

**SUMMER SPONSORSHIP DUE:
APRIL 15, 2022**

IN-HOUSE TEAMS

- T-Ball** – \$175 per sponsorship
(8 sponsorship opportunities) \$ _____
- Pitch Ball** – \$175 per sponsorship
(8 sponsorship opportunities) \$ _____
- Dance** – \$175 per sponsorship
(2 sponsorship opportunities) \$ _____
- 1st/2nd Volleyball** – \$175 per sponsorship
(1 sponsorship opportunity) \$ _____
- Flag Football** – \$175 per sponsorship
(15 sponsorship opportunities) \$ _____

SEMI-TRAVELING TEAMS

- Academy Soccer** – \$200 per sponsorship
(4 sponsorship opportunities) \$ _____
- Rookie Baseball** – \$200 per sponsorship
(4 sponsorship opportunities) \$ _____
- Rookie Basketball** – \$200 per sponsorship
(4 sponsorship opportunities) \$ _____
- 3rd/4th Volleyball** – \$200 per sponsorship
(2 sponsorship opportunities) \$ _____
- Track & Field** – \$200 per sponsorship
(4 sponsorship opportunities) \$ _____

TRAVELING TEAMS

- Baseball** – \$300 per team
(10 sponsorship opportunities) \$ _____
- Softball** – \$300 per team
(3 sponsorship opportunities) \$ _____
- 5th/6th Volleyball** – \$300 per team
(2 sponsorship opportunities) \$ _____
- Jr. League Basketball** – \$300 per team
(6 sponsorship opportunities) \$ _____

Please feel free to contact our office with any questions you may have!

CONTACT INFORMATION

Name of Company: _____

Contact person: _____

Mailing address: _____

City: _____

State: _____ Zip: _____

Phone: _____

E-Mail _____

Logo sent by E-mail _____

E-mail logo to: parknrecstaff@westsalemwi.com

YES! We can provide sponsorship!

- \$ _____ Banner Program
(300/yr, \$600/3 yrs, or \$200/additional yr)
- \$ _____ Traveling Team (\$300)
- \$ _____ Semi-Traveling Team (\$200)
- \$ _____ In-House Team (\$175)
- \$ _____ Movie in the Park (\$150)
- \$ _____ General Donation

TOTAL: \$ _____ (payable to: W.S. Rec.)

I'm interested in receiving additional sponsorship information on the following special events.

___ Easter Egg Hunt  ___ Trunk-or-Treat 

___ Winter Wonderland 

___ No Sponsorship but ask us again next year

___ No Sponsorship & please remove us from your mailing list

**2022 ADVERTISING
& SPONSORSHIP
OPPORTUNITIES**



175 S. Leonard Street, West Salem, WI 54669

Fax: 786-3359 Office Phone: 786-0222

Website: www.westsalemwi.com

TEAM SPONSORSHIP

Team sponsorships provide participants with a shirt to wear for the duration of their program and keep once the program is completed. Your businesses logo will be placed on the shirt, as well as on league schedules, the WS Park and Rec website, brochure and other seasonal promotional material.

In-House Team

Participants practice, perform or play games against each other within the Village of West Salem. Multiple sponsor artwork is placed on the backs of t-shirts for the entire league.



Semi-Traveling Team

Participants practice, perform or play games against other teams within the Village of West Salem, Holmen, Onalaska, and La Crosse. Multiple sponsor artwork is placed on the backs of t-shirts for the entire league.

Traveling Team

Participants in these programs travel to other area communities including: La Crosse, Holmen, Onalaska, La Crescent, Bangor, Sparta, Tomah & Caledonia. They may also participate in tournaments across the state of Wisconsin.

In order to fully cover all of our programs and teams, the West Salem Park & Rec reserves the right to use your donation where it is most needed for teams/sports without sponsorship or when programs already have sponsors determined.

Donations for entire league/program sponsorship will be given priority when assigning sponsorships. Returning sponsors will be given first opportunity to retain their sponsorships of specific programs as long as they are received before the program's sponsorship deadline.

GENERAL SPONSORSHIP

If you are interested in sponsoring with the West Salem Parks and Recreation Department, but don't have a specific program or event in mind, use this opportunity to give to our general fund and we will use the money for a program or event in need!

\$ _____ General Sponsorship
Please use where needed most!

BANNER PROGRAM

We are offering businesses the opportunity to advertise their company's logo with a banner placed on the back of a dugout at Riverview Park. The West Salem Park & Rec. Dept. hosts two to three baseball tournaments annually. Currently we have twelve traveling baseball teams and six traveling softball teams of our own who play games at Riverview. Additionally, our academy soccer program uses this space for their practice and game site in the fall. This means your banner will be seen by thousands of fans over the course of the year.

The banners will be installed late spring and remain in place through early fall.

Each banner will be made of chloroplast and will measure 3x5 feet.

Yes, we would like to enroll in the Banner Program with a

- _____ **One year commitment of \$300**
- _____ **Three year commitment of \$600**
- _____ **Each additional year is \$200**

Total \$ _____

Banner Program participants need to have art sent to the West Salem Park and Recreation office no later than **April 18, 2022** so banners can be made. Please send electronic art files (**Adobe Illustrator or EPS**) to: parknrecstaff@westsalemwi.com



SPECIAL EVENTS

Each year the West Salem Parks and Recreation Department hosts a handful of FREE community events for the Village of West Salem. It is our goal to use these free opportunities to bring the public together and strengthen community ties in the Village of West Salem. Participation by attendance allows your business the opportunity to access potential and current customers, while sponsoring with a donation allows our department



to offset the cost of providing quality events at no cost to participants. Details for each of the following special events will be made available once we get closer to each date. If you are interested in receiving additional information on special event sponsorships, please let us know by checking the appropriate box(es) below.

- Easter Egg Hunt:** April 9, 2022
- Trunk or Treat:** October 31, 2022
- Winter Wonderland:** Nov 2022-Jan 2023
(Specific dates TBD)

MOVIE IN THE PARK

We currently host 2 Summer (June-Aug.) Movies in the Park. Family friendly movies are shown on our big screen at dusk in Village Park. Your sponsorship will help offset the price of the movie rental and provide a free community event.

_____ **\$150**

- *Recognition in all event-related publications & materials including: brochure, email, Facebook, & website.
- *Sponsoring businesses will be recognized before the film starts

If you would like your name to be included in our brochure, we must receive payment by **February 11, 2022.**

Commitment after these dates include all advertisement with exception of brochure.