

## POSITIVE, COMMUNITY FOCUSED MARKETING

- Brand awareness: get your name out there!
- Positive brand association: increase your good reputation!
- Build relationships: Connect with the community face-to-face.
- Wide range marketing & promo: Your information could be included in a wider range of media.



## EXPAND YOUR AUDIENCE



28,000 RESIDENTS



35,700 BROCHURES MAILED ANNUALLY



10,000 RECREATION MEMBERS ONLINE



30,000+ EVENT ATTENDEES



30 PARKS & OPEN SPACES



4 COMMUNITY FACILITIES



10 ATHLETIC FIELDS



11 PICNIC PAVILIONS



500+ REC ACTIVITIES

@WESTLINNPARKS



4,000 FOLLOWERS



1,400 FOLLOWERS

@WESTLINNUPDATE



6,000 FOLLOWERS



2,200 FOLLOWERS

View all events:



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

View our current brochure:



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

### Base Sponsorship Offerings

- Logo on website, flyers, and promo
- Social media tags, logo, stories, shout-outs
- Want more? Inquire!

### Secure Your Sponsorship Today!

- 1) Choose which event(s) you would like to sponsor
- 2) Let us know your budget, and what benefits you are looking for.
- 3) Fill out the [application form](#) (page 7).
- 4) Contact:

Allissa Caceres | [acaceres@westlinnoregon.gov](mailto:acaceres@westlinnoregon.gov) | 503-742-6049

# West Linn Parks & Recreation SPONSORSHIP EVENT DETAILS



## Lucky the Leprechaun Hide & Seek

Search West Linn's hidden gems for LUCKY! This fun annual event takes over parks and facilities all over the city.

### 1 TIER 1 EVENT

-  EST. ATTENDANCE: 100 TURNED IN PER YEAR
-  FEB/MARCH  ALL OVER WEST LINN!
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/LUCKY-LEPRECHAUN-HIDE-SEEK](https://westlinnoregon.gov/parksrec/lucky-leprechaun-hide-seek)



## Arbor Week

An annual observance highlighted by a native tree give away at City Hall. West Linn is proud to be a TREE CITY USA, and arbor week is a celebration of TREES!

### 1 TIER 1 EVENT

-  EST. ATTENDANCE: 100 +
-  APRIL 6-8 | 8AM-5PM  WEST LINN CITY HALL
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/ARBOR-WEEK](https://westlinnoregon.gov/parksrec/arbor-week)



## Earth Day Work Day

West Linn's largest volunteer event of the year! Celebrate earth day by giving back to your local parks with restoration projects, planting, clean up, and more!

### 1 TIER 1 EVENT

-  EST. ATTENDANCE: 100 +
-  APRIL 25 | 9AM-12PM  FIELDS BRIDGE PARK
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/EARTH-DAY-WORK-DAY](https://westlinnoregon.gov/parksrec/earth-day-work-day)



## Pollinator Week

A buzzing week of celebrating POLLINATORS, all wrapped up with an afternoon of learning and fun!

### 2 TIER 2 EVENT

-  EST. ATTENDANCE: 100+
-  JUNE 18TH | 4-7PM  MARY S. YOUNG PARK
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/POLLINATOR-WEEK](https://westlinnoregon.gov/parksrec/pollinator-week)



## Safety Town

This special camp is designed for kids ages 4-6 to learn about all things safety. Daily visitors may include: police officers, firefighters, humane society, poison control, etc.

### 2 TIER 2 EVENT

-  EST. ATTENDANCE: 50 KIDS, PLUS PARENTS AT THE BIKE RODEO
-  AUG 10-14, BIKE RODEO: AUG 14 | 11-1PM  SUNSET FIRE HALL

## West Linn Old Time Fair

Experience a delightful blend of nostalgia and community spirit at our biggest event of the year! Featuring: carnival rides, vendors, food, special performances, etc.

### 3 TIER 3 EVENT

-  EST. ATTENDANCE: 20,000
-  JULY 10, 11, 12 | ALL DAY  WILLAMETTE PARK
-  [HTTPS://WESTLINNOREGON.GOV/OLDTIMEFAIR](https://westlinnoregon.gov/oldtimefair)

# West Linn Parks & Recreation SPONSORSHIP EVENT DETAILS



## Music in the Park

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

### ③ TIER 3 EVENT

-  EST. ATTENDANCE: 2000/CONCERT
-  THURSDAYS JUL & AUG | 6:30-8:30PM  TANNER CREEK PARK
-  [HTTPS://WESTLINNOREGON.GOV/MUSICINTHEPARK](https://westlinnoregon.gov/musicinthepark)



## Movies in the Park

Cozy up under the stars for this movie series! Join us for 3 family friendly movies. Free Popcorn is provided!

### ② TIER 2 EVENT

-  EST. ATTENDANCE: 300/MOVIE
-  TUESDAYS AUG 4, 11, 18 | DUSK  WILLAMETTE PARK
-  [HTTPS://WESTLINNOREGON.GOV/MOVIESINTHEPARK](https://westlinnoregon.gov/moviesinthepark)



## Fall Fest in the Forest

Trick or treat through the forest! This event celebrates the changing seasons with a range of family-friendly activities, entertainment, and delicious food.

### ② TIER 2 EVENT

-  EST. ATTENDANCE: 3000
-  OCT 17 | 11AM-2PM  MARY S. YOUNG PARK
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/FALL-FEST-FOREST](https://westlinnoregon.gov/parksrec/fall-fest-forest)



## Holiday Parade

this joy-filled celebration will light up the streets with festive floats, cheerful music, and the spirit of the season.

### ① TIER 1 EVENT

-  EST. ATTENDANCE: 2000
-  DEC TBD | 5PM  HISTORIC WILLAMETTE
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/HOLIDAY-PARADE](https://westlinnoregon.gov/parksrec/holiday-parade)



## Sweetheart Family Dance (2027)

A FUN evening for the whole family! Focusing on school-aged kids, and their guardians, they are invited for dancing, face painting, fairy hair, and crafts!

### ① TIER 1 EVENT

-  EST. ATTENDANCE: 120
-  VALENTINES WEEKEND | 6-8PM  ADULT COMMUNITY CENTER
-  [HTTPS://WESTLINNOREGON.GOV/PARKSREC/SWEETHEART-FAMILY-DANCE](https://westlinnoregon.gov/parksrec/sweetheart-family-dance)



## In Kind Opportunities Also Available!

Would you rather donate goods or services?

We would love that too!

We are always looking for unique opportunities to get businesses involved.



Find out more on page 8



# West Linn Parks & Recreation

## SPONSORSHIP EVENT DETAILS

### ① Tier 1 Events

Benefits	Gold \$400
Logo on Event Website	●
Logo on Poster/Flyer	●
Logo on back cover of 2026 Activities Guides	●
Tagged or Mentioned in social media	●

### ② Tier 2 Events

Benefits	Gold \$700	Silver \$400
10x10 space at event	●	
Logo on Event Website	●	●
Logo on Poster/Flyer	●	●
Logo on back cover of 2026 Activities Guides	●	●
Tagged or Mentioned in social media	●	●

Want something different? Want to sponsor just one aspect of an event?  
Ask how you can customize!  
In-kind opportunities are also available.



# West Linn Parks & Recreation SPONSORSHIP EVENT DETAILS

## ③ Tier 3 Events

Benefits	Gold \$5000	Silver \$2500	Bronze \$1000	Booth-Only \$1000*
10x10 space at event	●	●		● <small>*price for TWO Music in the park days. add \$250 per additional.</small>
Logo on banners, or banner displayed on fence	●	●		
Announcements during event	●	●	●	
Logo on Event Website	●	●	●	
Logo on Poster/Flyer	●	●	●	
Logo on any other applicable flyers/signage	●	●	●	
Logo on back cover of 2026 Activities Guides	●			
Tagged or Mentioned in social media	●			

Want something different? Want to sponsor just one aspect of an event?

Ask how you can customize!

In-kind opportunities are also available.



### In Kind Opportunities Also Available!

Would you rather donate goods or services? We would love that too!

We are always looking for unique opportunities to get businesses involved.



Find out more on page 8





# West Linn Parks & Recreation

# SPONSORSHIP APPLICATION

*I'm interested in sponsoring!*

EVENT	SPONSORSHIP LEVEL	\$ AMOUNT

NOTES \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL \$ \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

INSTAGRAM @: \_\_\_\_\_ FACEBOOK @: \_\_\_\_\_

**PLEASE MAIL OR DROP OFF CHECK**  
City of West Linn  
Attn: Allissa Caceres, Sponsorship  
22500 Salamo Rd  
West Linn, OR 97068

**EMAIL COMPLETED APPLICATION TO**  
**ACACERES@WESTLINNOREGON.GOV**  
**FULL PAYMENT AND LOGO MUST BE SUBMITTED ASAP TO ENSURE**  
**MAXIMUM ADVERTISING.**  
Please send logo in high quality PNG format to acaceres@westlinnoregon.gov



**Would you rather donate goods or services? We would love that too!**

We are always looking for unique opportunities to get businesses involved with our events! Based on the worth of the items being donated, you may receive the benefits listed for typical sponsorships, or you may request something different!

**IDEAS FOR IN-KIND DONATIONS:**

- Flowers: Sweetheart Family Dance, Pollinator Week
- Photography
- Candy!
- Face Paint/Fairy Hair

Cookies & Treats: Holiday Tree Lighting, Sweetheart Family Dance, Fall Fest in the Forest

Pumpkins: Fall Fest in the Forest

Pies: Old Time Fair

Craft stations/crafts

**& SO MUCH MORE!**

*I'm interested in donating!*

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EVENT

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DESCRIPTION OF GOODS OR SERVICES

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DESIRED BENEFITS (EX. BOOTH AT EVENT, ADVERTISING, ETC)

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

INSTAGRAM @: \_\_\_\_\_ FACEBOOK @: \_\_\_\_\_

**EMAIL COMPLETED REQUEST TO [ACACERES@WESTLINNOREGON.GOV](mailto:ACACERES@WESTLINNOREGON.GOV)**

LOGO MUST BE SUBMITTED BY DEADLINE TO ENSURE MAXIMUM ADVERTISING, IF ADVERTISING IS PART OF YOUR AGREED UPON BENEFITS.

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