



Parks & Recreation

SPONSORSHIP OPPORTUNITIES

2024 Special Events & Scholarships



EXCELLENCE • INCLUSION • INNOVATION • SUSTAINABILITY

(510) 494-4300 | RegeRec@fremont.gov | www.RegeRec.com



CONTRIBUTE TODAY!

Dear Community Partner,

The City of Fremont Parks & Recreation offers a broad range of services, activities, and programs for all ages and interests. It is our mission to provide exceptional community experiences throughout our parks, events, and programs. Parks & Recreation hosts multiple community events throughout the year that are free or low cost to the public. By supporting Fremont events and programs through generous contributions, we can continue to provide exceptional experiences to the Fremont community.

As a sponsor, you will receive positive community exposure and recognition for your organization. Please take a moment to review this packet which showcases the various sponsorship opportunities available for our valued community partners. From annual contributions to individual events, any donation provided is greatly appreciated.

As a City of Fremont sponsor, you will be recognized throughout various marketing channels which include social media, website, quarterly Recreation Guide, event materials, and more. With your contribution, we can be the reason people live, work, and play in Fremont.



Sincerely,

Lance Scheetz
Recreation Superintendent II
(510) 494-4331 | lscheetz@fremont.gov





SCHOLARSHIP PROGRAM

The Low-Income Scholarships program was established to assist low-income families living in the City of Fremont to enroll their children in Fremont Recreation Services programs such as Swim Lessons, Tiny Tots, Camps and more. The scholarship program also helps provide low-income families Aqua Adventure admission.

The following levels of sponsorship were designed to ensure these children can enjoy summer youth programs and/or have an unforgettable experience at Aqua Adventure. 100% of sponsor donations are directed to low income families. In addition to funding a child’s experience, donating sponsors will receive the following benefits listed below.

LEVELS OF SPONSORSHIP	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Recognition on the Parks & Recreation and Aqua Adventure Waterpark webpages (Approx. 450,000 website visitors each summer).	✓	✓	✓	✓	✓
Donor level recognition on sign located in front of Aqua Adventure Waterpark for one year.	✓	✓	✓	✓	
Recognition on Parks & Recreation & Aqua Adventure social media pages. (17,000 fans/followers with over post 400,000 impressions on social media)	✓	✓	✓	✓	
Recognition in the City of Fremont Recreation Guide. (Reaches 80,000 Fremont residents)	✓	✓			
Recognition as a Scholarship Donor on the Aqua Radio at Aqua Adventure Waterpark. (Approx. 300x during 2023 Summer Season).	✓	✓			
Opportunity to pre-purchase discounted Daily Admission Tickets to Aqua Adventure Waterpark - \$13.99. (\$21.99 is the regular price)	✓	✓			
Recognition as a Scholarship Donor at the Central Park Sports Complex and Visitor Center. (Central Park – 1 million annual visitors)	✓	✓			
15% off catering your company picnic or team building event in Central Park or Aqua Adventure Waterpark.	✓				
	\$3,750	\$2,750	\$1,500	\$750	\$350

* Please note: select printed promotional material is finalized months in advance.

Looking for a custom sponsorship package tailored to your business needs?
Contact Lance Scheetz at (510) 494-4331 or email lscheetz@fremont.gov.

10% off when selecting 2 packages
20% off when selecting 3 packages
30% off when selecting 4 or more



SUMMER CONCERT SERIES

The Summer Concert Series is an annual event located in the heart of Fremont’s Central Park at the Performance Pavilion. The concerts will take place seven Thursday evenings in the summer beginning mid-June to mid-August. Each week this event attracts over 3,500 guests which includes families and residents from the Tri-City area. Attendees enjoy a variety of music, food trucks, and interactive sponsor booths.

Sponsorship is limited to 6 booths. Limited booths increase your sponsorship value while giving the event a noncommercial atmosphere.

DATES: Thursdays from 6:00 p.m. to 8:00 p.m. (Total of 6 concerts from June - August)

LEVELS OF SPONSORSHIP	PRESENTING SPONSORS	SUPPORTING SPONSORS	BOOTH SPONSORS
Listed as the presenting sponsor on all promotional materials and prominent logo placement (print* & digital)	✓		
Logo on all promotional materials (print* & digital) including stage banner	✓	✓	
Logo on City of Fremont newsletter (80,000 distribution)*	✓	✓	
Logo on color event posters posted throughout the community and City parks	✓	✓	
Recognition on Fremont Recreation social media and City of Fremont event webpage (Stats)	✓	✓	
Sponsor recognition announced on stage at all concerts**	✓	✓	✓
Booth at Event (Includes: a table, chairs, & tent)	✓	✓	✓
VIP Parking Passes (2)	✓	✓	✓
	\$7,500	\$3,000	\$2000** or \$350 per event

* Please note: select printed promotional material is finalized months in advance.
 ** Recognition provided for Booth Sponsors that purchase the \$2,000 package
 *** Non-profit organizations are eligible for 50% discount off the Booth Sponsor listed rate. Organization may not be included in promotional material and marketing collateral.

Looking for a custom sponsorship package tailored to your business needs? Contact Lance Scheetz at (510) 494-4331 or email lscheetz@fremont.gov.



MOVIES IN THE PARK

Looking to get involved during the end of summer or early fall? Movies in the Park is a perfect fit. We offer three fun-filled movie nights, one each in August, September, and October located in Central Park. Movie themes range from family-friendly to date night. Sponsorships can include: recognition, and a booth during the event. Come out and enjoy the show while promoting your organization. Attendance is approximately 2,000 people.

DATES: 2-4 Friday nights in August, September, and/or October.

LEVELS OF SPONSORSHIP	PRESENTING SPONSORS	BOOTH SPONSORS
Listed as the presenting sponsor on all promotional materials and prominent logo placement (print* & digital)		
Logo on all promotional materials (print* & digital)		
Logo on City of Fremont newsletter (80,000 distribution)*		
Logo on color event posters posted throughout the community and City Parks		
Recognition on Fremont Recreation social media and City of Fremont event webpage		
Sponsor recognition announced on stage at all events		
Booth at Event (Includes: a table, chairs, & tent)		
	\$750	\$150 per event

* Please note: select printed promotional material is finalized months in advance.
 *** Non-profit organizations are eligible for 50% discount off the Booth Sponsor listed rate. Organization may not be included in promotional material and marketing collateral

Looking for a custom sponsorship package tailored to your business needs?
 Contact Lance Scheetz at (510) 494-4331 or email lscheetz@fremont.gov.

10% off when selecting 2 packages
 20% off when selecting 3 packages
 30% off when selecting 4 or more



HALLOWEEN EVENT

This fun-filled night will give the young children of Fremont the opportunity to explore the NEW Downtown Event Center filled with only a few gentle tricks and lots of treats! We'd like your business to come be part of the fun in support of Recreation Services as we entertain pre-school and school-age children and their families. Guests will venture in the evening from 5:00 p.m.-9:00 p.m. Activities can include: trick-or-treating, carnival games, photo opportunities, and more. When finished, guests stay and enjoy Fremont Street Eats located in the Downtown Plaza. Your business can take part in the following ways with these sponsorship opportunities for the event.

DATE: Friday, October 20, 2023 from 5:00 p.m. - 9:00 p.m.

LEVELS OF SPONSORSHIP	PRESENTING SPONSORS	SUPPORTING SPONSORS	PROMOTIONAL SPONSORS
Listed as the presenting sponsor on all promotional materials and prominent logo placement (print* & digital)	✓		
Logo on all promotional materials (print* & digital) including stage banner	✓	✓	
Logo on City of Fremont newsletter (80,000 distribution)*	✓	✓	
Logo on color event posters posted throughout the community and City Parks	✓	✓	
Recognition on Fremont Recreation social media and City of Fremont event webpage	✓	✓	
Sponsor recognition announced on stage	✓	✓	✓
Booth at Event (Includes: a table, chairs, & tent)	✓	✓	✓
	\$1,250	\$750	\$350

* Please note: select printed promotional material is finalized months in advance.
 *** Non-profit organizations are eligible for 50% discount off the Booth Sponsor listed rate. Organization may not be included in promotional material and marketing collateral

Looking for a custom sponsorship package tailored to your business needs? Contact Lance Scheetz at (510) 494-4331 or email lscheetz@fremont.gov.



AQUA ADVENTURE WATERPARK

Aqua Adventure Waterpark is the jewel of Fremont and possibly the Bay Area's Park system. The Aqua Adventure Waterpark 2024 season attendance is expected to exceed 70,000. The website received over 500,000 hits during summer 2023. Sponsorships include: signage, Family Friday games, coupon program that drives our guests into your stores (11,000 Comcast Spotlight commercials tagging sponsors) name on Lazy River tubes, and more (let's create something new). We are always open to suggestions and are willing to create a package you feel is exciting, cost effective and beneficial to all parties.

Aqua Adventure Waterpark guests are families with children 4 years old and under. Approximately 80% are from the Tri City area around Fremont.

Aqua Adventure includes four waterslides, lap pool, youth play area, lazy river, lagoon, spray ground, and support facilities. The 4-acre Aqua Adventure Waterpark facility has food concessions, storage lockers, changing rooms and showers, and amenities to support group events, celebrations, birthday parties, and private rentals.

Sponsorships within Aqua Adventure Waterpark are creative and formed after working together on a strategy. Sponsorship opportunities start at \$1,000 for the whole season. Give us an opportunity to craft a sponsorship package. They are very price effective, while also supporting our community.

Think outside the box and suggest a fun package. We will make it happen!

For sponsorship opportunities at the Aqua Adventure Waterpark, contact Lance Scheetz at (510) 494-4331 or email lscheetz@fremont.gov

- 10% off when selecting 2 packages
- 20% off when selecting 3 packages
- 30% off when selecting 4 or more

** Please note: select printed promotional material is finalized months in advance.*



LEVELS OF SPONSORSHIP	MEDICAL PARTNER	LAZY RIVER TUBES	LIFE JACKETS	BEACH CHAIRS & LOUNGERS	COUPON	BANNER
Signage posted at the outside of the first aid office.						
Logo on Aqua Adventure Tri-fold Brochure – Tips for a great day at Aqua Adventure.						
Provide packets of sunscreen to be included in goodie bags for Aqua Bash Birthday Party packages						
Logo and link to health information website and map.						
Logo displayed on bulletin board. Supply us with health information, and we will post. Posting will be up year-round. Content provided by sponsor.						
Display two banners on fence near slide tower. Banners provided by sponsor.						
Logo on inflatable tubes. Tubes have an expected lifespan of 3 to 5 seasons (Number limited to the preseason tube order)						
Logo on life jackets. Life jackets have an expected lifespan of 3 to 5 seasons (As indicated in the preseason tube order)						
Signage prominently displayed in the two lounging areas highlighting “Chairs brought to you by ...”						
Stacks of coupons with your logo. Coupons offer a \$4 discount on General Admission, with potential savings of up to \$24. Coupons will be located at your business locations.						
Promoted via www.GoAquaAdventure.com and Recreation e-blasts.						
Display one banner at the Aqua Adventure Waterpark. Banner supplied by partner. Price varies by location of banner.						
Logo and link will be featured on the www.GoAquaAdventure.com website.						
25 General Admission Tickets to Aqua Adventure Waterpark included.						
Company/Organization announced on Aqua Adventure Waterpark’s Entertainment System. Approximately 300+ announcements each season.						
	\$6,500	\$5,000	\$5,000	\$4,000	\$3,000	\$1000 to \$1750



OTHER OPPORTUNITIES

PARK BANNERS

(Banners Supplied by Partner)

- Aqua Adventure Waterpark
 - Lazy River Bridge - \$1,750
 - Oasis Pool - \$1,000
 - Slide Run Out Fencing - \$1,250
 - Slide Tower Fencing - \$1,500
 - Sponsor Board Outside Aqua Adventure - \$1,250
- Sports Facilities
 - Banners located on the fence at the Softball Complex – 46 weekend tournaments - \$1,250
 - Irvington Community Center – Banner hung in lobby near gym entrance. -\$1,500
 - Fremont Tennis Center - \$1,500

SUMMER CAMP T- SHIRTS – YOUR LOGO: \$5,000

- Limited to (2) Sponsors
- These t-shirts given to summer camp participants and worn for months.
- More than 8,000 campers' summer 2023.

10% off when selecting 2 packages

20% off when selecting 3 packages

30% off when selecting 4 or more

* Please note: select printed promotional material is finalized months in advance.



