

City of Charleston Recreation Department's Sponsorship Opportunities



Opportunities
in this
package:



Youth Sports



Special Events



Programs



Summer Camps

www.charleston-sc.gov/recreation

SPONSORSHIP BENEFITS

Mission

“To provide positive opportunities through recreation to enhance the quality of life of our citizens.”

Values

We value our diversity; are committed to treating every resident with respect, honesty and courtesy; and provide high quality municipal services at the lowest possible cost to our residents.

Why Sponsor with the City of Charleston Recreation Department?

The City of Charleston offers a wide variety of athletic leagues, programs and events over the course of a calendar year. All of these activities are enjoyed by the citizens of the City of Charleston as well as the surrounding communities. Our sponsorship program is designed to effectively market local businesses while making a positive impact on our community through recreation programs and activities for all ages and abilities. By partnering with the City of Charleston Recreation Department, your business will be associated with all the positive benefits of a community event or recreation program. With a variety of sponsorship opportunities, levels, and packages, we can meet the need of any business.

AWARENESS	GOODWILL
Make potential customers in the local community aware of your offerings and opportunities. Exposure for businesses is built into each sponsorship.	Attaching your brand to youth sports, community activities and events, and other recreation programs builds goodwill and shows citizens you’re committed to our community.
AFFORDABLE	FUN
With all of our options and varying package deals, we can easily find one that works well with your advertising budget and mission. All sponsorships are also tax deductible.	Sponsorships help offset the cost of youth sports, events, and programming, thus allowing us to keep participation costs low and youth of all ages and abilities to play and enjoy a safe, fun program.
VALUE	SUPPORT
Sponsoring special events and programs is a great way for a company to gain visibility and demonstrate community support, therefore raising the value of advertisement.	Your support in any capacity will allow us to provide high quality programs to our community while maintaining reasonable registration fees, giving everyone the opportunity to participate.

By the Numbers

- **15,870** participants in youth athletics
- **5,926** participants in adult athletics
- There are **22** different sports for ages 4 to 65+
- **57,533** rounds were played at the Charleston Municipal Golf Course in 2019
- Approximately **12,940** youth and adults participates in tennis lessons and clinics
- **71,336** participants in aquatics programming
- Yearly average of visitors to our recreation and community centers: **325,247**
- Attendance to recreation events: **27,396**
- **34,970** participants in recreation programs
- There were **10,650** visits to the gymnastics center in 2019
- **3,687** children participate in summer day, athletic, and specialty camps
- **2,916** participants in our therapeutic recreation programs
- Approximately **1,338** members of the Lowcountry Senior Center
- **8,372** participants in programs for ages 50+

ATHLETIC OPPORTUNITIES

Each year, the Recreation Department raises approximately \$100,000 in sponsorship revenue. This sponsorship revenue is used to provide scholarships to participants who cannot afford to pay the fees to participate in the City's recreation programs or to help supply equipment to those who cannot afford the cost. In 2018, we were able to provide scholarships to 3,793 participants to enjoy playing youth sports of their choice. Sponsorship revenue comes from a wide variety of local businesses, corporate sponsors and individual donations. We believe that a varied sponsor pool creates a sense of "community pride" throughout the City uniting West Ashley, James Island, Johns Island, Daniel Island and the Charleston Peninsula.

Diamond Sponsor

\$40,000 Investment

Title Sponsor for all City of Charleston Youth Sports

- Labeled "Official Sponsor of City of Charleston Youth Sports" on all marketing communications
- Half page advertisement in the Department's Seasonal Recreation Guide and Summer Camp Guide
- Sponsor's name on the back and logo on the sleeve of all youth team uniforms
- Sponsor's name on every schedule distributed to coaches, parents, and players
- Field and scoreboard signage at any City of Charleston field or facility (contact for exact locations)
- Public address announcements (7-10) made identifying the sponsor at youth athletic games
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- Sponsor will receive one sponsor plaque for each youth sports team

Platinum Sponsor

\$25,000 Investment

City of Charleston Fall Youth Sports Sponsor

- Sponsor's name on the back and logo on the sleeve of all youth team uniforms during the fall season
- Sponsor's name on every schedule distributed to coaches, parents, and players
- Field and scoreboard signage at any City of Charleston field or facility (contact for exact locations)
- Public address announcements (7-10) made identifying the sponsor at youth athletic games
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- Sponsor will receive one sponsor plaque for each youth sports team

Gold Sponsor

\$18,000 Investment

City of Charleston Spring Youth Sports Sponsor

- Sponsor's name on the back and logo on the sleeve of all youth team uniforms during the spring season
- Sponsor's name on every schedule distributed to coaches, parents, and players
- Field and scoreboard signage at two City of Charleston fields or facilities (contact for exact locations)
- Public address announcements made identifying the sponsor at youth athletic games
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- Sponsor will receive one sponsor plaque for each youth sports team

Silver Sponsor

\$15,000 Investment

City of Charleston Middle School Sports Sponsor

- Sponsor's name on the back and logo on the sleeve of all youth team uniforms during the fall season
- Sponsor's name on every schedule distributed to coaches, parents, and players
- Field and scoreboard signage at a City of Charleston field and facility (contact for exact locations)
- Public address announcements made identifying the sponsor at youth athletic games
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- Sponsor will receive one sponsor plaque for each youth sports team

Bronze Sponsor

\$8,500 Investment

City of Charleston Winter Sports Sponsor

- Sponsor's name on the back and logo on the sleeve of all youth team uniforms during the winter season
- Sponsor's name on every schedule distributed to coaches, parents, and players
- Public address announcements made identifying the sponsor at youth athletic games
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- Sponsor will receive one sponsor plaque for each youth sports team

ATHLETIC OPPORTUNITIES

Youth Sports Team Sponsorships

- Sponsors name/logo will be on the front the youth team uniforms
- Sponsor will receive one sponsor plaque for each youth sports team
- Sponsors may work with Youth Sports Coordinators to choose specific teams, sports, seasons, and ages they desire to target

Red Level Sponsor

\$6,000 Investment
Sponsor 30 Youth Sports Teams

White Level Sponsor

\$3,000 Investment
Sponsor 15 Youth Sports Teams

Blue Level Sponsor

\$1,000 Investment
Sponsor 5 Youth Sports Teams

Individual Team Sponsor

\$250 Investment
Sponsor 1 Youth Sports Team



Baseball/Softball Field Sign Sponsorship Package

\$600 (1 year) or \$1000 (2 year) Investment

- Signs are 48 inches square and are made with either ½ inch MDO plywood or corrugated plastic.
- Plywood signs are affixed with bolts and plastic signs are affixed with zip ties.
- Banner-style signs are prohibited.
- Signs shall be white with text and graphics limited to two colors.
- Signs shall be for commercial purposes only and personal messages will not be allowed.
- Signs will be installed as practices begin and removed at the end of each season.

Youth Sports Breakdown

ABC Developmental Programs (Fall)	~350 participants
Youth Flag Football (Fall)	50 teams (~520 participants)
Youth Football (Fall)	40 teams (~1000 participants)
Youth Soccer (Fall)	271 teams (~2600 participants)
Youth Cheerleading (Fall)	10 teams (~200 participants)
Fall Baseball (Fall)	14 teams (~180 participants)
Fall Softball (Fall)	6 teams (~70 participants)
ABC Developmental Programs (Winter)	~100 participants
Youth Basketball (Winter)	125 teams (~1300 participants)
Youth Flag Football (Winter)	65 teams (~700 participants)
Youth Wrestling (Winter)	~20 participants
Youth Indoor Soccer (Winter)	~80 participants
ABC Developmental Programs (Spring)	~350 participants
Youth Soccer (Spring)	240 teams (~2100 participants)
Youth Baseball/Softball (Spring)	100 teams (~1500 participants)
Youth Lacrosse (Spring)	30 teams (~300 participants)
Middle School Baseball (Spring)	10 teams (~150 participants)
Middle School Soccer (Spring)	17 teams (~190 participants)
Middle School Softball (Spring)	6 team (~70 participants)
Track	2 Teams (~150 participants)
Cross Country	1 team (~35-40 participants)

Total

925 teams (~10,391 participants)

Tennis

Please contact Peggy Bohne at bohnep@charleston-sc.gov with more information regarding pricing of tennis opportunities.

Tennis Tournaments

- Title Sponsor rights to tennis tournament of sponsor's choice
- Public address announcements made identifying the sponsor
- Logo displayed on all marketing materials
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- 1-2 Social media mentions announcing sponsorship and tournament information
- Recognition on the Tennis webpages

Courting Kids Program

- Donations could cover scholarships for interested participants, food, program t-shirts, etc.
- Logo displayed on all marketing materials
- Logo and website link listed in bi-weekly email blasts to over 20,000 recipients
- 1-2 Social media mentions announcing sponsorship of Courting Kids program
- Recognition on the Tennis webpages

Court Signage

- Display plate with sponsor's desired logo to be placed on available court sign
- Signs will be professionally constructed, but must follow the designated dimensions set forth by the City of Charleston.
- Signage will be visible to nearly 12,000 individuals who participate in lessons and clinics, and over 10,500 individuals who play in leagues at the tennis centers
- Recognition on the Tennis webpages

ATHLETIC OPPORTUNITIES

Golf

Junior Package \$2,500 Investment

- Title Sponsor for Junior Programs with funds contributing to Tee Gifts and Trophies for the Junior Al Esposito City Championship.
- Sponsor recognition on scoreboard and marquee along Maybank Highway during the Junior Al Esposito City Championship.
- Title Sponsor for City of Charleston's Summer Junior Golf Camps with logo on t-shirts given to participants at the conclusion of the four (4) scheduled week long camp sessions.
- Recognition during the annual Junior Holiday Clinic prior to Christmas.

Hole Sign Package \$1,200 (1 year), \$2,000 (2 year), or \$2,500 (3 year) Investment

- Display plate with sponsor's desired logo and restrictions to be placed on available hole sign of sponsor's choice.
- Signs will be professionally constructed, but must follow the designated dimensions set forth by the City of Charleston.
- Signage will be visible to nearly 60,000 individuals who play "The Muni" each year, including all of Charleston's City Amateur Championships, several local charity outings, summer Monday Night Blitzes, tourists, and more.
- Recognition on the Golf Course website

Driving Range Package \$8,000 (1 year)-\$15,000 (2 year) Investment

- Sponsor's logo on all range balls purchased by the Municipal Golf Course throughout the term agreed upon.
- Over 25,000 range baskets are sold yearly, making us one of the busiest driving ranges in Charleston.

Pricing for Driving Range Package is as follows:

1. One (1) Year: May 1 – April 30: \$8,000
2. Two (2) Year: May 1 – April 30: \$15,000

Athletic Events



Daniel Island Kids Triathlon

This event draws 100+ local participants to compete in a kid-specific sprint triathlon. All sponsors will receive special acknowledgement on the day of the event, during the pre-race welcome announcement and the post-race award ceremony, and have the opportunity to place promotional materials in the race bags.

Level 1 \$250 Investment

Sponsor's logo will be prominently displayed on the finish line banner and on the back of the race t-shirt.

Level 2 \$200 Investment

Sponsor's logo will be placed on the back of the race t-shirt.

Level 3 \$150 Investment

Sponsor's logo will be placed on the finish line banner.

Charleston Challenger Volleyball Tournament

Gold Level \$150 Investment

- Vendor space: opportunity to set up a booth to give information, demonstrations, freebies, etc.
- Court Sponsorship: your name and logo would be on signage at a specific court as well as on all marketing materials
- Giveaway items: prizes will be given away to the top three finishing teams in each level (36+ total people) and you can include a freebie item representing your business in the swag bags

Silver Level \$100 Investment

- Court Sponsorship: your name and logo would be on signage at a specific court as well as on all marketing materials
- Giveaway items: prizes will be given away to the top three finishing teams in each level (36+ total people) and you can include a freebie item representing your business in the swag bags



SPECIAL EVENT & PROGRAM OPPORTUNITIES

By partnering with the City of Charleston Recreation Department at special events, your business will be able to connect with citizens of our city to show your community support and maximize your exposure. Feel free to reach out to Marketing & Special Events Coordinator for more information on events and package opportunities.



Special Events

- Around **400** location-based, city-wide special events in the city
- Attendance at all 2019 special events: **27,396**

Easter Eggstravaganza

Weekend of Easter (end of March or early April)

Splash Into Summer

Weekend summer pools open (mid-end of May)

Summer Night Lights

Various nights in June and July

Celebration of Summer

Third weekend in July

Trick-or-Treat in the Park

On Halloween or Friday before Halloween

Gold Sponsor \$250 Investment

- Full representation of sponsor at event, including vendor booth with interactive activity and distribution of literature or giveaway items
- Sponsor's name and logo prominently featured on all marketing materials, such as flyers, postcards, posters, etc.
- Sponsor's name and logo featured on special event website
- Sponsor's name and logo featured on all event signage (if applicable)
- Sponsor's name and logo featured in event email campaign to 20,000 email addresses
- Giveaway item, product, or flyer in participant goodie bag (if applicable)
- Sponsor's name featured in event announcements

Silver Sponsor \$150 Investment

- One vendor booth or table at event
- Sponsor's name and logo featured on all marketing materials, such as flyers, postcards, posters, etc.
- Sponsor's name and logo featured on special event website
- Sponsor's name and logo featured in event email campaign to 20,000 email addresses
- Sponsor's name featured in event announcements

In-Kind Opportunities

- T-shirts: event t-shirts as giveaways, staff t-shirts, or volunteer t-shirts
 - Food: cover cost for meals or donate snacks to event
- Drinks: provide drinks for event participants, staff, and volunteers
- Equipment: donate equipment or provide equipment for usage at events
- Door prizes: donate giveaway items for raffle or door prize at event
 - Monetary donations: help cover event costs

SPECIAL EVENT & PROGRAM OPPORTUNITIES

By partnering with the City of Charleston Recreation Department for our programs, your business will be able to consistently connect with citizens of our city through unique programs and different audiences. Feel free to reach out to Marketing & Special Events Coordinator for more information on events and package opportunities.

Recreation Programs

- Over **100** different recreation programs ranging from health and wellness to art to theater to therapeutics each year
- Approximately **34,970** participants in 2019 programs
- **2,916** people participated in therapeutic programs in 2019

Therapeutic Recreation

- Books for Book Club: sponsor a book for our book club, provided to all participants
- Food: provide meals or snacks for event/program participants, staff, and volunteers
- Drinks: provide drinks for event/program participants, staff, and volunteers
- Monetary donations: help cover event costs and provide scholarships for participants
- Door prizes: donate giveaway items for raffle or door prize at event

Palmetto Artisans Program

- T-shirts: provide participants t-shirts or cover costs for current t-shirts
- Food: provide meals or snacks for event/program participants, staff, and volunteers
- Drinks: provide drinks for event/program participants, staff, and volunteers
- Equipment: donate equipment or provide equipment for usage at selling booths (umbrellas, tables, etc.)
- Monetary donations: help cover event costs and provide scholarships for participants

Other Programs & Events

There are different programs and events in each location for a more targeted audience for your business. Refer to our recreational guide or website for a breakdown of smaller, locally focused events.

Areas available with programs and events to sponsor:

Daniel Island
Downtown (Peninsula)
James Island
Johns Island
West Ashley



SUMMER CAMP OPPORTUNITIES

Your company can have the opportunity to reach over 1,000 different children and their families from all across Charleston attending day camps, impact the surrounding community, and achieve your business goals. People are investing into our summer camps and we would love to partner with you to return the investment to you and your business.



Summer Camps

AWCCC Kids Camp

Arthur W Christopher Center
Downtown Charleston

Camp Live Oaks

Bees Landing Recreation Center
West Ashley

Kids Alive Camp

St. Julian Devine Community Center
Downtown Charleston

Summer Fun on the Island

James Island Recreation Center
James Island

Summer in the City Camp

Various Playgrounds
Downtown Charleston & West Ashley

Summer Camp by the Harbor

Hazel Parker Playground
Downtown Charleston

Nuts About Nature Camp

Tiedemann Park Nature Center
Downtown Charleston

Summer Programs

Shaw Community Center & Martin Park
Downtown Charleston

Gold Sponsor \$500 Investment

- Sponsor's logo featured on respective camp t-shirts, if applicable and received in time
- Sponsor's name and logo prominently featured on all marketing materials promoting summer camp
- Sponsor's name and logo featured on summer camp website
- Sponsor will be given the opportunity as a guest speaker or interactive educational session to present to camp
- Item, product, or flyer to each camp participant
- For Summer in the City camp, sponsor's logo will be displayed on a banner in a playground community building

Silver Sponsor \$250 Investment

- Sponsor's name and logo prominently featured on all marketing materials promoting summer camp
- Sponsor's name and logo featured on summer camp website
- Sponsor will be given the opportunity as a guest speaker or interactive educational session to present to camp
- Item, product, or flyer to each camp participant
- For Summer in the City camp, sponsor's logo will be displayed on a banner in a playground community building

Bronze Sponsor \$100 Investment

- Sponsor's name and logo prominently featured on all marketing materials promoting summer camp
- Sponsor will be given the opportunity as a guest speaker or interactive educational session to present to camp
- Item, product, or flyer to each camp participant
- For Summer in the City camp, sponsor's logo will be displayed on a banner in a playground community building

In-Kind Opportunities

- T-shirts: cover cost of camp, staff, and/or Counselor-in-Training t-shirts
- Food/Drinks: sponsor a special lunch at camp or provide snacks and/or drinks to campers and staff
- Equipment: donate sports, games, or educational equipment or provide equipment for usage at camps
- Field Trips: provide a free field trip to campers by allowing free admission or covering the cost
- Monetary Donations: provide scholarships for campers to attend summer camp or assist with camp expenses

THANK YOU SPONSORS!

The City of Charleston Recreation Department wants to thank all of the local businesses that sponsor our recreation programs, events, and teams. Their generous support and financial contributions enable us to create a full calendar of community programs and events.

As our city continues to grow and our Recreation Department begins to expand our program offerings, more sponsors will be needed to continue providing the opportunities for our community. As a sponsor with the City of Charleston Recreation Department, you can achieve tremendous exposure and create a highly desirable brand image while showcasing goodwill to your employees and the community.



Dick's Sporting Goods Day in West Ashley



Athletes getting information on youth sports equipment at Dick's Sporting Goods



Coastal Kids Dentistry at AWCCC summer camp



Harry the Harris Teeter dragon at Celebration of Summer event



Field sign at McMahon Park



Gymnasium sign at Bees Landing Recreation Center

EVENT & PROGRAM SPONSORSHIP FORM

_____ Yes, I want to support City of Charleston Recreation Department programming!

_____ Sorry, but I am unable to commit at this time. Please keep me in mind for future sponsorship opportunities.



Business: _____ Contact Person: _____
Address: _____
Phone: _____ Email Address: _____

Area you would like to sponsor in (please circle): Daniel Island James Island Peninsula West Ashley

Please check the category you would like to sponsor:

- | | |
|---|---|
| <input type="checkbox"/> EASTER EGGSTRAVAGANZA EVENT | <input type="checkbox"/> THERAPEUTIC RECREATION |
| <input type="checkbox"/> CELEBRATION OF SUMMER EVENT | <input type="checkbox"/> PALMETTO ARTISANS |
| <input type="checkbox"/> FRIDAY NIGHT LIGHTS EVENT SERIES | <input type="checkbox"/> SUMMER CAMPS |
| <input type="checkbox"/> TRICK-OR-TREAT IN THE PARK EVENT | <input type="checkbox"/> OTHER LOCAL PROGRAM: _____ |
| <input type="checkbox"/> SPLASH INTO SUMMER EVENT | <input type="checkbox"/> CUSTOMIZABLE PACKAGE |
| <input type="checkbox"/> OTHER LOCAL EVENTS: _____ | |

Please discuss in detail which sponsorship level you're interested in, in-kind opportunities you can provide, etc.:

Payment Method

- Check, payable to the City of Charleston Master Card Visa

Check Number: _____

Card Number: _____ Exp. Date: _____ Card Code: _____ Name on Card: _____

Completed sponsorship forms and payment may be given to your recreation facility or Marketing Coordinator. They may also be mailed to the City of Charleston Recreation Department at the address below. Please email all logos in .jpg or .png format to addresses listed below.

Contact with questions:

Crystal Reed, Programs Superintendent at (843)724-7327 or reedc@charleston-sc.gov
Bethany Doman, Marketing & Events Coordinator at (843)724-7336 or domanb@charleston-sc.gov

823 Meeting St. Charleston, SC 29403



Thank You for Your Support of our Programs!

ATHLETIC PROGRAM SPONSORSHIP FORM

_____ Yes, I want to support City of Charleston Recreation Department youth sports programming!

_____ Sorry, but I am unable to commit at this time. Please keep me in mind for future sponsorship opportunities.



Business: _____ Contact Person: _____

Address: _____

Phone: _____ Email Address: _____

Area you would like to sponsor in (please circle): Daniel Island James Island Peninsula West Ashley

Sport: _____ Season: _____ Name of Player: _____

Name of Coach: _____ Team Name: _____ Age Group: _____

Jersey Color Preference: 1. _____ 2. _____ 3. _____

Please check the category you would like to sponsor:

- | | | | |
|--------------------------------------|-------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> \$40,000.00 | DIAMOND | <input type="checkbox"/> \$2,500.00 | JUNIOR GOLF PACKAGE |
| <input type="checkbox"/> \$25,000.00 | PLATINUM | <input type="checkbox"/> \$1,200.00 | 1 YEAR GOLF HOLE SIGN PACKAGE |
| <input type="checkbox"/> \$18,000.00 | GOLD | <input type="checkbox"/> \$2,000.00 | 2 YEAR GOLF HOLE SIGN PACKAGE |
| <input type="checkbox"/> \$15,000.00 | SILVER | <input type="checkbox"/> \$2,500.00 | 3 YEAR GOLF HOLE SIGN PACKAGE |
| <input type="checkbox"/> \$8,500.00 | BRONZE | <input type="checkbox"/> \$8,000.00 | 1 YEAR DRIVING RANGE PACKAGE |
| <input type="checkbox"/> \$6,000.00 | RED LEVEL TEAM | <input type="checkbox"/> \$15,000.00 | 2 YEAR DRIVING RANGE PACKAGE |
| <input type="checkbox"/> \$3,000.00 | WHITE LEVEL TEAM | <input type="checkbox"/> \$200.00 | LEVEL 1 - DI KIDS TRIATHLON |
| <input type="checkbox"/> \$1,000.00 | BLUE LEVEL TEAM | <input type="checkbox"/> \$150.00 | LEVEL 2 - DI KIDS TRIATHLON |
| <input type="checkbox"/> \$250.00 | INDIVIDUAL TEAM | <input type="checkbox"/> \$100.00 | LEVEL 3 - DI KIDS TRIATHLON |
| <input type="checkbox"/> \$600.00 | 1 YEAR SIGN SPONSORSHIP | <input type="checkbox"/> \$150.00 | GOLD LEVEL CHARLESTON CHALLENGER |
| <input type="checkbox"/> \$1,000.00 | 2 YEAR SIGN SPONSORSHIP | <input type="checkbox"/> \$100.00 | SILVER LEVEL CHARLESTON CHALLENGER |
| | | <input type="checkbox"/> TBD | TENNIS PACKAGES |

Payment Method

Check, payable to the City of Charleston Master Card Visa

Check Number: _____

Card Number: _____ Exp. Date: _____ Card Code: _____ Name on Card: _____

Completed sponsorship forms and payment may be given to your team coach or Athletic Coordinator. They may also be mailed to the City of Charleston Recreation Department at the address below. Please email all logos in .jpg or .png format to addresses listed below.

Contact with questions:

Robin Cooper, Athletic Superintendent at (843)724-7327 or cooperr@charleston-sc.gov
Bethany Doman, Marketing & Events Coordinator at (843)724-7336 or domanb@charleston-sc.gov

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Thank You for Your Support of our Programs!