



For the Love of Parks



**The
Parks
Alliance**
of Indianapolis

 A C I C F PARTNER

For the Love of Parks

JULY 2025 | SPECIAL DATES PROVIDED BY OUR PARTNERS

Since 1985, July has been dedicated as Parks and Recreation Month. As a community, we use our parks to gather, play, getaway, and stay physically active. Now, more than ever we're asking for stakeholders to celebrate our city's parks throughout the month of July campaign.

New this year, a portion of proceeds will benefit general maintenance of all Indy Parks.

Presenting Sponsor | \$10,000 | Month-long campaign

- Exclusive name recognition as the presenting sponsor written as: The (Sponsor Name) presents For the Love of Parks
- Primary branding placement in event promotion, both digital and print
- Opportunity for brand recognition and onsite activation at campaign kick-off party
- Opportunity to engage with Indy Parks team during Park Professionals Day Celebration
- Opportunity for featured story-telling content on The Parks Alliance Blog and monthly newsletter
- Social media recognition in all related event marketing
- Up to (5) campaign shirts
- Customized digital marketing toolkit
- Annual TPA partner benefits included
- First right of refusal for following year



For the Love of Parks

JULY 18, 2025 | VARIOUS PARKS THROUGHOUT INDY

Since 1985, July has been dedicated as National Parks and Recreation Month. As a community, we use our parks to gather, play, getaway, and stay physically active. Now, more than ever we're asking for stakeholders to celebrate our city's parks throughout the month of July campaign.

New this year, a portion of proceeds will benefit general maintenance of all Indy Parks.

Champion Sponsor | \$7,500 | Single-day exclusive

- Exclusive name recognition as the champion sponsor for Park Professionals Day written as: Park Professionals Day championed by (Sponsor Name)
- Primary branding placement in event promotion, both digital and print
- Opportunity for brand recognition and onsite activation at campaign kick-off party
- Opportunity to engage with Indy Parks team during Park Professionals Day Celebration
- Social media recognition in all related event marketing
- Up to (4) campaign shirts
- Opportunity for featured story-telling content on The Parks Alliance Blog and monthly newsletter
- Customized digital marketing toolkit



BENEFIT	MISSION \$5,000	CONTRIBUTOR \$1,500	PARTNER \$250-\$1,000
Premiere branding placement throughout campaign	Logo Recognition	Name Recognition	Brand Recognition
Brand recognized on event landing page	Logo Recognition	Name Recognition	Logo Recognition
Campaign Shirt(s)	Up to (3) Shirts	Up to (2) Shirts	Up to (2) Shirts
Invitation to Park Professionals Day Celebration	●	●	●
Invitation to Campaign Kick-Off Party	●	●	●
Customized marketing toolkit	●	●	●
Social media recognition	●	●	●
Opportunity to host giveback activation benefitting The Parks Alliance	●	●	Agrees to host giveback