

**GRAPEVINE
PARKS & REC**

2018 PARKS PARTNERSHIP PROGRAM

EXPANDING OUR REACH TO THE COMMUNITY WITH YOUR HELP



WHY PARTNER WITH GRAPEVINE PARKS & RECREATION?

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.

We keep that goal at the forefront of our efforts for our residents and **YOU** can be a part of that.

HELP US MAKE GRAPEVINE A HEALTHIER AND HAPPIER PLACE TO LIVE AND PLAY.



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 events that promote health & wellness and outdoor lifestyles.

PARTNERSHIP OPPORTUNITIES

The Grapevine Parks & Recreation Department is proud to continue our Parks 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 and visitors. We make the decision an easy two-step process:

STEP

1

ONE INVESTMENT PER YEAR MAKES YOU A “PARKS PARTNER”

\$2,850

- Annual presence on GoGrapevine.com website.
- One (1) half page, color ad in the Go Grapevine Magazine, three issues/year.
- Rights to use the Grapevine Parks & Recreation logo in your marketing.

STEP

2

CHOOSE EVENT OR VENUE PACKAGE TO FINE TUNE YOUR MESSAGE

optional

EVENTS PACKAGE	VENUE PACKAGE
Daddy Daughter Dance, <i>A Night on Broadway</i>	Carol of Lights & Lightshow Spectacular (Main Street)
Mother Son Date Night, <i>Rock of Ages</i>	Dove Waterpark
NEW! Twilight Community Egg Hunt	Oak Grove Ballfield Complex
Annual Outdoor RV Show	The REC of Grapevine
Mom & Me Tea, <i>An Adventure in Candyland</i>	The Vineyards Campground and Cabins
3rd Annual Amazing Race, <i>Father Son Edition</i>	Bear Creek Dog Park
Fourth Friday Film Series	
Sunset Concert Series	
The GrapeYard at Oak Grove Park	

INVESTMENT LEVELS & BENEFITS

PARTNER LEVEL	INVESTMENT	LOGO ON OUR WEBSITE	1/2 PAGE AD IN GO GRAPEVINE MAG.	RIGHTS TO OUR LOGO
Parks Partner	\$2,850	✓	✓	✓

SINGLE EVENT PACKAGES

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	10	20	40
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..."	✗	✗	✓

Want to
CUSTOMIZE
your partnership?

TO GET STARTED, CONTACT:

April Rogers, Events Supervisor
ARogers@grapevinetexas.gov
817.410.3396

OR

April Rodriguez, Marketing Manager
ARodriguez@grapevinetexas.gov
817.410.3919

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



THE REC
OF GRAPEVINE



INVESTMENT LEVELS & BENEFITS

The Grapevine Parks & Recreation's state-of-the-art facilities bring thousands of residents and visitors together for state-wide, regional and international tournaments as well as experiences at our waterparks, world-class recreation facility and at our nationally-recognized and top-rated campground and cabins.

VENUES PACKAGE	INVESTMENT	LOGO ON SIGNAGE	(2) ACTIVATION DAYS PER YEAR	RADIO AD (:30) SPOTS PER DAY	RADIO AD (:30) SPOTS PER SEASON	SEASON LENGTH	TERM
DOVE WATERPARK	\$2,050	✗	✓	✓ (5)	✓ 500	MAY - SEPT.	2 YRS
OAK GROVE COMPLEX	\$3,500	✓ scoreboard	✓	✗	✗	FEB. - NOV.	2 YRS
THE REC OF GRAPEVINE	\$3,500	✓ static signage	✓	✓ (5)	✓ 1,500	ANNUAL	2 YRS
VINEYARDS CAMPGROUND AND CABINS	\$1,500	✓ static signage	✓	✗	✗	ANNUAL	2 YRS

*Investment is per term

ABOUT OUR EVENTS

Grapevine Parks and Recreation continues to expand on our special and community events throughout the year for residents and visitors to enjoy with their families. As the Christmas Capitol of Texas, we strive to make each year better than the year before with extensive planning for events that draw thousands of attendees. We want you to be a part of our message!

DADDY DAUGHTER DANCE, *A NIGHT ON BROADWAY*

Let the bright lights and catchy show tunes whisk you and your girl away to New York City for the night. At the corner of 53rd Street and Broadway you'll find what is sure to be a special evening full of dancing and memorable moments! Catering to a wide variety of ages, you'll be invited to eat some famous New York Pizza, snap a photo in the middle of time square and treat yourself to some tasty desserts! Be sure to be on the watch for your favorite characters from all the best musicals throughout the night!

Approximate attendance: 1,500 Father's and daughter of age 2-18 years old

Dates: January 26 and 27 **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: \$18 per person

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

Sponsorship Deadline: January 12 (November 15 to be included on any graphics)

MOTHER SON DATE NIGHT, *ROCK OF AGES*

Are you ready to rock?! Boys, get your all-access passes and take your mom on a date night that won't end until the last encore is complete. Get ready to shred your best AC/DC on guitar hero, karaoke with the stars and a quick photo shoot with the band. This evening is full of fun activities, a full dinner and tons of rock & roll memories to last you a lifetime!

Approximate attendance: 700 Mother's and Sons of age 2-18 years old

Dates: Friday, March 2 and Saturday, March 3 **Times:** 7:00 - 9:30 pm

Location: Compass Center, 4201 Pool Road

Fee: \$15 per person

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

Sponsorship Deadline: February 16 (December 22 to be included on any graphics)





TWILIGHT COMMUNITY EGG HUNT

The sun has set the moon shines bright, join us for an egg hunt at night! The Easter bunny wants you to hop on over to Oak Grove Soccer Fields Friday for a twilight egg hunt. With something for everyone, let our face painters turn you into a bunny and enjoy other activities such as bounce houses, food vendors, and more! There will be 5 different traditional hunts by age group.

Approximate attendance: 3000 people from Grapevine and surrounding Communities and kid's ages 0-12 years old

Date: Friday, March 23 (rain out date Friday, March 30) **Time:** 6:00 – 8:00 pm (different age group time slots)

Location: Oak Grove Soccer Fields, 1299 Oak Grove Loop North

Fee: Free for public

Opportunity: Booth/activity/food space available, trading services/product, as well as banner opportunities.

Sponsorship Deadline: March 9 (January 15 to be included on any graphics)

MOM & ME TEA, *AN ADVENTURE IN CANDYLAND*

Enjoy treats, crafts and special time together as mom and daughter create memories venturing through the Peppermint Forest, Chocolate Swamp and the Gumdrop Mountains to get to the Candy Castle! Take a spin on the life-size board game, fill up at the candy bar, and create your own Princess Lolly crown.

Approximate attendance: 125 Mothers and daughters of all ages per tea time

Date: Saturday, May 12 **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 person

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

Sponsorship Deadline: April 27 (February 20 to be included on any graphics)

THE 3RD ANNUAL 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 is a two-time award winning event with great educational opportunity for father and son to learn about multiple countries and get in some physical and mental challenges all at the same time. They will run all throughout Parr Park as they come up on different “countries” throughout the trails and be given a task to do. The teams in each age group who finishes first wins a prize package!

Approximate attendance: 300 fathers and sons of ages 5-18 years old

Date: Saturday, June 9

Time: 7:30 – 11:30 am

Location: Parr Park, 3010 Parr Lane

Fee: \$15 per person

Highlight: 2 time award-winning event

Opportunity: Sponsor a country stop, donate prize packages, photo ops, be a part of the warm-up and hand out snacks and drinks to participants, trade services/product

Sponsorship Deadline: May 28 (March 30 to be included on any graphics)





JURASSIC GARDENS

Take a trip to prehistoric times where Dinosaurs once roamed the City of Grapevine, this immersive, multi-day exhibit brings the dinosaurs to life. World class animatronic dinosaurs take over the Grapevine Botanical Gardens offering children to learn about the species that once roamed in their backyard, dig to uncover new discoveries and explore Jurassic Gardens. Join us for the kick off Fossil Fest or many other themed events that take place in Jurassic Gardens!

Approximate attendance: 8,000 patrons from Grapevine and surrounding communities during the exhibit length

Date: Fossil Fest, September 22 Jurassic Gardens Exhibit, September 22 – October 7

Location: The Grapevine Botanical Gardens at Heritage Park, 411 Ball Street

Fee: \$8 for exhibit entrance/Fossil Fest kick-off event is **FREE** to the public

Highlight: 2 time award-winning event

Opportunity: Banner space, trade services/product, dinosaur sponsorship, photo op sponsor and presenting sponsor

Sponsorship Deadline: August 22 (August 1 to be included on graphics)

SPONSORSHIP LEVEL	PHOTO-OP SPONSOR \$2,500	DINOSAUR SPONSOR \$2,500	PRESENTING SPONSOR \$6,000
Logo Placement in Exhibit	✓	✓	✓
Comp Tickets	15	15	40
Logo on website (with link)	✓	✓	✓
Social Media Mention	3	3	10
Logo in Exhibit Booklets	✓	✓	✓
Product Placement	✗	✓	✓
Logo on Admission Wristbands	✗	✗	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor <small>Company name will be included everywhere the event is mentioned, "Fossil Fest and Jurassic Gardens, presented by..."</small>	✗	✗	✓

***Other Customizable Opportunities,**
Contact Morgan Davidson,
Mdavidson@grapevinetexas.gov

FOURTH FRIDAY FILM SERIES

Back by popular demand! Join us on the fourth Friday of this season for our 4th Annual Fourth Friday Film Series! Bring your lawn chairs, blankets, family and friends to enjoy a free film under the stars! Starting in June, we will show a different movie at a different park each month starting at dusk. Feel free to make this an evening with your family by bringing your own food and drinks.

Approximate attendance: 200 per film

Date/Location: June 22/Parr Park | July 27/Dive in Movie at Dove Waterpark | August 24/The Park at The Rec of Grapevine

Fee: Free to the public

Opportunity: Booth/activity/food space is available as well as trading services/product or sponsoring all three events.

Sponsorship Deadline: May 22

SUNSET CONCERT SERIES

Bring your blankets & chairs and enjoy a relaxing fall evening of various music styles surrounded by the beautiful Botanical Gardens. This FREE outdoor concert series will be held the first three Saturday evenings during the month of October. Grapevine Botanical Garden docents will be available to answer gardening questions and children's gardening activities will also be available.

Approximate attendance: 300 per concert (all ages)

Date: Saturdays, October 6, 13, 20 **Time:** 7:00 - 9:00 pm, each night

Location: Grapevine Botanical Gardens (411 Ball St.)

Fee: Free for public

Opportunity: Booth/activity/food space is available as well as trading services/product or sponsoring all three events.

Sponsorship Deadline: August 31





THE GRAPEYARD

Step right up, the creepiest carnival has come to town! Join the freak show as you try your hand at old school carnival games and test your daredevil spirit as you step on to the haunted trail. Always family-friendly, the thrills and chills won't stop until the curtain falls. Immerse yourself in scream-worthy games you'll have to see to believe. Don't forget those three lovable faces of the famous singing pumpkins! Join us if you dare for a Halloween scare!

Approximate attendance: 3,500 people per night 65% + Grapevine residents the rest surrounding communities

Date: October 26 & 27 **Time:** 6:00 - 11:00 pm, each night **Location:** Oak Grove Park, 1299 Oak Grove North Loop

Fee: \$2 per residents / \$5 per non-residents

Highlights: This is an award-winning event that is constantly growing in publicity and has a high social media presence.

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

Sponsorship Deadline: September 28 (August 10 to be included on any graphics)

SPONSORSHIP LEVEL	EXPO SPONSOR \$1000	PREMIER SPONSOR \$1500	PRESENTING SPONSOR \$3000
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	10	20	40
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
PR/REC Radio/Tickets/ Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "The Grapeyard, presented by..."	✗	✗	✓

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CAROL OF LIGHTS (*CHRISTMAS CAPITAL OF TEXAS*)

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.

Approximate attendance: 10,000 patrons from Grapevine and surrounding communities

Date: Monday, November 19

Time: 5:00 pm (activities begin) 7:00 pm (show begin)

Location: City Hall, 200 S Main Street

Fee: Free to the public

Highlight: High social media presence and 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 \$2500	PREMIER SPONSOR \$5000	PRESENTING SPONSOR \$10,000
Banner on Event Site	✗	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	10	20	40
Logo on website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
PR/REC Radio/tickets Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "Carol of Lights, presented by..."	✗	✗	✓

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CELEBRATE
CHRISTMAS

The Grapevine
Capital
NOV.

GRAPEVINE
NOV. 10

LIBERTY
PARK



SPECIAL 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: late summer

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: July 6 (June 15 to be included on any graphics)



THANK YOU!

WE APPRECIATE YOUR PARTNERSHIP.

**WE CAN CUSTOMIZE
YOUR PARTNERSHIP!**

Tell us your thoughts, visit:

www.GoGrapevine.com/Partnership