

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

View our current brochure:



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 | 503-742-6049

West Linn Parks & Recreation **SPONSORSHIP EVENT DETAILS**



Inclusive Seasonal Dances

Seasonal Social events designed for teens and young adults with physical or cognitive disabilities.

1 TIER 1 EVENT

EST. ATTENDANCE: 40-60 PER DANCE

FEB, JUNE, SEPT, DEC | 6PM-8PM **ADULT COMMUNITY CENTER**

[WESTLINNOREGON.GOV/PARKSREC/ABOUT-OUR-ADULT-COMMUNITY-CENTER](https://westlinnoregon.gov/parksrec/about-our-adult-community-center)

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)



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**

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)



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 JULY & AUGUST | 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)



West Linn Parks & Recreation **SPONSORSHIP EVENT DETAILS**

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)



Fall



Holiday Tree Lighting & Community Celebration

Treats, hot cocoa, caroling, and a free printed photo with Santa make this a magical night.

2 TIER 2 EVENT

EST. ATTENDANCE: 500

DEC TBD | 6-8PM

WEST LINN CITY HALL

[HTTPS://WESTLINNOREGON.GOV/PARKSREC/HOLIDAY-TREE-LIGHTING-AND-COMMUNITY-CELEBRATION](https://westlinnoregon.gov/parksrec/holiday-tree-lighting-and-community-celebration)

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)



Willamette River Plunge (2027)

Plunge into the new year with this chilling event! This event is a fundraiser for Special Olympics Oregon, that will keep you cool all year long!

2 TIER 2 EVENT

EST. ATTENDANCE: 150

JAN 2, 2027 | 12PM

WILLAMETTE PARK

[HTTPS://WESTLINNOREGON.GOV/PARKSREC/WILLAMETTE-RIVER-PLUNGE](https://westlinnoregon.gov/parksrec/willamette-river-plunge)

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)



Winter



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	●			

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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!

EVENT

DESCRIPTION OF GOODS OR SERVICES

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

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