



CITY OF CHARLESTON RECREATION SPONSORSHIP OPPORTUNITIES





PARTNER WITH US

Dear Friends of Charleston Recreation,

The City of Charleston Department of Recreation sets as its mission to provide positive opportunities through recreation to enhance the quality of life for our citizens. We achieve this mission by making available to all a wide variety of experiences, affordable recreation and programs, and well-maintained parks and facilities. As our community continues to grow, so does our need for additional resources to maintain and expand our programs and events.

We are appreciative of all our sponsors who allow us to make an impact on the community every year and are happy to use the resources available to us to help you see a positive return on your investment. As a City of Charleston Recreation sponsor, you are aligning yourself with an institution that has played a defining role in the City of Charleston's cultural and recreational life, providing a perfect opportunity for civic-minded companies dedicated to giving back to the community while supporting the physical and personal development of all individuals in the community. With a variety of sponsorship opportunities, levels, and packages, we can meet the need of any business. Our sponsorship program is designed to effectively market local businesses and provide additional exposure to the community through our program and events.

On behalf of the City of Charleston Department of Recreation, we appreciate your support and consideration. Please review our extensive list of sponsorship opportunities and please let us know how we can assist in selecting or catering any package that best fits your needs. I look forward to working with you.

Gratefully,

Justen Braddock
Recreation Enterprise Manager
(843) 793-7101
braddockj@charleston-sc.gov

COMMUNITY SNAPSHOT

CITY OF CHARLESTON

POPULATION:
151, 612

MALE: 47%

AGE DISTRIBUTION:

0-19:	24%	35-54:	26%
20-34:	22%	55+:	28%

95.5%
high school
diploma/GED or
higher

HOUSEHOLDS:
57,226

**AVERAGE PERSONS
PER HOUSEHOLD:**
2.29

**AVERAGE
HOUSEHOLD
INCOME:** \$98,288

Sources: 2016-2020 American Community Survey (ACS) Five-Year Estimates; 2020 Comprehensive Plan



CHARLESTON RECREATION DEPARTMENT

**ANNUAL RECREATION FACILITY &
COMMUNITY CENTER VISITS:**
1,256,681

**ANNUAL WEBSITE
VISITS**
336,173

**RECREATION PROGRAM
PARTICIPANTS**
274,416

**YOUTH ATHLETIC
PARTICIPANTS**
15,870

**SENIOR PROGRAM
PARTICIPATION**
45,696

AQUATICS: 71,336



TENNIS: 12,940



GYMNASTICS: 10,650



**ROUNDS OF GOLF
PLAYED**
63,852

WHY PARTNER WITH US

Our mission is "to provide positive opportunities through recreation to enhance the quality of life of our citizens."

We value 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.

AWARENESS



Make potential customers in the local community aware of your offerings and opportunities. Exposure for businesses is built into each sponsorship.

GOODWILL



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



With many 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.

FUN



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



Sponsoring sports, programs and events is a great way for a company to gain visibility and demonstrate community support, therefore raising the value of advertisement.

SUPPORT



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.

TEAM SPONSORSHIPS

Sponsor a youth team and have your company logo on the front of the jerseys for the season.

*Sponsor name/logo will be on the front of the youth team uniforms.

*Sponsor name will be listed as the Team Name on all schedules distributed for the season.

*Sponsors may work with Youth Sports Coordinator to choose specific teams, sports, seasons and ages they desire to target.

RED LEVEL SPONSOR

\$3000 investment
Sponsor 15 youth
sports teams

Name & logo on front of uniform

WHITE LEVEL SPONSOR

\$2000 investment
Sponsor 10 youth
sports teams

Name & logo on front of uniform

BLUE LEVEL SPONSOR

\$1000 investment
Sponsor 5 youth
sports teams

Name & logo on front of uniform

INDIVIDUAL TEAM SPONSOR

\$250 investment
Sponsor 1 youth
sports team

Name & logo on front of uniform



PLEASE ASK US ABOUT OTHER OPPORTUNITIES OR TO BECOME THE OFFICIAL PRESENTING SPONSOR OF A LEAGUE

FACILITY SIGNAGE

Being a City of Charleston Recreation sponsor provides your organization with access to thousands of diverse local families and sports fans. There is no better place to intimately reach as many diverse individuals who are proud of their community than at the ball fields and recreation centers.



Athletic Field Sign Sponsorship

\$750/year for a 4'x10' ft windscreens banner

- Sponsor Name/Logo will be linked and listed as Sponsor on Recreation Website.



Tennis Court Signage

\$1,000/year for court number sponsor

- Signs are 8"x 30" ACM Aluminum
- Full Color Signage

•Sponsor Name/Logo will be linked and listed as Sponsor on Recreation Website

PLEASE ASK US ABOUT OTHER OPPORTUNITIES OR TO BECOME THE OFFICIAL PRESENTING SPONSOR OF A FACILITY

CUSTOM PACKAGE OPPORTUNITIES

Want to do something that you don't see in this package? Or would you like to combine different assets and elements? We can help customize a package that directly benefits your needs. Contact our Recreation Enterprise Manager or Marketing & Special Events Coordinator to set up a time to discuss package options.



Your tax dollars go towards facility development and maintenance, but the cost of operations must be supported by sponsorships and user fees. Community sponsors allow every child the opportunity to experience teamwork, encouragement, camaraderie, and the self-confidence that comes with learning about and participating in sports. Please share this great opportunity with local businesses, friends, and family. The City of Charleston greatly appreciates your support, and we know our participants do as well.



CITY OF CHARLESTON RECREATION BANNER SPONSOR REQUEST FORM



Banner sponsorships are a permanent advertising opportunity at the City of Charleston Recreation Department athletic fields, gyms, and tennis courts. Your banner remains up for 1 full year from submission date for all athletic team sports, tournaments, and activities held at that facility.

FIRST NAME: _____ LAST NAME: _____

BUSINESS OR ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

PHONE NUMBER: _____ EMAIL ADDRESS: _____

Please select the facility you would like to sponsor:

Tennis Court Signage

\$1000/year

- Arthur B. Schirmer, Jr. Tennis Center
- Charleston Tennis Center
- Maybank Tennis Center
- Moultrie Playground Pickleball and Tennis Courts

Baseball/Softball Field Signage

\$750/year

- Bees Landing Recreation Center
- Daniel Island Recreation Center
- James Island Recreation Center
- West Ashley Park

Athletic Field Signage

\$750/year

- Bees Landing Recreation Center
- West Ashley Park

ART REQUIREMENTS

- 1) **Vector Art (either .ai, .eps, or .pdf)** - Files that are too large cannot be emailed so please size them proportionately to the 4' x 10' banner.
- 2) **High Resolution (.jpg, 300 dpi+)** - This format needs to be sized the same size as the 4' x 10' banner

We are not able to offer banners that promote other sports leagues/organizations that are not affiliated with Charleston Recreation.
We reserve the right to approve or deny any sponsorship based on the company's alignment with the Charleston Recreation mission.

Payment Method

Amount: \$ _____

Check, payable to: The City of Charleston, Department of Recreation

Check Number: _____

Visa Mastercard AMEX Discover

Name on Card: _____ Exp. Date: _____

Card Number: _____ ZIP: _____

EMAIL LOGO TO - BRADDOCKJ@CHARLESTON-SC.GOV
Questions? Call (843) 793-7101

MAKE CHECKS PAYABLE TO: CITY OF CHARLESTON RECREATION

MAIL THE COMPLETED DOCUMENT AND A CHECK TO

Charleston Recreation Department, Attn: Recreation Enterprise
823 Meeting St, Charleston, SC 29403

TEAM SPONSORSHIP REQUEST FORM



FIRST NAME: _____ LAST NAME: _____

BUSINESS: _____ CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

PHONE NUMBER: _____ EMAIL ADDRESS: _____

AREA YOU WOULD LIKE TO SPONSOR IN: DANIEL ISLAND JAMES ISLAND PENINSULA WEST ASHLEY

SPORT: _____ SEASON: _____ AGE GROUP: _____

NAME OF COACH: _____ TEAM/CHILD'S NAME: _____

JERSEY SHIRT/INK COLOR: 1. _____ 2. _____ 3. _____

Please select the team level you would like to sponsor:

Team Sponsorships

Red Level Team

\$3000

15 sports teams

White Level Team

\$2000

10 sports teams

Blue Level Team

\$1000

5 sports teams

Individual Team

\$250

1 sports team

Payment Method

Amount: \$ _____

Check, payable to: The City of Charleston, Department of Recreation

Check Number: _____

Visa Mastercard AMEX Discover

Name on Card: _____ Exp. Date: _____

Card Number: _____ ZIP: _____

Completed sponsorship forms and payment may be given to your Athletic Coordinator, or mailed to the Recreation Main Office at the address below.

City of Charleston Recreation
ATTN: Team Sponsorships
823 Meeting Street,
Charleston, SC 29403

Contact with questions:

Robin Cooper, Athletic Superintendent at cooperr@charleston-sc.gov
Justen Braddock, Recreation Enterprise Manager at braddockj@charleston-sc.gov

Please email all logos in .jpg or .png format to the addresses listed above.