights Parks and Recreation Department offers youth, adult, and ability sports leagues and events for families of all types and ages. Your sponsorship matters by making a difference in our community by ensuring that our programs are high quality and accessible to all. All sponsorships are per sport.

Participant Estimate: 1000-2000

Sponsorships Available:

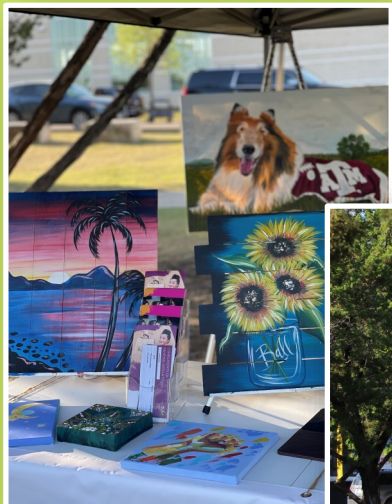
Presenting Sponsor	\$1500 / sport
Parks & Rec Partner	\$750 /sport
Parks & Rec Advocate	\$500 /sport
Parks & Rec Supporter	TBD

Sponsor Benefits	Presenting Sponsor	Parks & Recreation Partner	Parks & Recreation Advocate	Parks & Recreation Supporter
Recognition on Parks & Rec websites.				
Recognition in Parks & Rec Guide.				
Promotional materials available at Recreation Center.				
Recognition on social media.				
Recognition at athletic facility in use.				
Recognition on marketing materials.				
Access to games to have promotional materials available.				
Logo displayed prominently on front of league shirt.				



Location: Carl Levin Park, Harker Heights
Date: April 5, 2025
Time: 4 pm - 8 pm

Participant Estimate: 700-1000




















ART IN THE PARK

Enjoy art, vendors, music, crafts, and programs. This event is designed to be a fun day at the park while enjoying art. There will be games and activities for all ages.

Sponsorships Available:

Community Support \$500
 Band Sponsor \$3,000
 Presenting Sponsor \$5000

Sponsor Benefits	Presenting Sponsor	Band Sponsor	Community Supporter
Recognition on Parks & Rec websites.			
Recognition in Parks & Rec Guide.			
Recognition on event marketing materials.			
Recognition on social media.			
Recognition at event .			
Booth at the event.			
Exclusive sponsorship Thank You on Facebook.			
Logo displayed prominently at the amphitheater and announced as the presenting sponsor.			



FARMERS MARKET




















Buy Local! At the Harker Heights Farmers Market enjoy produce, vendors, music, crafts, and food trucks. Periodically through the season we host Themed Market Days with special programs and activities. These events draw in bigger crowds and are fun for the whole family.

Date: Saturdays, May - July and October—December
Time: 9 am - 1pm

Participant Estimate: 50-100 per market (1,500- 3,000 per season)

Sponsorships Available:

Supporting Sponsor	\$500
Themed Market Day	\$2,000
Presenting Sponsor	\$6,000

Sponsor Benefits	Presenting Sponsor	Themed Market Day Sponsor	Supporting Sponsor
Recognition on Parks & Rec websites.			
Recognition in Parks & Rec Guide.			
Recognition on event marketing for a Themed Market Day.			
Booth at Themed Market Days.			
Recognition on social media throughout the season.			
Recognition on marketing material that is made for this season. (General signs and banners from previous years are excluded.)			
Exclusive sponsorship Thank You on Facebook.			
The market will be called, "Harker Heights Farmers Market: Presented by (Your Company's Name)" the entire season.			
Custom plaque and banner for you to display at your business as the official Presenting Sponsor for 2024 or 2025			
Booth available at every Saturday Market			



JULY: PARKS AND REC MONTH



Parks and Recreation Fun all month long!
Help bring joy to all the citizens of Harker Heights through our many programs.

Presenting Sponsor \$4,000

Date: Every Friday in July
Time: TBD
Come on out and celebrate our Parks with
a popsicle at the park.

Participant Estimate: 100-200

Sponsorships Available:

Activity Sponsor \$300
Event Sponsor \$1,000



Date: July 2025
Time: TBD
Join in on water slides, fun activities, and the
largest water balloon fight of the season!

Participant Estimate: 500 - 800

Sponsorships Available:

Activity Sponsor \$300
Event Sponsor \$1,000



Sponsor Benefits	Presenting Sponsor	Event Sponsor	Activity Level Sponsor
Recognition on Parks & Rec websites.	✔	✔	✔
Recognition in Parks & Rec Guide.	✔	✔	✔
Recognition on event marketing materials.	✔	✔	✔
Booth at the event.	✔	✔	✔
Recognition on social media.	✔	✔	
Recognition at event .	✔	✔	
Exclusive sponsorship Thank You on Facebook.	✔		
Logo displayed prominently at the amphitheater and announced as the presenting sponsor.	✔		





Location: Carl Levin Park,
Date: Saturday, November 2, 2024
Time: 10 am - 1 pm

HAUNTED HEIGHTS

A DÍA DE LOS MUERTOS CELEBRATION

We are so excited about this year's theme: ¡Día de Los Muertos! Haunted Heights is always a must see event! The whole City turns out for this fun and spooky time in the park. During this event we will also be having our final Farmers Market. Our presenting sponsor will also be considered as sponsoring the Farmers Market Fall Festival from 9 am - 1 pm at City Hall.

Location: Carl Levin Park, Harker Heights
Date: Saturday, November 2, 2024
Time: 10 am - 1 pm

Participant Estimate: 500-1,000
Sponsorships Available:

Activity Sponsor	\$500
Candy Sponsor	\$3,000
Presenting Sponsor	\$6,000

Sponsor Benefits	Presenting Sponsor	Candy Sponsor	Activity Sponsor
Recognition on Parks & Rec websites.	✔	✔	✔
Recognition in Parks & Rec Guide.	✔	✔	✔
Recognition on event marketing for event	✔	✔	✔
Booth at event	✔	✔	✔
Recognition on social media.	✔	✔	
Recognition on marketing material that is made for this season. (General signs and banners from previous years are excluded.)	✔	✔	
Exclusive sponsorship Thank You on Facebook.	✔	✔	
The event will be called, “Harker Heights Halloween Hoopla: Presented by (Your Company’s Name)”	✔		
Custom plaque and banner for you to display at your business as the official Presenting Sponsor for 2024.	✔		





FROST FEST

The event features Santa, activities, Holiday Market, and more. This event promises to bring maximum exposure to citizens of all demographics during the holiday shopping season.

Farmers Market Booths are available with restrictions

Date: Saturday, December 14, 2024

Time: 3:00 pm - 8:00 pm

Location: Harker Heights Community Park

Participant Estimate: 750-1,500

Sponsorships Available:

Supporting Sponsor	\$500+
Contributing Sponsor	\$1,000+
Santa Level Sponsor	\$2,000+
Community Leader Sponsor	\$5,000+
Presenting Sponsor	\$10,000+

Sponsorship Deadline: Please contact us for more details.



Sponsor Benefits	Presenting Sponsor	Community Leader Sponsor	Santa Level Sponsor	Contributing Sponsor	Supporting Sponsor
Recognition on Parks & Rec websites.					
Recognition in Parks & Rec Guide.					
Recognition on event marketing materials.					
Company banner displayed at event (Company must provide banner).					
Booth at the event.					
Company Logo displayed on the event stage.					
Company Logo displayed at one of our small event activities (i.e. a photo opportunity or wreath decorating contest).					
Recognition on social media.					
Recognition at event .					
Facebook Live post during the event or event setup to showcase the company as a sponsor. (Must have a representative at the event).					
Exclusive sponsorship Thank You on Facebook.					
Logo displayed prominently at the event, on stage, and announced as the presenting sponsor.					
Exclusive presenting sponsor recognition on everything the City puts out for the event. The official name will with Harker Heights Frost Fest: Presented by.... Your Companies Name.					



Harker Heights
Parks & Recreation
Creating Community

Please return sponsorship agreement to:
Harker Heights Parks and Recreation
307 Millers Crossing
Harker Heights, TX 76548
atrujillo@harkerheights.gov

2024 Sponsorship Agreement

Sports Sponsor

- \$ Parks & Recreation Supporter
- \$500 Parks & Recreation Advocate
- \$750 Parks & Recreation Partner (Sports)
- \$6,000 Presenting Sponsor (All sports including ability)

Art In The Park

- \$500 Community Supporter
- \$3,000 Band Sponsor
- \$5,000 Presenting Sponsor

Farmers Market

- \$500 Community Partner Sponsor
- \$2,000 Themed Market Day Sponsor
- \$6,000 Presenting Sponsor

Parks and Rec Month

- \$300 Activity Level Sponsor
- \$1,000 Event Sponsor
- \$4,000 Presenting Sponsor

Haunted Heights: *Día de Los Muertos*

- \$500 Activity Sponsor
- \$3,000 Candy Sponsor
- \$6,000 Presenting Sponsor

Frost Fest

- \$500 Supporting Sponsor
- \$1,000 Contributing Sponsor
- \$2,000 Santa Level Sponsor
- \$5,000 Community Leader Sponsor
- \$10,000 Presenting Sponsor

In-kind Contribution Sponsors: (must be approved by HHPARD Staff)

In-Kind sponsorships may be considered if donated products or services are relevant and benefit the sponsored event or Harker Heights Parks & Recreation as a whole.

Description of in-kind contribution: _____

Purchased Items:

Any accepted donation or sponsorship which would obligate the City to enter into a service or procurement agreement will be reviewed under the City procurement process. The City encourages donations of materials with the understanding that such items have a useful life, and that the City assumes no responsibility for replacement or upkeep. Once a donation is accepted, it becomes City property and the City may maintain, replace, or dispose of the item.

Contact Information: (as it should appear on marketing information)

Business/Organization Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Second Phone: _____

Email: _____

Please discuss method of payment with Activities Center Staff.

FOR OFFICE USE ONLY

Reviewed By / Date	Approved By / Date	Sponsorship Amount	Cash / Date Paid	Card / Date Paid	Check / Date Paid

Sponsorship: _____ **Amount:** _____ **What the City plans on purchasing** _____

Sports: _____

Standard Benefits:

Events: _____

Standard Benefits:

Dia De Los Muertos _____

Parks and Rec Month Parks Fests

Standard Benefits:

Frost Fest _____

Standard Benefits:

Total

Total Benefits

Sponsor Signature: _____

Name: _____ Date: _____

City Signature: _____

Name: _____ Date: _____

City's Rights of Refusal:

The integrity and credibility of the City shall be the overriding consideration in all advertising and sponsorship activities. The City possess sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer of sponsorship including but not limited to, products of drugs, tobacco, weapons, gambling, products/services that violate City policy or mimic the identity programs of Harker Heights Parks & Recreation.

Sponsor's Right of First Refusal

The City intends to host future events and provide additional opportunities for sponsorship. However, the city is under no obligation to host any future events. In recognition of a Sponsor's support of events, the City grants Sponsors the right of first refusal over all other potential sponsors for the same sponsorship of the same event, in the subsequent year. Sponsorships available for rights of first refusal are outlined in the package's benefits on previous pages. Sponsors have sixty (60) days following the conclusion of the sponsored event to elect to renew its sponsorship for the following year. If Sponsor fails to notify the City of its intentions to renew its sponsorship within the sixty (60) days period, the City reserves the right to open the sponsorship opportunity to the public without providing prior notice to the Sponsor.

Disclaimer:

Specific sponsorships are available on a first-come, first served basis. Liability for the content of sponsorships (text, representation, and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner. By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines. Texas Open Records/Public Information Act requires this record to be open to public inspection.

Agreement:

The City of Harker Heights agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the City of Harker Heights, its duly elected officials, and its employees to save and hold harmless the City from losses, damages, or injuries.

Authorized Signature for Sponsor: _____ **Date:** _____



GO Heights Outdoor Recreation Program

FAMILY CAMPOUT

This is a family friendly camping event. Groups with various camping experience gather for a weekend of fun!

Date: TBD -Summer and Fall
Location: TBD

Participant Estimate: 25-30/camp out

Sponsorships Available:

Campsite Rental

www.meetup.com/GO-Heights

