



# CITY OF West Linn

PARKS & RECREATION

## 2024 SPONSORSHIP OPPORTUNITIES

*with west linn parks & recreation*

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West Linn Parks & Recreation  
22500 Salamo Rd  
West Linn, OR 97068  
503-557-4700



[westlinnoregon.gov/parksrec](https://westlinnoregon.gov/parksrec)



# why partner with west linn parks & rec? **ABOUT US**



## How sponsorship helps the community

Sponsors help us deliver the absolute BEST events and programs for everyone. Your dollars will help provide things such as: better equipment, entertainment, marketing materials, operational costs, and will contribute to the overall success of the event or program!

## How sponsorship helps you

- Makes a lasting impact on the West Linn Community
- Helps provide programs & events
- Promote your business
- Connect with your community face-to-face
- Gain greater recognition and good will in West Linn
- Give back to this incredible community!

## Expand your audience

- 28,000 Residents
- 35,700 Brochures Mailed Annually
- 7973 Recreation Members Online
- 30,000 Event Attendees

@WESTLINNPARKS



3,700 FOLLOWERS



1,355 FOLLOWERS

@WESTLINNUPDATE



5,900 FOLLOWERS



2,085 FOLLOWERS

View all events:



[westlinnoregon.gov/parksrec/special-events](https://westlinnoregon.gov/parksrec/special-events)

View our current brochure:



[westlinnoregon.gov/parksrec/activities-guide](https://westlinnoregon.gov/parksrec/activities-guide)



30 PARKS & OPEN SPACES



4 COMMUNITY FACILITIES



25+ COMMUNITY EVENTS



10 ATHLETIC FIELDS



11 PICNIC PAVILIONS



500+ REC ACTIVITIES



# Sweetheart Family Dance

	Sprout \$400
Logo on event print materials	x
Logo on social media flyers	x
Tagged in social media posts	2 posts
Recognition announcement at the event	x
Booth at event (optional)	x

## Description

Formerly known as the Daddy Daughter Dance, this sweet event welcomes families with school aged kids to enjoy a night of dancing & fun! This event is a tradition that the West Linn Community LOVES.

## Details

- February 10th, 2024
- 6-8pm
- Adult Community Center
- 130 Participants

## Deadline

Priority: November 1st, 2023  
Final: January 1, 2024



- Flowers
- Photos
- DJ
- Snacks

In-kind options may be available for this sponsorship opportunity. Please inquire if interested.





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# SPONSORSHIP OPPORTUNITIES



## West Linn Ambassadors

Benefits	Sapling \$1000	Sprout \$500
Logo on ambassador banner	x	
Logo on all ambassador related Tidings material	x	
Logo on Social Media Flyers	x	x
Tagged in Social Media Posts	5-7 posts	2-3 posts
Recognition announcement at Coronation (Old Time Fair)	x	x
Logo on A-Boards at Ambassador events	x	x

### Description

Ambassadors are 8th graders who apply and are selected to be a part of the program. They are tasked with promoting acts of service and community engagement. You can find them helping at our events over the course of the year, with the culmination being the Coronation at the Old Time Fair! Sponsorship helps support events year round!

### Details

Ambassador Featured Events: Sweetheart Dance, Teddy Bear Tea Time, Teddy Bear Parade (Oregon City), Teddy Bear Drive, Pollinator Week, Old Time Fair Coronation, Mutt & Pet Show, Pie Eating Contest, Popsicles in the Park, and Boo!

### Deadline

Priority: November 1st, 2023  
Final: February 20th, 2024/Until Filled



- Flowers
- Photos
- Clothing
- Embroidery
- Meals

In-kind options may be available for this sponsorship opportunity. Please inquire if interested.



# Earth Day Work Day

	<b>Sprout \$400</b>
Logo on event print materials	<b>x</b>
Logo on social media flyers	<b>x</b>
Tagged in social media posts	<b>2 posts</b>
Recognition announcement at the event	<b>x</b>
Booth at event (optional)	<b>x</b>

<div>Description</div> <div>Community members come together for a day of service, removing invasive species and planting natives. Your sponsorship helps cover the cost of plants, gardening supplies, and light refreshments for volunteers.</div>	<div>Details</div> <div> <ul style="list-style-type: none"> <li>Saturday April 20th</li> <li>9am - 1pm</li> <li>Willamette Wetland Shelter</li> <li>100 Participants Expected</li> </ul> </div>	<div>Deadline</div> <div> <div>Priority: November 1st, 2023</div> <div>Final: February 20th, 2024</div> </div>
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**SPONSORSHIP OPPORTUNITIES**



# Safety Town

Benefits	Sapling \$800	Sprout \$400
Logo on event print materials	x	x
Logo on social media flyers	x	x
Tagged in social media posts	3-5 posts	2 posts
Logo on A-Board at check-in table	x	x
Logo on registration site	x	x
Business name painted on a Safety Town Building	x	
Booth at Bike Rodeo on Friday (optional)	x	

Description	Details	Deadline
Help us keep the kids in our community safe by educating them on water safety, helmet use, pedestrian safety, fire safety and more during this weeklong, half-day camp offered twice during the summer.	<ul style="list-style-type: none"><li>• June 24th-28th &amp; August 12th-16th</li><li>• 9am-11am</li><li>• Sunset Fire Hall</li><li>• 100 Participants Expected</li></ul>	Priority: March 1st, 2024 Final: April 24th, 2024



In-kind options may be available for this sponsorship opportunity. Please inquire if interested.



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# SPONSORSHIP OPPORTUNITIES



## West Linn Old Time Fair

Benefits	Sapling \$5000	Sprout \$2500	Seed \$1000
Logo on event print materials	x	x	x
Logo on social media flyers	x	x	x
Tagged in social media posts	3-5 posts	2 posts	1 post
Logo on BOTH stage banners	Large	Med	Small
Booth at the Fair	x	x	x
Highlighted in social media story	x	x	
Logo on directional A-boards throughout event	x		
Recognition from stages/PA system throughout weekend.	x		

### Description

Join in July for 3 days of old-fashioned fun! 2024 marks the 68th year of the Old Time Fair! We've got a carnival, great bands, local performers, car show, artisan vendors and SO MUCH MORE! A True West Linn Tradition with over 20,000 visitors!

### Details

- July 12, 13, 14
- Willamette Park
- 20,000 Attendees Expected

### Deadline

Priority: March 1st, 2024  
Final: April 24th, 2024



In-kind options may be available for this sponsorship opportunity. Please inquire if interested.



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# SPONSORSHIP OPPORTUNITIES



## Music in the Park

Benefits	Sapling \$2500	Sprout \$1500
Logo on event print materials	x	x
Logo on social media flyers	x	x
Tagged in social media posts	3-5 posts	2 posts
Fence banner at event	4x10	3x6
Recognition on stage at the start of the concert	x	x
Option to have booth at EVERY concert	x	
Highlighted in social media stories	x	

### Description

This summer concert series is sure to knock your socks off! Join us for 5 summer concerts featuring food, drink, dancing, and more!

### Details

- Thursdays 6:30-8:30pm
- July 25th- August 22nd
- Tanner Creek Park
- 1500-2500 Attendees Per Concert

### Deadline

Priority: March 1st, 2024  
Final: April 24th, 2024





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**SPONSORSHIP OPPORTUNITIES**



# Movies in the Park

	<b>Sprout \$1000</b>
Logo on event print materials	<b>x</b>
Logo on social media flyers	<b>x</b>
Tagged in social media posts	<b>2 posts</b>
Recognition over microphone at start of movie	<b>x</b>
Logo on sponsor A-Board near concessions	<b>x</b>
Custom slide promoting your business shown before movie	<b>x</b>

Description	Details	Deadline
Cozy up under the stars for this movie series! Join us for 3 family friendly movies. Popcorn is provided!	<ul style="list-style-type: none"><li>• Tuesdays at dusk</li><li>• August 6th-20th</li><li>• Willamette Park</li><li>• 100-300 Attendees</li></ul>	Priority: March 1st, 2024 Final: April 24th, 2024



# Boo Pumpkin Path

Benefits	Sapling \$1000	Sprout \$500
Logo on print materials	x	x
Logo on event social media posts	x	x
Banner on fence at event	4x10	3x6
Tagged in Social Media Posts	5-7 posts	2-3 posts
Highlighted in social media story	x	
Trick or Treat station on trail (optional)	x	x
10x10 space to promote your business in main event area	x	

Description

Enjoy a spooky night of fun with our 2-night BOO Pumpkin Path! Walk the trail at Mary S. Young Park and see over 200 lit pumpkins carved by West Linn residents!

Details

- October 18 & 19
- 6-8:30pm
- Mary S. Young Park
- 2000 Anticipated Attendees

Deadline

Priority: August 1st, 2024

Final: September 1st, 2024

-Candy  
-Giveaways  
-Pumpkins

In-kind options may be available for this sponsorship opportunity. Please inquire if interested.





# Holiday Tree Lighting & Community Celebration

Benefits	Sprout \$600
Logo on event print materials	x
Logo on social media flyers	x
Booth at event (optional)	x
Recognition over microphone during lighting ceremony	x

Description

Join us at City Hall for a tree lighting by Santa himself! Treats, hot cocoa, caroling, and a free printed photo with Santa make this a magical night with over 500 participants!

Details

- December 6th, 2024
- 6-9pm
- West Linn City Hall
- 500+ Participants

Deadline

Priority: August 1, 2024

Final: October 1, 2024

-Cookies  
-Photos

In-kind options may be available for this sponsorship opportunity. Please inquire if interested.



# Holiday Sweater Dash

Benefits	Sprout \$600
Logo on print materials	x
Logo on Social Media Flyers	x
Tagged in Social Media Posts	2-3 posts
Recognition announcement at start of race	x
Logo on race start/finish arch	x

<div>Description</div> <div>The Holiday Sweater Dash is a 1 mile fun run though Willamette to kick off the parade! This event is fun for the whole family!</div>	<div>Details</div> <div> <ul style="list-style-type: none"> <li>December 14th, 2024</li> <li>4:30pm</li> <li>Historic Willamette</li> <li>150 Average Participants</li> </ul> </div>	<div>Deadline</div> <div> <div>Priority: August 1, 2024</div> <div>Final: October 1, 2024</div> </div>
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# Holiday Parade

Benefits	Sprout \$700
Logo on print materials	x
Logo on Social Media Flyers	x
Tagged in Social Media Posts	2-3 posts
Logo on all event Tidings ads	x
Participate in the parade with a prime spot!	x

Description	Details	Deadline
<p>This nighttime parade is sure to dazzle the entire community. This parade brings everybody together to experience the joy of the holidays. Lit floats will illuminate Willamette Falls Drive. This is an event you can't miss!</p>	<ul style="list-style-type: none"> <li>December 14th</li> <li>5pm</li> <li>Historic Willamette</li> <li>1500 Expected Attendance</li> </ul>	<p>Priority: August 1, 2024</p> <p>Final: October 1, 2024</p>



# Willamette River Plunge

Benefits	Sprout \$600
Logo on print materials	x
Logo on Social Media Flyers	x
Tagged in Social Media Posts	1-2 posts
3x6 banner in prominent location	x
Recognition over the microphone at start of event	x
Booth at event (optional)	x

Description

Plunge into the New Year with this cool community event! Enjoy music, cozy fire fire, donuts, raffle & costume contest before plunging into the Willamette River!

Details

- January 4, 2025
- 12pm
- Bernert Landing Boat Ramp
- 300 Attendees Expected

Deadline

Priority: August 1, 2024  
Final: October 1, 2024





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# SPONSORSHIP AGREEMENT

*Please check the desired package totals and write in your total at the bottom*

Event	Deadline	Sapling	Sprout	Seed
Sweetheart Family Dance	Deadline: 1/1/24		\$400	
West Linn Ambassadors	Deadline: Rolling	\$1000	\$500	
Earth Day Work Day	Deadline: 2/20/24		\$400	
Safety Town	Deadline 4/24/24	\$800	\$400	
Old Time Fair	Deadline: 4/24/24	\$5000	\$2400	\$1000
Music in the Park	Deadline 4/24/24	\$2500	\$1500	
Movies in the Park	Deadline 4/24/24		\$1000	
Boo Pumpkin Path	Deadline 9/1/24	\$1000	\$500	
Holiday Tree Lighting	Deadline 9/1/24		\$600	
Holiday Sweater Dash	Deadline 9/1/24		\$600	
Holiday Parade	Deadline 9/1/24		\$700	
Willamette River Plunge	Deadline 11/1/24		\$600	

**Total**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Instagram @: \_\_\_\_\_ Facebook @: \_\_\_\_\_

**PLEASE MAIL OR DROP OFF CHECK**

West Linn Parks & Recreation  
Attn: Allissa Caceres, Sponsorship  
22500 Salamo Rd  
West Linn, OR 97068

**EMAIL COMPLETED AGREEMENT TO [ACACERES@WESTLINNOREGON.GOV](mailto:ACACERES@WESTLINNOREGON.GOV)  
FULL PAYMENT AND LOGO MUST BE SUBMITTED BY DEADLINE TO  
ENSURE MAXIMUM ADVERTISING.**

Please send logo in high quality PNG format to [acaceres@westlinnoregon.gov](mailto:acaceres@westlinnoregon.gov)