

GRAPEVINE
PARKS & REC

2019/20 EVENTS PARTNERSHIP PROGRAM

EXPANDING OUR REACH TO THE COMMUNITY WITH YOUR HELP



WHY PARTNER WITH US?

The Grapevine Parks & Recreation Department has a specific mission:

TO ENHANCE THE QUALITY OF LIFE OF THE CITIZENS OF GRAPEVINE, THROUGH THE STEWARDSHIP OF OUR NATURAL RESOURCES AND THE RESPONSIVE PROVISION OF QUALITY LEISURE OPPORTUNITIES.

The Grapevine Parks & Recreation Department is proud to continue our Events Partnership Program, designed to align your message with over 750,000 people annually and help us expand the communication of our vision and goals to the community, but also to visitors that attend our community events and visit our parks and facilities.

The Grapevine Parks & Recreation Community Events mission is:

TO CREATE UNIQUE ALL-INCLUSIVE EVENTS FOR GRAPEVINE RESIDENTS AND SURROUNDING COMMUNITIES THAT ALLOW PATRONS INTENTIONAL TIME TOGETHER AS WELL AS AN ESCAPE FROM REALITY THROUGH FULL IMMERSION EXPERIENCES.

Our vision for this division is to take people out of their reality and provide them the opportunity for families to spend quality time together. We keep that goal at the forefront of our efforts for our residents and YOU can be a part of that.

OUR MISSION IS ABOUT THE COMMUNITY.



Year-round exposure with advertising opportunities at many parks, recreation facilities and community events.



Your tailored message can reach over 750,000 people annually, which include Grapevine residents and visitors.



Display your support for programs and special events that promote community, health & wellness and outdoor lifestyles.

YOU CAN HELP US MAKE THE COMMUNITY
A HAPPIER PLACE TO LIVE AND PLAY.

OUR EVENT PACKAGES

Grapevine Parks and Recreation continues to create unique all-inclusive events for Grapevine residents and surrounding communities that allow patrons intentional time together as well as an escape from reality through full-immersion experiences. We want you to be a part of that effort and experience.

INVESTMENT LEVELS & BENEFITS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "The Amazing Race, presented by..."	✗	✗	✓

SINGLE EVENTS INCLUDE:

- Daddy Daughter Dance
- Mother Son Date Night
- Annual Outdoor RV Show
- Mother & Daughter Tea Party
- Amazing Race, *Father Son Edition*

All other events have customized investment levels and benefits

*Final marketing benefits per event are subject to final marketing plan. Inventory subject to change without notice.



SUNSET LIVE! *at the Gardens*

Take a trip down memory lane as we bring the sunset to life with some of the best classic live music hits featuring your favorite genres and decades each night. Whether you're looking for a relaxing family outing at the Botanical Gardens, or a tasteful date night, bring your picnic blanket and refreshments, and your best dance moves for a truly unique **three-day weekend** full of FREE live music on the lawn. Food trucks and beverages will be available for purchase as well.

Approximate attendance: 1,500 per night; 4,500 total for the weekend

Date: Thursday, October 3 - Saturday, October 5, 2019 **Time:** 6:30 - 9:30pm, each night

Location: Grapevine Botanical Gardens (411 Ball St.) **Fee:** Free General Admission | VIP packages coming soon

Opportunity: Food/beverage vending, booth or activity space, various sponsorship levels, trading services/product space

Sponsorship Deadline: September 6, 2019 (August 2, 2019 to be included in newsletters and graphics)

SPONSORSHIP LEVEL	EXPO SPONSOR \$1,000	PREMIER SPONSOR \$2,000	PRESENTING SPONSOR \$3,000
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
VIP Tickets	2	4	6
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Sunset Live! presented by..."	✗	✗	✓

HALLOWEEN BASH AT THE BOO-TANICAL GARDENS

Welcome to the Halloween Bash at the Boo-tanical Gardens, the Halloween party you've always wanted to throw! This re-imagined event brings together live entertainment, spooktacular activities, and eclectic varieties of sweet and savory food and beverage options for a ghastly good time. Whether it's a costume party for the family, or a terrifyingly fun date night, this event is for ghouls and goblins of all ages.

Approximate attendance: 3,500 (65% + Grapevine residents the rest surrounding communities)

Date: Saturday, October 26, 2019 **Time:** 6:00 - 10:00 pm **Location:** Grapevine Botanical Gardens (411 Ball St.) **Fee:** \$10 per adult | \$5 per child (2+ years old)

Opportunity: Food/beverage vending, booth or activity space, various sponsorship levels, trading services/product space

Sponsorship Deadline: September 27, 2019 (August 2, 2019 to be included in newsletters and graphics)

SPONSORSHIP LEVEL	EXPO SPONSOR \$750	PREMIER SPONSOR \$1,000	PRESENTING SPONSOR \$2,000
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
PR/Tickets/Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Halloween Bash, presented by..."	✗	✗	✓

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CAROL OF LIGHTS (KICK-OFF CHRISTMAS CAPITAL OF TEXAS EVENT)

Come experience the magic of the season at City Hall on Main Street as we officially launch the holiday season in the Christmas Capital of Texas! The whole family will enjoy this wonderful entertaining presentation blending traditional favorites and contemporary sights and sounds that will both warm the heart and excite the soul for the most wonderful time of the year. Help sing in the Christmas season and enjoy the spirit of Christmas as the Mayor "flips the switch" illuminating the all historic downtown. For presenting sponsors you will have the opportunity to be apart of the show through the interactive light show app Cue Audio. Ask for more details. **Approximate attendance:** 10,000 patrons from Grapevine and surrounding communities

Date: Monday, November 25, 2019 **Time:** 4:00 pm (activities begin) 7:00 pm (show begin) **Location:** City Hall, 200 S Main Street **Fee:** Free to the public | \$5 / reserved seat (optional)

Highlight: High social media presence (20k interested in 2018 Facebook event pages) and has top 5 news station coverage.

Opportunity: Food vending, booth/banner space and activity sponsoring, trade services/product, and presenting sponsor

Sponsorship Deadline: November 5 (October 5 to be included on any graphics)

SPONSORSHIP LEVEL	EXPO SPONSOR \$2,500	PREMIER SPONSOR \$5,000	PRESENTING SPONSOR \$10,000
Banner on Event Site	✗	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets for reserved seating	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
PR/Tickets/Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Carol of Lights, presented by..."	✗	✗	✓

SOCIAL MEDIA EXPOSURE TO
21K FOLLOWERS
FACEBOOK EVENT PAGE HAS
13.9K INTERESTED
WEBSITE VISITS:
60.1K PAGE VIEWS

*Final marketing benefits are subject to final marketing plan. Inventory subject to change without notice.



GRAND OPENING EVENTS

As Grapevine Parks and Recreation continues to expand our parks, facilities and services, we sometimes hold events that are unique to the expansion. These events are not recurring and has a specific goal to be met. We would love for our partners to be a part of these special occasions and reach their market in different ways.

BEAR CREEK DOG PARK *GRAND OPENING*

Grapevine's first-ever dog park opens at Bear Creek Park. This grand opening event will attract all dog lovers from far and wide. There will be a formal ribbon cutting ceremony followed by vendor activities throughout the dog park. We will host contests, prize giveaways, yappy hour with dog beer and treats and invite local pet businesses to market to their niche audience and enjoy the brand new Bear Creek Dog Park.

Approximate attendance: 1,000+ patrons from Grapevine and surrounding communities

Date: October 12, 2019

Time: *tentatively 10:00 am (ceremony) 11:00 am (activities begin)

Location: Bear Creek Park, 3230 South State Hwy. 360

Fee: Free to the public

Opportunity: Sponsor entire event, sponsor an activity, host contest and giveaway (upon approval), and trade services/product

Sponsorship Deadline: September 27, 2019 (August 2, 2019 to be included in newsletters and graphics)

DADDY DAUGHTER DANCE, *FROZEN*

Our Annual Daddy Daughter Dance is the much anticipated dance of the year. We have sold out this dance for the past 6 years and it only keeps getting bigger. Our theme for 2020 will be Frozen.

Approximate attendance: 1,500 (fathers and daughter of age 2-18 years old)

Dates: January 24 and 25, 2020 **Times:** Friday 7:00 – 9:00 pm | Saturday 4:00 – 6:00 pm | Saturday 7:00 – 9:00 pm

Location: Compass Center, 4201 Pool Road **Fee:** \$20 per resident, \$25 per non-resident

Opportunity: Sponsor entire event, sponsor an activity, help bring themed décor

Sponsorship Deadline: January 13 (November 15 to be included on any graphics)

SOCIAL MEDIA EXPOSURE TO

21K FOLLOWERS

FACEBOOK EVENT PAGE HAS

1.2K FOLLOWERS

WEBSITE VISITS:

32.5K PAGE VIEWS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Daddy Daughter Dance, presented by..."	✗	✗	✓





MOTHER SON DATE NIGHT

This is one of the only mother son events in the metroplex over selling the past two years! We are still deciding on the theme for 2020, but you won't want to miss spending an evening with ladies and their sons from Grapevine and beyond!

Approximate attendance: 800 (mother's and sons of age 2-18 years old)

Dates: March 6 & 7, 2020 **Times:** 7:00 - 9:30 pm

Location: Compass Center, 4201 Pool Road **Fee:** \$15 per resident, \$20 per non-resident

Opportunity: Sponsor the event, sponsor a themed activity, help bring themed décor, trade for services/product

Sponsorship Deadline: January 20 (December 2 for print)

SOCIAL MEDIA EXPOSURE TO
21K FOLLOWERS

FACEBOOK EVENT PAGE HAS
850 INTERESTED

WEBSITE VISITS:
21.9K PAGE VIEWS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Mother Son Date Night, presented by..."	✗	✗	✓

GO GRAPEVINE GAMES: A FAMILY FIELD DAY AT PARR PARK

An action-packed field day for the entire family, Go Grapevine Games (G3) is the brand new family event of the year. This inaugural and free event at Parr Park will include interactive activities for the entire family to watch, play, and experience together. With live entertainment, food trucks, fitness classes from The REC of Grapevine, outdoor and summer camp activities, and more, G3 is sure to give a new meaning to a family day in the park. If you're looking for a more competitive edge, the G3 Team Race test teamwork skills as families make their way throughout the Parr Park trails completing various obstacles, mastering minute-to-win it games, and competing in classic field day activities.

Approximate attendance: 1,500 residents and non-residents

Date: Saturday, April 18, 2020

Time: 10:00 - 2:00pm

Location: Parr Park, 3010 Parr Lane

Fee: FREE

Opportunity: Provide an activity, donating prize packages, participating in the G3 Team Race, trade services/product

Sponsorship Deadline: March for all sponsorships

SOCIAL MEDIA EXPOSURE TO
21K FOLLOWERS

FACEBOOK EVENT PAGE HAS
1K INTERESTED

WEBSITE VISITS:
10.7K PAGE VIEWS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	n/a	n/a	n/a
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Go Grapevine Games, presented by..."	✗	✗	✓



GO GRAPEVINE **games**



MOTHER & DAUGHTER TEA PARTY, *A DAY WITH MARY POPPINS*

Hands down this is the event that every mother daughter looks forward to every year. This event literally sells out in minutes on the web. This is a casual event where ladies look forward to it every year and make it a tradition. They can come enjoy a spot of tea and a spoon full of sugar and have a special time together just getting to be girls.

Approximate attendance: 335 (mothers and daughters of all ages)

Date: Saturday, May 9, 2020 **Times:** 9:30 - 11:00 am | 12:30 - 2:00 pm | 3:30 - 5:00 pm

Location: The REC of Grapevine, 1175 Municipal Way **Fee:** \$15 per resident, \$20 per non-resident

Opportunity: Sponsor event or activity, trading services/product, handout opportunities

Sponsorship Deadline: April 27, 2020 (March 9, 2020 to be included on any graphics)

SOCIAL MEDIA EXPOSURE TO

21K FOLLOWERS

FACEBOOK EVENT PAGE HAS

1.1K INTERESTED

WEBSITE VISITS:

15.4K PAGE VIEWS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Mother Daughter Tea, presented by..."	✗	✗	✓

THE AMAZING RACE: *FATHER SON EDITION*

Are you in it to win it? Complete challenges, road blocks and detours as a pair to find your way to the finish line! Teamwork and endurance are keys to success in this race. This event is a fun and educational opportunity for father and son to learn about multiple countries and get in some physical and mental challenges all at the same time.

Approximate attendance: 350 (fathers and sons of ages 5-18 years old)

Date: Saturday, June 6, 2020 **Time:** 7:30 – 11:30 am **Location:** Parr Park, 3010 Parr Lane

Fee: \$15 per resident, \$20 per non-resident

Highlights: This is a 2 time award-winning event enjoyed by residents as well as visitors from surrounding cities.

Opportunity: Provide a country stop, donating prize packages, participating in the warm-up activity, trade services/product

Sponsorship Deadline: May 29 (March 30 to be included on any graphics)

**A 2X AWARD
WINNING EVENT**

SOCIAL MEDIA EXPOSURE TO

21K FOLLOWERS

WEBSITE VISITS:

4.6K PAGE VIEWS

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	4	6	10
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "The Amazing Race, presented by..."	✗	✗	✓





THANK YOU!

WE APPRECIATE YOUR PARTNERSHIP.

**WE CAN CUSTOMIZE
YOUR PARTNERSHIP!**

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