



THOMPSON RIVERS PARKS AND RECREATION DISTRICT

2024 Sponsorship and Advertising Guide

REACH & EXPOSURE



3,600+
FACEBOOK
FOLLOWERS



550+
INSTAGRAM
FOLLOWERS



5,200+
EMAIL
SUBSCRIBERS



31,000+
WEBSITE
VISITORS



66,000+
WEBSITE PAGE
VIEWS



10,000+
FACEBOOK
IMPRESSIONS PER
MONTH

CONNECT WITH THE COMMUNITY

The Thompson Rivers Parks and Recreation District is proud to offer community events and recreation programs that promote fun, health and active lifestyles to participants of all ages. Our partnerships help to generate more visibility of your brand and provide opportunities to connect with targeted audiences in the community through pre-event promotions and onsite engagement.

SUPPORT OUR MISSION

The Thompson Rivers Parks and Recreation District enriches the lives through building a healthy, happy community through people, parks, programs, and partnerships. With many athletic fields and facilities, there are thousands of opportunities for individuals of all ages and interests to grow, play, imagine and explore. Your partnership assists in our ability to provide high quality, low-cost recreational experience to the community.

TOTAL FACILITY VISITORS in 2022



Total Visitors to the Milliken Athletic Complex

90,000



Total Visitors to Nelson Farm Ball Park

35,000



Total Visitors to the Milliken Waterworks Pool

6,100



Total Community Event Attendees

4,000



Athletics Program Participants

1,900

JOHNSTOWN AND MILLIKEN SNAPSHOT



POPULATION

MILLIKEN - 9,698

JOHNSTOWN - 19,907



MEDIAN AGE

MILLIKEN - 33.3

JOHNSTOWN - 35



HOUSEHOLDS

MILLIKEN - 3,111

JOHNSTOWN - 6,524

AVERAGE FAMILY SIZE

MILLIKEN - 3.04

JOHNSTOWN - 3.12



AVERAGE INCOME

MILLIKEN - \$96,772

JOHNSTOWN - \$120,395



TROOPEN THE FOX!

Movie Nights!



THOMPSON RIVERS PARKS AND RECREATION DISTRICT

Advertising Opportunities

Milliken Athletic Complex

Electronic Message Board

Located in the entrance lobby to the MAC and in the lobby by the large field on the south side . Ads are displayed for 30 seconds approximately 125-200 times per day. Ads may be replaced once per month for 6-12 month agreements.

- **1 Month – \$100**
- **6 Months – \$500**
- **12 Months – \$1,000**



Digital Advertisement

\$150 Commitment

- E-newsletter banner ad
- Link to your website
- Choose your month (Jan-Dec)
- Reach 4,000+ subscribers



Scopeboard Signs

SIDE PANEL: SIZE 5'H x 2'W (beside scoreboard)

- Four (4) available per scoreboard
- 12 months rate - \$800
- Advertisers will pay for initial panel
- TRPR to approve logo

BOTTOM PANEL: SIZE 2'H x 12'W (below scoreboard)

- Two (2) available per scoreboard
- 12 months rate - \$1,000
- Advertisers will pay for initial panel
- TRPR to approve logo

Interested in ENTIRE scoreboard?
\$12,000 for 3 years

Nelson Farm Ball Park



Outdoor Fence Banner

Spaces available for banners (5'x8') on one or more of the four (4) outfield fences for premium exposure. 12 spaces total.

Banners to be displayed March-November. Over 35,000 visitors each year. TRPR to approve logo. Advertisers to purchase panel unless multi-year agreement signed.

- **1 Banner - \$650**
- **2 Banners - \$550 each**
- **3+ Banners - \$450 each**

District Partner

- One (3'H x 6'H) company-provided banner hung in the Milliken Athletic Complex (MAC) gym for one year
- One company-provided banner (3' H x 6' H) hung at Nelson Farm Ballpark from March – October
- One TV slide to play on lobby TV at the MAC 125–200 times per day for one year (may be changed out every three months)
- Logo on sponsor page of trpr.org for one year
- Partnership logo and website link on monthly email sent by TRPR
- Specific Social Media posts 4 times per year
- One complimentary foursome of golf
- One (two) hour community room rental at the MAC

\$5,000

THOMPSON RIVERS PARKS AND RECREATION DISTRICT

Athletics

Yearly Athletics Partner

2 available per year

- Company logo on teamsideline.com/trpr & TRPR Athletics webpage
- Logo on all team jerseys
- Ability to distribute marketing materials to participants
- Company banner at TRPR facilities
- Jersey pick-up at company location for one sport
- Company may be present and distribute materials at games

\$7,500



League packages

Gold: \$2,000 (one per season)

- Company logo on teamsideline.com/trpr & TRPR Athletics webpage
- Company logo on team jerseys
- Game day presense
- Ability to distribute marketing materials to participants

Silver: \$1,000 (one per season)

- Company logo on teamsideline.com/trpr & TRPR Athletics webpage
- Company logo on team jerseys

Pick Your League!

2022 Participants Per League

- Spring Soccer: 431
- Volleyball: 135
- TBall: 131
- Softball: 85
- Fall Soccer: 163
- CARA Track: 151
- Winter Basketball: 169
- Fall Basketball: 192
- Baseball: 212

THOMPSON RIVERS PARKS AND RECREATION DISTRICT

Community Event Sponsorships

Family Events

\$600 Sponsor Choose **THREE** Events

- Inclusion on promotional materials
- Logo/Link on TRPR website
- 10x10 space at event dates
- Logo on event signage
- Logo on thank you post to community

\$1500 Sponsor Choose **ALL** Events

- Inclusion on promotional materials
- Logo/Link on TRPR website
- 10x10 space at event dates
- Logo on event signage
- Logo on thank you post to community
- Logo/link in email blasts/social media posts

\$250 Pick ONE Event! Work with Community Impact
Director on options

Winter/Spring

Breakfast with Santa
Holiday Craft Fair
I Hope You Dance – Family Dance Event
Flashlight Egg Hunt
Fishing Clinic

Summer

Movies @ the MAC (2)
Troopers Great Outdoor Adventure
Family Swim Nights (3)
30th Anniversary & Field Day Event
Mad Russian Day
Dog Days & Pet Expo

Fall

Harvest Festival
Veterans Breakfast

In-Kind Donations - Company will only be recognized at sponsored event(s) (recognition varies depending on event). All in-kind donations are subject to approval by Thompson Rivers Parks & Recreation.



THOMPSON RIVERS PARKS AND RECREATION DISTRICT

Mad Russian Golf Course

Sponsor a Hole!

Each hole will have a 11"Wx8.5"H sign on the tee off box with your business logo! Pick your favorite hole and make it yours.

- **Front Nine - \$1,000 per year**
- **Back Nine - \$800 per year**

Score Card

1 available per year



Printed logo on all score cards.

- 15,000 printed per year
- **\$3,600 per year**

Restroom Advertising

Grab someone's attention with an 8.5" x 11" space in the restroom. 6 spaces in the men's restroom and 3 spaces in the women's restroom. Price is per space.

- **1 Month - \$50**
- **6 Months - \$275**
- **12 Months - \$550**

Golf Cart Placards

1 available per year

Printed ad placed inside all golf carts

- 58 carts total
- Reach 22,000+ golfers
- **\$3,600 per year**

Electronic Message Board

Located in the pro shop at the Mad Russian. Ads are displayed for 30 seconds approximately 130-200 times per day. Ads may be replaced once per month for 6-12 month agreements.

- **1 Month - \$100**
- **6 Months - \$500**
- **12 Months - \$1,000**



About the Mad Russian Golf Course

Mad Russian is a public, 18-hole Par 69 championship course that's simply a breath of fresh air. Located in the beautiful, Colorado plains of Milliken, Mad Russian has natural areas full of cattails, forests, and ravines incorporated into its design. You'll share the course with blue herons, bald eagles, and coyotes--and never lose sight of the beautiful Rockies rising in the west. Mad Russian has elevated tees and greens, prominent lakes that come into play on the majority of holes, and small, hard to master greens that are sure to test your iron play.

Your **target demographic** is waiting, and we have a great variety for you and your business to get involved. Whether it is advertising, sponsoring an event you are passionate about, or being a dedicated advocate of ours, we want to partner and extend your reach. When you become a partner or advertise through TRPR, the reach beyond your walls will engage more relationships than ever before. A partnership with TRPR goes beyond just business – the value of community is boundless.

As an **advocate** for TRPR, your company is aligned with an organization with strong core values. Every decision we make is evaluated with those core concepts in mind. We love recreation, turning these visions into reality, and understanding the value of a strong relationship. Our sponsors and advocates receive exclusive benefits, including marketing opportunities, media exposure, and content directly shared with the thousands who call the Johnstown/Milliken area home. Businesses, whether large or small, can know that when they partner with us, their support goes towards the future of our facilities, programs, and improving the quality of life in our community.

Customized Packages

Fit your business needs
and budget!

Email
Community Impact Director
Katie Rummel
krummel@trpr.org

