

# Williston Recreation & Parks

## SPONSORSHIP & ADVERTISING OPPORTUNITIES



802-876-1160

[recreation@willistonvt.org](mailto:recreation@willistonvt.org)

[www.WillistonRec.org](http://www.WillistonRec.org)





# PARTNER WITH US

**THE TOWN OF WILLISTON** is a rapidly growing and developing community with new neighborhoods and businesses being added each year. Williston is located in Chittenden County, which is the most populated county in the state. The Recreation & Parks Department is growing with the town and offers a diverse variety of programs, camps, and special events for all to enjoy! These include Youth Sports and Enrichment Programs, Adult Pickup Sports and Education & Hobby Programs, Active Agers Programs for 50+, Day, Sports, Specialty & Technology Camps, Special Events, and much more.

**EVERY BUSINESS HAS A TARGET DEMOGRAPHIC**, and we want to help you reach yours. In this packet, you will find sponsorship opportunities that are customized to those you are trying to reach. We have included items in each section that will help your business reach out to the Williston Community through programs, events, and parks.

**AS A WILLISTON RECREATION & PARKS SPONSOR**, your company will be associated and aligned with a department that plays a recreational role in the life of the Williston Community. Sponsors receive exclusive benefits in the different sponsorship opportunities. Civic-minded companies dedicated to giving back to the community can support the future of the programs, activities, events, and parks while gaining exposure to the community of Williston.

# COMMUNITY SNAPSHOT

## THE TOWN OF WILLISTON'S MISSION

It is the mission of the Town of Williston to provide services designed to enhance the quality of life for citizens and visitors and to achieve a democracy energized by informed and involved citizens. Town staff strive to adhere to core values as we work to provide services to the community.



**POPULATION**  
**10,103**

**Median Resident**  
**Age**  
**44.1 yrs.**

**Males: 4,860 (48.1%)**  
**Females: 5,243 (51.9%)**

### AGE DISTRIBUTION

0-17 yrs.:	27.5%	25-44 yrs.:	32.0%	65+ yrs.
18-24 yrs.:	4.1%	45-64 yrs.:	24.6%	11.7%

**HOUSEHOLDS: 3,916**

**79.6%- Homeowner Occupied**  
**2.47- Persons per Household**

**95.3%- High School Diploma or Higher**  
**61.1%- Bachelor's degree or higher**

**94.5% of Households**  
**have a Computer**

**Median Income:**  
**\$94,727**

Source: 2022 United State Census

## WILLISTON RECREATION & PARKS MISSION

To enhance the lives of our citizens and visitors, by providing a variety of leisure opportunities that are safe and enjoyable, and maintaining open spaces that are physically attractive and safe, while preserving and enhancing the natural resources.

**FACEBOOK LIKES**  
**987**  
1,066- Followers

**WEBSITE**  
3,411- Households Accounts  
7,362- Members

**YEARLY PROGRAM INFO**  
2,22p Registrations  
Resident- 1,786 Non-Res-443

**ADVERTISE**  
Rec. Website, Facebook, Front Porch Forum,  
Williston Observer, School Bell, E-Rec Newsletter

**E-REC NEWSLETTER**  
**552 Subscribers**

**ACTIVITIES OFFERED:**  
**200+ a year**

Sources: MyRec Website, Facebook, IContact- August 2022



## PROGRAM & FACILITY SPONSORSHIPS

Sponsorship of a Recreation Program or in "The R.E.C. Zone- Recreate, Explore, Create" Facility is a great way to get your Company Name/Logo out in front of people who take a program or use the facility.

### PROGRAM SPONSORSHIP

- Program Sponsorships can be tailored to fit your needs and the needs of the program.
  - Examples; Shirts, Equipment, Provide a Program to be Free.
  - Other options can be explored to fit your business needs.
- Listing on the Rec. Website Registration page for a specific program.
- Listing on the Rec. Website Sponsor page and the scrolling Sponsor area on the home page.

### FACILITY SPONSORSHIP - THE R.E.C. ZONE

#### Banners

- Measuring 3' tall by 4' wide are hung inside "The R.E.C. Zone" facility.
- Rates are available for three years or annually.
  - \$1200 for three (3) years- payment due in full at contract or 50% year 1 and 50% year 2.
  - \$500 for 1 year with payment in full due with contract.
- Production of Banner is included in the fee.
- Listing on the Rec. Website Sponsor page and the scrolling Sponsor area on the home page.



#### Exclusive Sponsorship

To include both of the sponsorships above plus more. See page 9

**2,500+**  
participate in Williston  
Programs







## YOUTH ATHLETICS SPONSORSHIPS

Williston Youth Sports consist of Soccer, Basketball, Lacrosse, and Track & Field. Soccer is offered in the Fall of each year and there are programs for ages 3 through 5th grade. Basketball is offered in the Winter and there are programs for grades K-8th. In the Spring, Lacrosse is offered and there are programs for grades K-8. Track & Field is offered in the Summer for ages 6-14.

Youth Athletics Sponsorships are perfect for the company looking to align with the budding athletes and active families of Williston.

All Sponsorships below include the following plus what is listed below under each type of sponsorship opportunity.

- Company Name or Logo on the back of jerseys
- Sponsor Listing on the Registration page of the website for the chosen sport
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

### YOUTH SPORTS SPONSORSHIPS

- **MVP Jersey Sponsor- \$1,000 (One Available, each season)**
  - Sponsorship of one (1) sport for a season for all teams in the chosen sport
  - Four (4) sports to choose from- Soccer, Basketball, Lacrosse, Track & Field
- **League Jersey Sponsor- \$500 (One Available, each league, each season)**
  - Sponsorship of one (1) sport for a season for the teams in a league.
  - A league is defined as the teams in a grade group- 1<sup>st</sup>/2<sup>nd</sup>, 3<sup>rd</sup>/4<sup>th</sup>, 5<sup>th</sup>/6<sup>th</sup>, 7<sup>th</sup>/8<sup>th</sup>.
  - This includes both boys' and girls' teams in the specific league
  - Three (3) sports seasons to choose from- Soccer, Basketball, Lacrosse
- **ReckKids Sports Jersey Sponsor- \$250 (One Available, each season)**
  - Sponsorship of one (1) sports season in a particular sports program for 5-6 year olds
  - Three (3) sports to choose from- Soccer, Basketball, Lacrosse

### Exclusive Sponsorship

To include Gold sponsorship above for all four (4) sports plus more. See page 9

**460+**

**Youth participate in  
Williston Sports Programs**





## SPECIAL EVENT SPONSORSHIPS

Williston currently has three Special Events that take place each year, with the hopes of adding more in the future. The events are the Holiday Decorating Contest in December, Kids To Parks Day in May, and the Williston Independence Day Celebration in July. These are great events to be part of and gain exposure in the community.

All Sponsorships below include the following plus what is listed below under each type of sponsorship opportunity.

- Promotional inclusion in all print and digital advertising
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page of the website

### HOLIDAY DECORATING CONTEST

Show your holiday spirit and become a sponsor of this friendly competition in Williston. Each December the Recreation Dept. holds the Holiday Decorating Contest so families can show off their creations while infusing some cheer in the community!

- **Gift Basket Sponsor** **(Two Available)**
  - Donation of a gift basket worth at least \$500 that is given as a prize to the winners
- **Gift Card Sponsor** **(Multiple Available)**
  - Donate Gift Cards worth at least \$25, which can be added to the gift baskets or be used as extra prizes

### KIDS TO PARKS DAY

Kids To Parks Day is the third Saturday in May. The Recreation Dept. holds an outdoor kid-friendly day of activities, games, and events. Join us by becoming a sponsor of this special event.

All sponsorships include the following:

- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page
- **Presenting Sponsor-** **\$500** **(Two Available)**
  - Exclusive Presenting Sponsorship
  - Company Banner on-site at the event
  - Sponsor Listing on the Information page on the Recreation Website
- **Activity Sponsor** **(Multiple Available)**
  - Sponsor a kid-friendly activity to be offered at the event
  - Organizations/Companies run an activity, or you can sponsor to have an activity brought in.
- **Prizes/Giveaways Sponsor** **(Multiple Available)**
  - Organizations/Companies supply Prizes or Giveaways to be handed out to children

## WILLISTON INDEPENDENCE DAY CELEBRATION

Williston's largest event that covers two days of activities- July 3<sup>rd</sup> and 4<sup>th</sup>. The Celebration begins on the 3<sup>rd</sup> with a Library Book Sale, Ice Cream Social, and a concert by the Town Band. July 4 begins with the Parade at 10:00 am followed by food and activities on the Village Green until 1:00 pm. Then the evening celebration from 6:00-9:00 pm at the Village Community Park with Food Trucks, Fun Activities, and Entertainment. The evening ends with a spectacular display of fireworks at 9:20 pm.

The Celebration has been happening for years and will continue for many more. Thousands of people come out each year to take part in all aspects of the celebration. Sponsorship in this celebration is an opportunity to support a patriotic event, engage with the community of Williston and beyond, and showcase your company/brand.

All Sponsorship includes the following plus what is listed below under each type of sponsorship opportunity.

- 10x10 area to set up a booth to display company information
- Promotional inclusion in all print and digital advertising
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page of the website

### Sponsorship Opportunities:

- **Presenting/Fireworks Sponsor- \$15,000 (One Available)**
  - Exclusive Presenting Sponsor as well as the Sponsor of the Fireworks
  - Company Banner on-site at the Evening Celebration of the Fireworks
  - Sponsor Listing on the Celebration Info page on Recreation Website
- **Parade Sponsor- \$1,000 (One Available)**
  - Exclusive Sponsor of the Parade
  - Premier location in the parade to engage with spectators
  - Booth on Village Green following the parade
- **Activities Sponsor- \$1,000 (Two Available) **SOLD****
  - Exclusive Sponsorship of the Activities after the Parade and/or during the Evening Celebration
  - Organizations/Companies pay \$1,000 for sponsorship or line up and pay for activities after the parade and/or during the evening celebration time
  - Organizations/Companies Sponsor Banner on-site at each of the Activities times
- **Entertainment Sponsor- \$1,000 (One Available)**
  - Exclusive Sponsorship of the Entertainment for the evening celebration
  - Organization/Company pay \$1,000 for sponsorship or line up and pay for entertainment for the evening celebration time
  - Organization/Company Sponsor Banner on-site in the Entertainment area
- **Food Truck Sponsor- \$0 (One Available) **SOLD****
  - Exclusive Sponsorship of the Food Trucks/Vendors for the evening celebration
  - Organization/Company lines up Food Trucks/Vendors for evening celebration time
  - Organization/Company Sponsor Banner on-site near the Food Truck area
- **Food Tent Sponsor \$1,000**
  - Exclusive Sponsorship of the Food Tent for the evening celebration
  - Organization/Company lines up Food Trucks/Vendors for evening celebration time
  - Organization/Company Sponsor Banner on-site near the Food Truck area
- **Transportation Sponsor- \$1,000 (One Available)**
  - Exclusive Sponsor of the Shuttle Buses
  - Sponsor Signs in each of the shuttle vehicles

### Exclusive Sponsorship

To include Presenting/Fireworks sponsorships above plus more. See page 9







## COMMUNITY PARKS SPONSORSHIPS

There are four Community Parks in the Town of Williston. Three with amenities, fields, and playgrounds, and one to be developed by the Master Plan that was revitalized in 2021-2022.

There are two opportunities for your company to get involved with the Community Parks- Adopt-A-Park or Memorial Donations. Adopt-A-Park is helping with the beauty of the park by giving of time or money and the Memorial Donation Program is giving so benches, trees, etc. can be purchased and placed in the parks.

### ADOPT-A-PARK SPONSORSHIP

#### Donation Sponsorships

- Donation of plants and mulch for the entrance, signs, or garden area of a park
- 12x12 metal sign naming your Company as the Adopt-A-Park Sponsor
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

#### Giving of Time Sponsorship

- The company has employees giving of their time during Green Up Day in May
- Clean up of a Community Park in Williston

### PARKS DONATION & NAMING

The Town of Williston receives inquiries from individuals and organizations about donations and memorials to the Town's Community Park system. The Parks Donation and Naming Policy intends to create a program that is flexible and responsive to the needs of the donors and to establish procedures for accepting donations made for the benefit of the Town's Community Parks.

For more information see the Parks Donation and Naming Policy





# EXCLUSIVE SPONSORSHIP

## GOLD SPONSORSHIP

Recreation Facility	\$0	Banner in facility for a year
Sports Jersey MVP Sponsor	\$4,000	Exclusive sponsor of all four sports seasons
Independence Day	\$15,000	Exclusive Presenting and Fireworks Sponsor
Advertising	\$1,000	12 months of company logo on web home page

**Price: \$20,000 per year** (price is for one year of services listed above)  
Company has first right of refusal to continue sponsorship in future years

## ADVERTISING

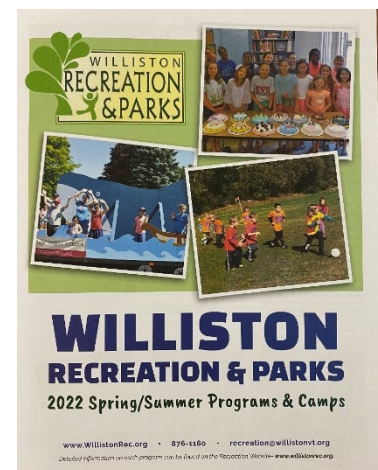
### Recreation Guides

A Program Guide is sent out twice annually. The Fall/Winter Guide covers programs from September through February, and the Spring/Summer Guide covers programs from March through August.

A Camp Guide is sent out in February and covers Summer Day and Enrichment Camps in June, July & August.

Guides are mailed to Williston homes- 5000+. Copies are also put out in area businesses, the Town Hall, the Library, and the Recreation Dept.

<u>AD SIZE</u>	<u>DIMENSIONS</u>	<u>PRICE</u>
Quarter Page	4" x 5"	\$275
Half Page	8" x 5"	\$500



### Website

Advertise on the Home Page of the Recreation & Parks Website. Have your Company Logo on the front page of the website under Featured Sponsors, with a link to your company website. A great way to get your brand out in front of the community and support the Recreation & Parks Dept.

Four (4) advertising spots available. [www.willistonrec.org](http://www.willistonrec.org)

### PRICING

Monthly	\$100 per
6 Months	\$500
12 Months	\$1,000



# CONTACT US

**For these Sponsorship opportunities or others contact, the Recreation & Parks Department at**

**Email:** [recreation@willistonvt.org](mailto:recreation@willistonvt.org)

**Phone:** 802-876-1160

**Address:** 7900 Williston Road  
Williston, VT 05495

We look forward to working with your company or organization to get your name out to the community of Williston. The sponsorships listed in this brochure are just some of the opportunities we will work with you to produce a sponsorship that will work for your company or organization.