



2025

SPONSORSHIP OPPORTUNITIES

Community Special Events

www.cordovarpd.gov | 916-842-3318

Sponsor with us!

Throughout the year, Cordova Recreation & Park District (CRPD) hosts a series of engaging events that bring joy and togetherness to our community. These events include the much-anticipated Hoppin' & Huntin' at Hagan, the vibrant Party in the Park, the interactive Meet the Machines and the thrilling Halloween at Hagan. We are seeking sponsorships for these events and others to ensure they remain successful and leave a lasting positive impact on our community.

To facilitate your participation, we offer four packages with varying benefits tailored to meet your company's marketing objectives. These levels range from \$500 to \$3,000 or more, allowing you the flexibility to choose a single event for higher visibility or sponsor multiple events to maximize your community outreach and brand exposure.

Enclosed, please find detailed information outlining our benefit package levels, event specifics and the wide-reaching impact your support can achieve.

Thank you for considering our invitation to partner with us in making our community events even more impactful and memorable. We look forward to the possibility of collaborating with you to create a positive and lasting impression in our community!

If you have any questions, please feel free to connect with me via phone or email. We hope you will partner with us to continue making CRPD events memorable!

Sincerely,



Communications Manager
sgolden@cordovarpd.gov
916-842-3318

Sponsorship Overview

SPECIAL EVENTS

We are seeking sponsorships to make our community events exciting and memorable for the community. The benefit packages below allow you the flexibility to choose a single event for higher visibility or sponsor multiple events to maximize your community outreach and brand exposure.

\$500 Package

- Recognition in recreation guides* for duration of sponsorship
- Acknowledgement in marketing materials**
- Assisted marketing communication***
- Recognition with sponsor banner, if space allows
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

\$1,500 Package

- 1"x1" square recognition in recreation guides* for duration of sponsorship
- Acknowledgement in marketing materials**
- Assisted marketing communication***
- Recognition with sponsor banner, if space allows
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

\$2,500 Package

- 1"x2" rectangle recognition in recreation guides* for duration of sponsorship
- Acknowledgement in marketing materials**
- Assisted marketing communication***
- Recognition with sponsor banner
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

\$3,000+ Package

- 2"x2" square recognition in recreation guides* for duration of sponsorship
- Acknowledgement in marketing materials**
- Assisted marketing communication***
- Recognition with sponsor banner
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)
- Five (5) free picnic/pavilion rentals per sponsorship year (value ~\$1,000)

*Recreation guides are mailed to approximately 50,000 residences, placed in all CRPD facilities and some partner facilities and distributed at any community events that have a CRPD presence. Marketing materials must be received 4 weeks prior to publishing of Recreation Guide.

**Sponsor must supply CRPD with high resolution company logo. Marketing materials may include, but are not limited to, the following: postcard/event flyer, social media, email blasts/newsletters, press releases.

***Marketing communication to the following community venues is not guaranteed but submitted to: local community calendars (digital and print), press releases to community newspapers and electronic news publications, radio shout-out(s) (only applies to Platinum and Gold levels).

Special Events



POLAR BEAR PLUNGE

Sponsorship: \$150-\$850
Avg. Participants: 50+
Target Audience:
Families, Youth, Adults

Event Occurs: January 11
Publication Deadline: 12/15/24
Location: Cordova
Community Pool

Participants take the plunge for CRPD's Annual Polar Bear Plunge! This is a fundraising event which supports the Cordova Recreation & Parks Foundation, Cordova Blue Marlins and Cordova Cordettes. After taking the plunge, warm up with refreshments and breakfast.



HOPPIN' & HUNTIN' AT HAGAN

Sponsorship: \$300-\$2,000
Avg. Participants: 1,200+
Target Audience:
Families, Youth

Event Occurs: April 12
Publication Deadline: 2/28/25
Location: Hagan Community
Park

Community members come out to enjoy fun for the whole family. Our resident bunny and chick take photos with families and children. There are free egg hunts for ages 10 and under, contests and prizes, inflatables, games music and more!



COMMUNITY YARD SALE

Sponsorship: \$25-\$150
Avg. Participants: 50+
Target Audience:
Families, Adults

Event Occurs: May 17
Publication Deadline: 3/31/25
Location: Lincoln Village
Community Park

Our Annual Community Yard Sale is a hit for all those looking to sell off items after spring cleaning. It is also a great place for those looking to sell their handmade items to the community.



PARTY IN THE PARK

Sponsorship: \$250-\$1,050
Avg. Participants: 500+
Target Audience:
Families, Youth, Adults

Event Occurs: July 12
Publication Deadline: 5/30/25
Location: Hagan Community Park

Community members join us for a fun summer evening in the park with giveaways, music and vendors. Participants will enjoy a variety of food and drinks from our vendors. This party rotates to a different park every year.



MEET THE MACHINES

Sponsorship: \$450-\$2,100
Avg. Participants: 2,500+
Target Audience:
Families, Youth

Event Occurs: September 13
Publication Deadline: 7/31/25
Location: Hagan Community Park

Children of all ages have the opportunity to touch, climb on and explore an expanse of exciting machines and unique vehicles. We typically have 20+ machines and vehicles to explore! This event also features the popular beach ball activity, inflatables, music, vendors and more!



BARKTOBERFEST

Sponsorship: \$250-\$1,000
Avg. Participants: 300+
Target Audience:
Families, Adults

Event Occurs: September 27
Publication Deadline: 7/31/25
Location: Lincoln Village Community Park / Pool

This interactive, fun-filled day is designed especially for dogs and the people who love them. This event features resource and information booths, contests and prizes. There will also be food vendors and a beer garden.

Special Events Cont.



HALLOWEEN AT HAGAN

Sponsorship: \$300-\$1,250

Avg. Participants: 2,000+

Target Audience:

Families, Youth

Event Occurs: October 25

Publication Deadline: 8/29/25

Location: Hagan Community Center

Participants enjoy a night of Halloween fun with games, activities, a maze, floating haunted house, prizes and much more. There will be Trunk-or-Treat with local organizations along the spooky path leading up to the Hagan Community Center.



BREAKFAST WITH SANTA

Sponsorship: \$100-\$550

Avg. Participants: 200+

Target Audience:

Families, Youth

Event Occurs: December 6

Publication Deadline: 10/31/25

Location: Neil Orchard Senior Activities Center

Participants will enjoy pancakes, sausage and refreshments in our festive senior center! There will be a holiday craft fair for some last-minute Christmas shopping the kids can visit Santa Claus to share Christmas wishes and take a picture. There will be a craft area for children to work on a special holiday project.

Sponsorship Agreement

IMPORTANT APPLICATION INFORMATION

- This application does NOT guarantee a sponsorship
- All information must be completed or the application will not be accepted
- Provide a high resolution logo to be used in marketing materials
- Mail completed forms to CRPD, Attn: Shelby Golden, 11070 White Rock Road, Suite 130, Rancho Cordova, CA 95670 or email completed forms to sgolden@cordovarpd.gov

APPLICANT INFORMATION

Company/Organization _____

Contact Person _____

Address _____ City _____ Zip _____

Business Phone _____ Email _____

SPONSORSHIP OPPORTUNITIES

Please check off which opportunities you would like to sponsor.

Polar Bear Plunge

- Bronze - \$100
- Silver - \$200
- Gold - \$400
- Platinum - \$600

Party in the Park

- Bronze - \$250
- Silver - \$400
- Gold - \$750
- Platinum - \$1,050

Halloween at Hagan

- Bronze - \$300
- Silver - \$450
- Gold - \$900
- Platinum - \$1,250

Hoppin' & Huntin' at Hagan

- Bronze - \$350
- Silver - \$550
- Gold - \$1,100
- Platinum - \$1,550

Meet the Machines

- Bronze - \$450
- Silver - \$750
- Gold - \$1,500
- Platinum - \$2,100

Breakfast with Santa

- Bronze - \$100
- Silver - \$200
- Gold - \$400
- Platinum - \$550

Community Yard Sale

- Bronze - \$25
- Silver - \$50
- Gold - \$100
- Platinum - \$150

Barktoberfest

- Bronze - \$250
- Silver - \$400
- Gold - \$750
- Platinum - \$1,000

Total Sponsorship:

APPLICATION CONTINUES ON NEXT PAGE

FOR OFFICE USE ONLY

Date Application Received _____ Received By _____

Total Amount Received \$ _____ Spaces Reserved _____

Form of Payment Credit Card Check # _____

PAYMENT METHOD

Select Payment Method *(Please do not mail cash.)*

Check # _____ enclosed for \$ _____ *(Check made out to CRPD)*

Credit Card (Mastercard, Visa, American Express)

Cardholder Name _____

Card # _____ Total to be Charged \$ _____

Exp. Date _____ 3 Digit Code *(on back)* _____

WAIVER & AUTHORIZED SIGNATURE

In consideration for being permitted by the Cordova Recreation & Park District to participate in the above-referenced activity, I hereby waive, release and discharge any and all claims for damages for personal injury, death or property damage which I may have, or which may hereafter accrue to me, as a result of participation in said activity. This release is intended to discharge in advance the District (including its officers, employees, volunteers and agents) from any and all liability arising out of or connected in any way with my participation in said activity, even though that liability may arise out of active or passive negligence or carelessness on the part of the persons or entities mentioned above.

It is further agreed that this waiver, release and assumption of risk is to be binding on my heirs, administrators, executors and assigns and that I shall indemnify and hold the Cordova Recreation & Park District (including its officers, employees, volunteers and agents) free and harmless from any loss, liability, damage, cost or expense which may arise out of or connected in any way with my participation in said activity.

Additionally, I fully understand that my participation in the above-referenced activity exposes me to the risk of personal injury, death, communicable diseases, illnesses, viruses and/or property damage. I hereby acknowledge that I am voluntarily participating in this activity and agree to assume any such risks.

VIRTUAL CLASS RELEASE: I hereby warrant and agree, that the conditions of my environment are safe, free from obstructions and are suitable for participation in the above-referenced activity. I further understand and agree that any material downloaded, viewed or otherwise obtained through my participation in said activity is done at my own risk and the District is not responsible for any loss, alteration, corruption or other damage to my personal property, including computers, networks and other property used as part of my participation.

PHOTOGRAPH NOTE I understand that District staff may photograph/video me and/or my minor children and that the District may use such photographs/videos to promote District programs now and in the future. I expressly allow, and hereby waive any objection to, the District photographing/videoing me and/or my minor children on the date printed above. I understand that all photos/videos will remain the property of the District.

I HAVE CAREFULLY READ THIS AGREEMENT, WAIVER AND RELEASE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A RELEASE OF LIABILITY AND A CONTRACT BETWEEN THE ABOVE DISTRICT AND MYSELF AND I SIGN IT OF MY FREE WILL.

PRINT NAME _____

AUTHORIZED SIGNATURE _____ **DATE** _____

Thank You!

**For more information or if
you have questions, contact:**

SHELBY GOLDEN

Communications Manager

 916-842-3318

 sgolden@cordovarpd.gov

 CRPD District Office
11070 White Rock Rd., STE 130
Rancho Cordova, CA 95670