



Activity and Recreation Center Sponsorship Packet

Opportunities for your business to support a healthy, active community





Is your business looking for a way to reach thousands of potential customers in the greater New Berlin area? Look no further! New Berlin Recreation serves the community and reaches every demographic in New Berlin and beyond! By using a variety of marketing tools, the New Berlin Recreation Department will help you create a wide reaching promotional opportunity to help build your business! Sponsorship packages can include key opportunities, such as: community event on-site participation, promotional media sources, program sponsorships, signage and more! With the addition of the new Recreation Center, we are confident we can help build and expose your brand with in the New Berlin community and beyond, while you support a healthy and active community!

If interested, please contact the Recreation Department at recreation@newberlin.org or 262-797-2443

Activity & Recreation Center

Each year the Recreation Department offers hundreds of programs, activities, and community events. These range from summer day camp to ballroom dance, cooking to gymnastics, and baton twirling to yoga. The staff team at New Berlin Recreation seeks to deliver high quality programming where thousands of New Berlin residents can meet new people, have fun, and try new activities. We are happy to announce in 2022, we will be moving the majority of our indoor programs to a new facility — the New Berlin Activity & Recreation Center!

The New Berlin Activity & Recreation Center will include:

- Multi-purpose spaces that can be used for adult fitness class, day camp, arts & music classes, and adult technology programs.
- A dance studio to host tap, jazz, ballet, ballroom dance and baton twirling classes.
- A gymnastics space for teaching tumbling, beginners parkour, and gymnastics.
- A teaching kitchen for healthy cooking demonstrations and hands-on cooking classes.
- An indoor playground for your little ones to play on during day camp or on rainy days.



Service Overview



6,723 Average Annual Program Participants



546
Recreation Programs Annually



10,000+
Special Event Attendees

48
Adult Softball Teams

10
Community Special Events

Sponsorship Opportunities

Facility Naming Rights

Why partner with us?

A sponsorship with the New Berlin Recreation Center is more than a business opportunity, it's a chance to connect with real people every day. New Berlin is a thriving community that is steadily growing, and offers a unique combination of city living with a touch of country.

Sponsorship Benefits

- Top billed naming rights prominently displayed on the outside of building.
- Logo advertised on monument signage on National Avenue.
- Sponsor signage at indoor entrance of facility.

Media and Print Material

- Integration as naming partner on all print & electronic marketing materials, related to the Recreation Center.
- Full color, inside front cover advertisement in the Recreation Guide, published 3 times annually.
- Integration as naming partner on the City of New Berlin's website.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Private use of the Multipurpose space two times annually.
- Invitation to host booth at Grand Opening, Winterfest and other special events.

Duration: Fifteen years

\$75,000 per year



Sponsorship Opportunities

Indoor Playground Sponsorship

Sponsorship Benefits

- Presenting naming rights prominently displayed at playground.
- Sponsor signage at entrance of playground.

Media and Print Material

- Sponsor name and logo on playground schedules and literature.
- Sponsor advertisement in the Recreation Guide, published digitally 3 times annually.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Private use of the Multipurpose space two times annually.
- Invitation to host booth at special events at Recreation Center.

Cost: \$75,000

Duration: 5 years - all benefits are for the duration of the sponsorship.



Sponsorship Opportunities

Gymnasium & Track Sponsorship

Sponsorship Benefits

- Presenting naming rights prominently displayed at on all three courts in the gymnasium.
- Sponsor signage at entrance of gymnasium.

Media and Print Material

- Sponsor name and logo on gymnasium schedules and literature.
- Sponsor advertisement in the Recreation Guide, published digitally 3 times annually.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Private use of the Gymnasium space twice during sponsorship duration.
- Invitation to host booth at special events at Recreation Center.

Cost: \$75,000

Duration: 5 years - all benefits are for the duration of the sponsorship.



Sponsorship Opportunities



Concession Stand Sponsorship

Sponsorship Benefits

- Presenting naming rights prominently displayed at Concession Stand.
- Sponsor Logo on menus at Concession Stand.

Media and Print Material

- Sponsor name and logo on Concession Stand schedules and literature.
- Sponsor advertisement in the Recreation Guide, published digitally 3 times annually.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Private use of the Multipurpose space twice during sponsorship duration.
- Invitation to host booth at special events at Recreation Center.

Cost: \$30,000

Duration: 5 years - all benefits are for the duration of the sponsorship.

Sponsorship Opportunities

Day Camp Sponsor

Sponsorship Benefits

- Presenting naming rights prominently displayed on Day Camp studio.
- Logo advertised on the back of all Day Camp participant shirts for 5 summers.
- Sponsor permanently designated on Donor Recognition Wall at entrance on 12" acrylic emblem.

Media and Print Material

- Integration as presenting partner on all Day Camp print & electronic marketing material
- Recognition in the New Berlin Recreation Guide, published 3 times annually.
- Integration as Day Camp presenting partner on the City of New Berlin's website.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Invitation to host booth on the first day of Day Camp.

Cost: \$25,000

Duration: 5 years - all benefits are for the duration of the sponsorship.



Sponsorship Opportunities

Healthy Kitchen Sponsor

Sponsorship Benefits

- Presenting naming rights prominently displayed at the entrance to kitchen studio
- Sponsor logo embroidered on all kitchen towels used by cooking programs.
- Sponsor permanently designated on Donor Recognition Wall at entrance on 12" acrylic emblem.

Media and Print Material

- Recognition in the New Berlin Recreation Guide, published digitally 3 times annually.
- Dedication to sponsor on the New Berlin Recreation webpage.
- Logo on video feed for all virtual cooking classes.

Hospitality

- Private use of the Multipurpose space two times annually.
- Invitation to host booth at Grand Opening, Winterfest and other special events.

Cost: \$20,000

Duration: 5 years - all benefits are for the duration of the sponsorship.

Dance Studio Sponsor

Sponsorship Benefits

- Presenting naming rights prominently displayed at the entrance to dance studio
- Sponsor permanently designated on Donor Recognition Wall at entrance on 12" acrylic emblem.

Media and Print Material

- Recognition in the New Berlin Recreation Guide, published digitally 3 times annually.
- Dedication to sponsor on the New Berlin Recreation webpage.

Hospitality

- Private use of the Dance Studio space once per year.

Cost: \$10,000

Duration: 5 years - all benefits are for the duration of the sponsorship.

Sponsorship Opportunities

A Healthier Tomorrow

**Platinum
Sponsor
\$8,000**

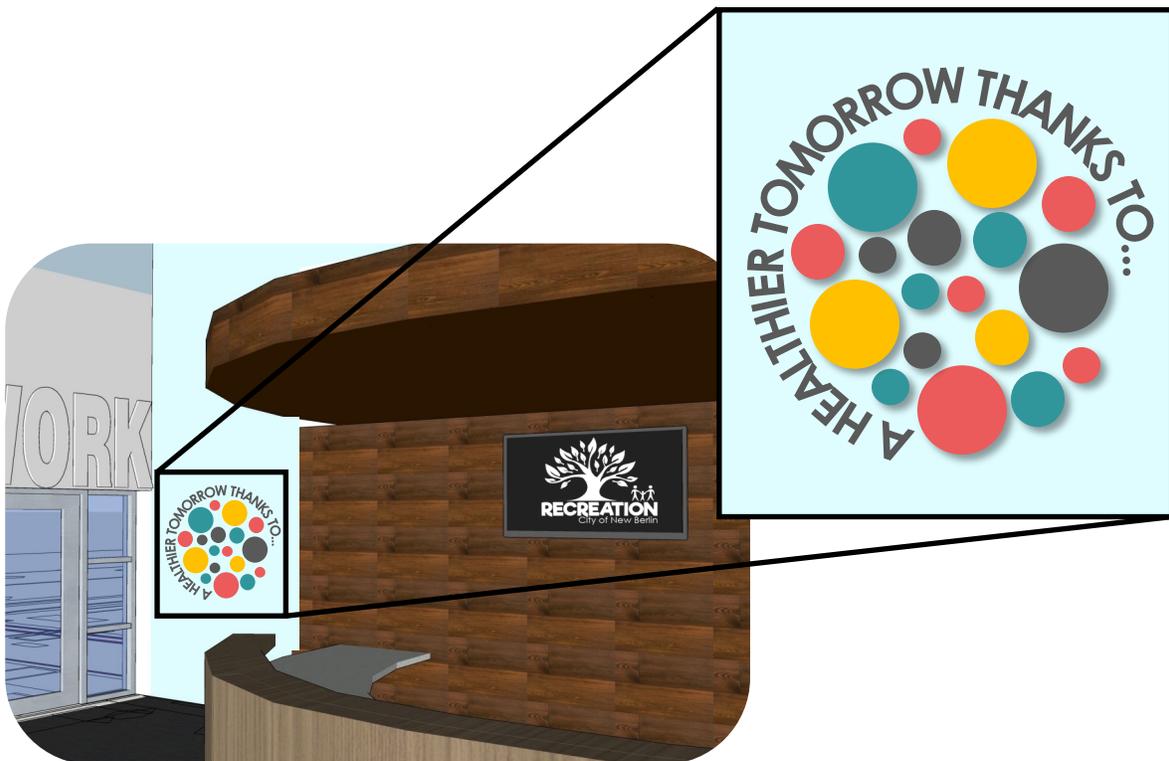
- Recognition on 10 inch acrylic circle on donor recognition wall at front desk.
- Logo on our sponsor webpage for 2 year from donation.
- Recognition of sponsorship in 3 social media post to our 3,000+ followers.
- Included in announcement of sponsors at ribbon cutting & display table at event.
- Logo included on sponsor page of Recreation Guide for 2 year (6 publications).

**Gold
Sponsor
\$5,000**

- Recognition on 6 inch acrylic circle on donor recognition wall at front desk.
- Logo on our sponsor webpage for 2 year from donation.
- Recognition of sponsorship in 2 social media post to our 3,000+ followers.
- Included in announcement of sponsors at ribbon cutting.
- Logo included on sponsor page of Recreation Guide for 1 year (3 publications).

**Silver
Sponsor
\$2,000**

- Recognition on 4 inch acrylic circle on donor recognition wall at front desk.
- Logo on our sponsor webpage for 1 year from donation.
- Recognition of sponsorship in 1 social media post to our 3,000+ followers.
- Included in announcement of sponsors at ribbon cutting.



Sponsorship Terms & Policies

- 1) Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of New Berlin. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of New Berlin:
 - a. Promotion of gambling or illegal drugs.
 - b. Promotion of the sale or use of firearms or other weapons.
 - c. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
 - d. Commentary or advocacy of a social, religious or political nature.
 - e. Promotion of services or programs that are already offered by the City of New Berlin.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of New Berlin terms for accepting sponsorship, contracts will be accepted on a first-come, first-serve basis.

- 2) The City of New Berlin Parks, Building & Grounds Commission and the Recreation Commission reserves the right to make final determination for acceptance on sponsorship contracts.
- 3) The City of New Berlin reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of New Berlin shall not be responsible for damages if an advertisement fails to be published for any reason.
- 4) The City of New Berlin reserves the right to determine and/or change the placement of ads without notice.
- 5) Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the City of New Berlin, without limitation against, for any and all claims made thereof against losses sustained by the City of New Berlin Parks, Building & Grounds Department, Recreation Department, City Council, and employees.
- 6) The advertisers and its agency, each represent that they are fully authorized and licensed to use:
 - a. The names, portraits, and/or pictures of living persons;
 - b. Any copyrighted or trademarked materials.
- 7) The Advertiser and its agency warrant and represent that if any testimonials contained in any advertisement submitted by or on behalf of the Advertiser and published in any of the City of New Berlin publications or media are neither libelous or defamatory, represent an invasion of privacy or otherwise are unlawful to any third party, the Advertiser and its agency each agree to indemnify and hold harmless the City of New Berlin, its officers, elected officials, employees and assigns, as and against any and all claims, demands, actions, losses, liability, costs, expenses, damages, including actual attorney fees, arising from the copying, printing or publishing of said information within any advertisement publication or media posting of the City of New Berlin.
- 8) No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of New Berlin policies will be binding on the City of New Berlin or its agents.
- 9) The City of New Berlin shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the City of New Berlin.
- 10) Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
- 11) The City of New Berlin will not return any items submitted for Sponsorship.
- 12) Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.
- 13) The City of New Berlin reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.

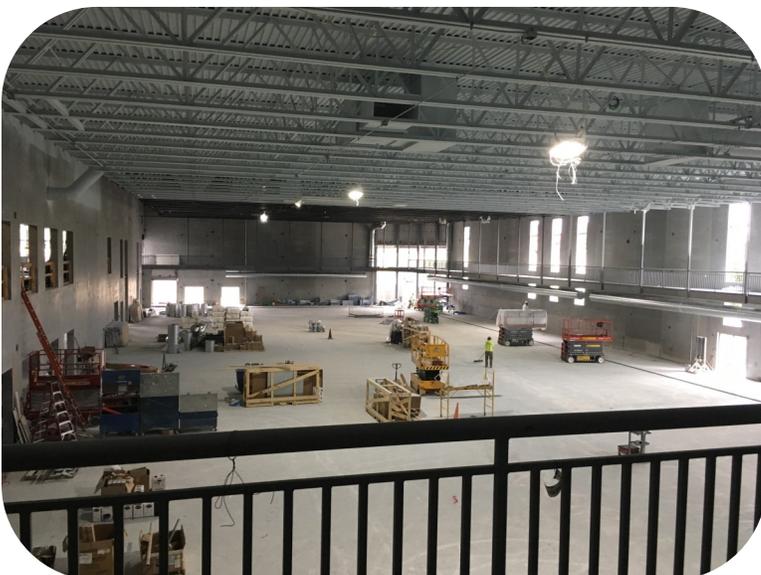
Building Progress



Exterior view of front entrance



Mezzanine view of front desk and concession stand



View of basketball courts from the track

**New Berlin Recreation
Sponsorship Commitment Form**



SPONSOR INFORMATION

Complete the following information:

Name: _____

Business/Organization Name (if any): _____

Email: _____ Is business located in New Berlin? Yes No

Address: _____ City/State/ZIP: _____

Primary Phone: _____ Alternate Phone: _____

SPONSORSHIP OPTIONS: *Mark/Check all that apply*

<u>Sponsorship type</u>	<u>Sponsorship Commitment</u>	
<input type="checkbox"/> Facility Naming Rights	\$75,000/yr (1 available)	
<input type="checkbox"/> Indoor Playground Sponsorship	\$75,000 (1 available)	RESERVED THRU 2028
<input type="checkbox"/> Gymnasium & Track Sponsorship	\$75,000 (1 available)	RESERVED THRU 2028
<input type="checkbox"/> Concession Stand Sponsorship	\$30,000 (1 available)	
<input type="checkbox"/> Day Camp Sponsorship	\$25,000 (1 available)	RESERVED THRU 2027
<input type="checkbox"/> Healthy Kitchen Sponsorship	\$20,000 (1 available)	RESERVED THRU 2027
<input type="checkbox"/> Dance Studio Sponsorship	\$10,000 (1 available)	RESERVED THRU 2027
<input type="checkbox"/> Platinum Sponsorship	\$8,000 (1 available)	NOT AVAILABLE
<input type="checkbox"/> Gold Sponsorship	\$5,000 (5 available)	NOT AVAILABLE
<input type="checkbox"/> Silver Level Sponsorship	\$2,000 (5 available)	NOT AVAILABLE

Donations of any amount are always welcome. \$ _____

Please make checks payable to "City of New Berlin" and note Activity & Recreation Center in the memo.

PLEASE READ:

Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines.

Signature: _____ Date: _____

For Office Use Only	
Date Received: _____	Amount Paid: _____
Date Paid: _____	Staff Initials: _____

