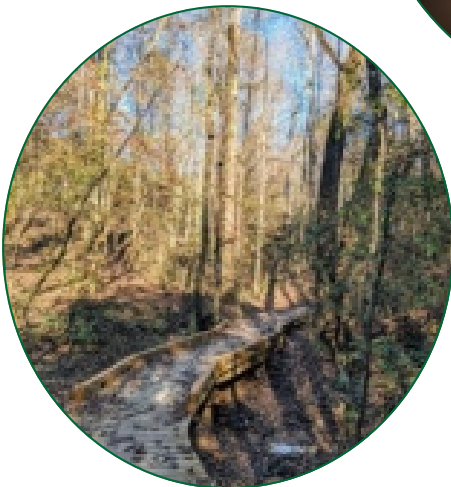




**EASLEY**  
PARKS & RECREATION

# SPONSORSHIP & DONATION INFORMATION



**EASLEY PARKS AND RECREATION DEPARTMENT**  
**111 WALKERS WAY, EASLEY, SC, 29642**  
**(864) 855 - 7933**

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# A MESSAGE FROM THE MAYOR

**WELCOME TO THE VIBRANT CITY OF EASLEY! THANK YOU FOR CONSIDERING A SPONSORSHIP OPPORTUNITY WITH THE CITY OF EASLEY. NESTLED AT THE BASE OF THE FOOTHILLS BLUE RIDGE MOUNTAINS, EASLEY OFFERS A STUNNING BACKDROP FOR YOUR VISIT. THE SCENIC BEAUTY DURING THIS TIME OF YEAR PROVIDES A PERFECT OPPORTUNITY TO CONNECT WITH NATURE.**

**EXPLORE OUR NEWEST PARKS, THE AWARD-WINNING NALLEY-BROWN NATURE TRAIL AND DOODLE TRAIL AND PARK, OFFERING A SERENE ENVIRONMENT FOR WALKS, RUNS, OR BIKE RIDES. THROUGHOUT OUR CITY, YOU'LL FIND COMMUNITY PARKS WITH MULTIPLE BALLFIELDS, PLAYGROUNDS, AND SHELTERS, CREATING IDEAL SPOTS FOR FAMILY ENJOYMENT.**

**FOR A UNIQUE EXPERIENCE, TRY OUR 18-HOLE DISC GOLF COURSE AT THE J.B. RED OWENS SPORTS COMPLEX OR ENJOY OUR NEWLY RENOVATED TENNIS/PICKLEBALL FACILITY AT POPE FIELD PARK. BEYOND OUR PARKS, THE HISTORICAL DOWNTOWN DISTRICT OFFERS A VARIETY OF SHOPPING AND DINING EXPERIENCES. EXPLORE OUR LOCAL RESTAURANTS, OFFERING EVERYTHING FROM ITALIAN CUISINE TO SOUTHERN BARBECUE AND COASTAL SEAFOOD. THE CHARM OF OUR DOWNTOWN AREA INVITES YOU TO TAKE A STROLL, DISCOVER HIDDEN GEMS, AND SAVOR THE FLAVORS OF EASLEY.**

**WE EXTEND OUR BEST WISHES FOR SUCCESS IN THE TOURNAMENT TO ALL PARTICIPANTS. MAY YOUR VISIT BE FILLED WITH EXCITEMENT AND MEMORABLE EXPERIENCES.**

**WE INVITE YOU TO ENJOY OUR "WARM UPCOUNTRY WELCOME" AND CONSIDER EASLEY FOR YOUR NEXT VISIT OR SPONSORSHIP OPPORTUNITY. THANK YOU FOR SUPPORTING OUR COMMUNITY! THANK YOU AGAIN FOR YOUR CONSIDERATION IN PARTNERING OR SPONSORING ONE OF OUR WONDERFUL OFFERINGS!**

**SINCERELY,**

**LISA TALBERT, MAYOR CITY OF EASLEY, SOUTH CAROLINA**



**EASLEY**  
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# INTRODUCTION

**THE CITY OF EASLEY IS A GROWING, DIVERSE COMMUNITY OF MORE THAN 24,000 RESIDENTS, AND OUR PARKS AND RECREATION DEPARTMENT IS PROUD TO PROVIDE HIGH-QUALITY RECREATIONAL OPPORTUNITIES FOR ALL AGES ACROSS PICKENS COUNTY AND SURROUNDING AREAS. AS DEMAND FOR EVENTS AND ATHLETIC PROGRAMS CONTINUES TO GROW, WE INVITE BUSINESSES TO PARTNER WITH US AND REACH NEW AUDIENCES THROUGH MEANINGFUL COMMUNITY ENGAGEMENT.**

**YOUR SUPPORT MAKES OUR PROGRAMS POSSIBLE.**

**THANKS TO CONTRIBUTIONS FROM INDIVIDUALS, NONPROFITS, AND LOCAL BUSINESSES, WE ARE ABLE TO OFFER AFFORDABLE, HIGH-QUALITY ACTIVITIES FOR THE COMMUNITY WHILE GIVING SPONSORS VALUABLE EXPOSURE TO MORE THAN 3,000 LOCAL YOUTH, FAMILIES, AND SPORTS FANS, AS WELL AS ATTENDEES FROM 65 ANNUAL TOURNAMENTS.**

**SPONSORSHIP PACKAGES ARE CUSTOMIZABLE TO MEET YOUR ORGANIZATION'S GOALS AND INCLUDE A RANGE OF MARKETING BENEFITS DESIGNED TO ENHANCE YOUR VISIBILITY AND COMMUNITY IMPACT.**

**EASLEY PARKS AND RECREATION DEPARTMENT IS A GOVERNMENT DEPARTMENT AND ALL DONATIONS ARE TAX DEDUCTIBLE (ID: 57-6000230)**

**THANK YOU FOR CONSIDERING A PARTNERSHIP WITH EASLEY PARKS AND RECREATION. TOGETHER, WE CAN CONTINUE TO BUILD STRONG PROGRAMS, MEMORABLE EVENTS, AND A VIBRANT COMMUNITY. TO EXPLORE SPONSORSHIP OPPORTUNITIES OR SCHEDULE A MEETING, PLEASE CONTACT US AT 864-855-7933 OR CSHORT@CITYOFEASLEY.COM.**



**EASLEY**  
PARKS & RECREATION



# OUR MISSION AND VISION

## MISSION:

**WE STRIVE TO PROVIDE QUALITY PARKS, RECREATION, LEISURE, AND CULTURAL EXPERIENCES FOR RESIDENTS AND VISITORS OF ALL AGES AND ABILITIES.**

## VISION:

**OUR VISION TO BECOME A CITY WITH DIVERSE PROGRAMS AND STRATEGICALLY LOCATED OPEN SPACES, CULTURAL RESOURCES, AND RECREATION FACILITIES THAT CELEBRATE EASLEY'S CHARACTER, FOSTER CIVIC PRIDE, ATTRACT VISITORS, AND PROMOTE HEALTH AND WELLNESS. WHETHER PHYSICAL CONNECTIONS LIKE TRAILS THAT CONNECT NEIGHBORHOODS TO SCHOOLS AND PARKS, OR SOCIAL CONNECTIONS THAT LINK OUR COMMUNITY MEMBERS LIKE SPECIAL EVENTS AND SPORTS LEAGUES, THE CITY OF EASLEY STRIVES TO ENHANCE THE QUALITY OF LIFE FOR EASLEY-AREA RESIDENTS.**

**THE CITY OFFERS A DIVERSE ARRAY OF RECREATIONAL, CULTURAL, SPORTING, AND SENIOR ADULT PROGRAMS AND ACTIVITIES FOR THE ENTIRE COMMUNITY. THERE ARE SPONSORSHIP OPPORTUNITIES WITHIN EACH OF THESE OFFERINGS THAT ARE LAID OUT IN THIS PACKET. DON'T SEE ANYTHING THAT WORKS FOR YOU? CUSTOMIZED AND IN-KIND DONATIONS ARE ALSO AN OPTION, JUST ASK!**



**EASLEY**  
**PARKS & RECREATION**

## **SPORT TOURNAMENTS AND EVENTS**

**EASLEY PARKS AND RECREATION COORDINATES A WIDE RANGE OF ATHLETIC TOURNAMENTS AND SPECIAL EVENTS HELD ON CITY PROPERTY THROUGHOUT THE YEAR. THESE TOURNAMENTS SPAN MULTIPLE SPORTS—FROM BASEBALL AND SOFTBALL TO GYMNASTICS AND OTHER COMPETITIVE ACTIVITIES. FOR MORE THAN 20 YEARS, EASLEY HAS PROUDLY HOSTED THE NATIONALLY TELEVISED SENIOR LEAGUE WORLD SERIES AT THE JB RED OWENS COMPLEX, WELCOMING TEAMS FROM ACROSS THE COUNTRY AND AROUND THE WORLD.**

**IN ADDITION TO MAJOR TOURNAMENTS, WE SUPPORT A VARIETY OF NOTABLE EVENTS SUCH AS THE BOY SCOUTS TRADE SHOW, THE SC GYMNASTICS STATE MEET, AND NATIONAL NIGHT OUT. EACH EVENT REFLECTS OUR COMMITMENT TO PROVIDING HIGH-QUALITY FACILITIES, SMOOTH EVENT COORDINATION, AND A WELCOMING ENVIRONMENT FOR ATHLETES, FAMILIES, AND SPECTATORS. THROUGH THESE TOURNAMENTS AND SPECIAL EVENTS, EASLEY PARKS AND RECREATION CONTINUE TO SERVE AS A HUB FOR ATHLETIC EXCELLENCE AND COMMUNITY ENGAGEMENT ACROSS THE REGION.**



# DEPARTMENT DIVISIONS

## COMMUNITY SPECIAL EVENTS

**THE EASLEY PARKS AND RECREATION DEPARTMENT HOSTS A VARIETY OF CITY-WIDE EVENTS THROUGHOUT THE YEAR, BRINGING RESIDENTS AND VISITORS TOGETHER. MOST EVENTS TAKE PLACE IN DOWNTOWN EASLEY AT OLD MARKET SQUARE, A VERSATILE COMMUNITY SPACE WITH CONVENIENT PARKING, PUBLIC RESTROOMS, AND AN AMPHITHEATER FOR ENTERTAINMENT AND GATHERINGS.**

**ANNUAL EVENTS INCLUDE SPRING FLING, THE HISTORIC EASLEY 4TH OF JULY CELEBRATION, ROCK AT THE CLOCK, TREATS ON THE STREET, SMALL TOWN CHRISTMAS, AND THE SEASONAL FARMERS MARKET. THESE EVENTS OFFER EVERYTHING FROM FAMILY-FRIENDLY HOLIDAY TRADITIONS TO OUTDOOR CONCERTS AND COMMUNITY CELEBRATIONS, FOSTERING CONNECTION AND VIBRANCY IN OUR CITY.**



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# DEPARTMENT DIVISIONS

## YOUTH AND ADULT ATHLETICS

THE ATHLETIC DIVISION OF THE PARKS AND RECREATION DEPARTMENT OVERSEES ALL YOUTH AND ADULT RECREATION PROGRAMS THROUGHOUT THE YEAR. OUR YOUTH PROGRAMMING SPANS THE WINTER, FALL, AND SPRING SEASONS AND INCLUDES SEVEN SPORTS: TACKLE FOOTBALL, FLAG FOOTBALL, CHEERLEADING, VOLLEYBALL, SOFTBALL, BASEBALL, AND BASKETBALL.

- **FALL OFFERINGS**: FLAG FOOTBALL, TACKLE FOOTBALL, CHEERLEADING, VOLLEYBALL, SOFTBALL, AND BASEBALL
- **SPRING OFFERINGS**: FLAG FOOTBALL, VOLLEYBALL, AND SOFTBALL
- **WINTER OFFERING**: BASKETBALL

IN ADDITION TO OUR YOUTH PROGRAMS, WE PROVIDE A VARIETY OF ADULT RECREATION OPPORTUNITIES. THESE INCLUDE SOFTBALL, FLAG FOOTBALL, PICKLEBALL, TENNIS, AND VOLLEYBALL, AS WELL AS OPEN GYM ACCESS FOR PICK-UP BASKETBALL GAMES. WE ALSO OFFER A SENIOR ADULT FITNESS CLASS AVAILABLE TO MEMBERS ON MONDAYS, WEDNESDAYS, AND FRIDAYS.



**EASLEY**  
PARKS & RECREATION

# OVERVIEW OF PARKS AND TRAILS

## AMENITIES

### **J.B. "RED" OWENS SPORTS COMPLEX**

**A THREE-COURT GYMNASIUM WITH TWO MULTIPURPOSE ROOMS; FIVE PRIMARY BASEBALL/SOFTBALL FIELDS PLUS THREE ADDITIONAL BASEBALL FIELDS; SIX RECTANGULAR FIELDS; A TWO-MILE TRAIL LOOP; UNDERGROUND IRRIGATION; AND EXTRA-WIDE COVERED DUGOUTS. THE COMPLEX ALSO FEATURES FIVE CONCESSION STANDS WITH RESTROOMS, FOUR PLAYGROUNDS FOR AGES 5-12, AND TWO PICNIC SHELTERS. ALL BASEBALL/SOFTBALL FIELDS HAVE SCOREBOARDS, AS DO FOUR OF THE SIX RECTANGULAR FIELDS, AND COVERED SPECTATOR SEATING IS PROVIDED AT ALL FIVE PRIMARY FIELDS.**



### **POPE FIELD COMMUNITY PARK**

**AMENITIES FEATURE FOUR TENNIS COURTS, EIGHT PICKLEBALL COURTS, TWO BASEBALL/SOFTBALL FIELDS, A MULTIPURPOSE RECTANGULAR FIELD, TWO PICNIC SHELTERS, A PLAYGROUND DESIGNED FOR CHILDREN AGES 5-12, AND A CONCESSION STAND WITH RESTROOMS.**



### **HAGOOD PARK**

**THE PARK FEATURES ONE BASEBALL/SOFTBALL FIELD, ONE BASKETBALL COURT, A BARK PARK, ONE TENNIS COURT, AND TWO PICKLEBALL COURTS. ADDITIONAL AMENITIES INCLUDE TWO SHELTERS WITH PICNIC TABLES, A PLAYGROUND FOR CHILDREN AGES 5-12, AND A SEPARATE PLAYGROUND FOR CHILDREN AGES 2-5.**



# OUR PARKS AND TRAILS

## **ALICE MILL PARK**

**1 BASEBALL  
FIELD, PICNIC  
TABLE.**



## **WOODSIDE PARK**

**BASEBALL/SOFTBALL  
FIELD, 1 PICNIC SHELTER,  
AND A PLAYGROUND FOR  
AGES 5-12.**



## **DOODLE PARK**

**PLAYGROUND FOR AGES  
5-12, OUTDOOR FITNESS  
EQUIPMENT, RESTROOMS,  
AND TWO PICNIC  
SHELTERS.**

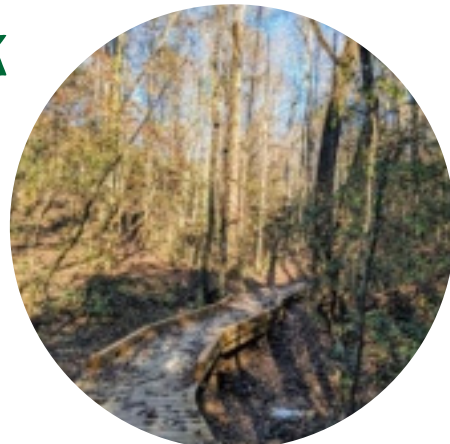


## **KINGS PARK**

**1 PICNIC SHELTER,  
RESTROOMS, AND A  
PLAYGROUND FOR  
CHILDREN AGES 5-12.**

## **NALLEY BROWN NATURE PARK**

**38 ACRES OF WOODS, 2.5  
MILES OF TRAILS, A 1-MILE  
ADA-ACCESSIBLE TRAIL, ONE  
SHELTER, AND A NATURAL  
PLAYGROUND.**





# NATURAL SPACES AND VENUES

## ROTARY PARK

A SPOT WITH  
PICNIC AREAS, A  
PLAYGROUND, AND  
SCENIC WALKING  
PATHS.



## AMPHITHEATER

A DOWNTOWN  
EASLEY VENUE IN  
OLD MARKET  
SQUARE FOR LIVE  
MUSIC AND EVENTS.

## CHRISTOPHERSON GAZEBO & FOUNTAIN

A CHARMING, SCENIC SPOT IN THE  
HEART OF THE CITY OFFERING A  
RELAXING ATMOSPHERE WITH A  
BEAUTIFUL FOUNTAIN AND A  
CLASSIC GAZEBO.



## DOODLE TRAIL

A 7.5-MILE RAIL-TO-TRAIL  
PATH FOR BIKING AND  
WALKING.



## BRUSHY CREEK GREENWAY TRAIL

A PEACEFUL 4-MILE TRAIL  
PERFECT FOR WALKING, BIKING,  
AND ENJOYING NATURE.



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# FIELD SPONSORSHIP OPPORTUNITIES

**OUR FACILITIES OFFER PRIME OPPORTUNITIES FOR SPONSOR VISIBILITY WITH BANNERS PLACED WHERE SPECTATORS GATHER.**

## **INDOOR OPTION:**

- **LARRY BAGWELL GYM AT JB RED OWENS SPORTS COMPLEX, WITH BANNER PLACEMENT ON ITS TWO BASKETBALL COURTS DURING GAMES AND EVENTS**

**ALL SPONSOR BANNERS MEASURE 6 FT \* 3 FT FOR MAXIMUM EXPOSURE.**

**SEE THE FOLLOWING PAGES FOR PRICING AND AVAILABLE LOCATIONS TO SHOWCASE YOUR BRAND TO THOUSANDS OF SPECTATORS YEAR-ROUND.**



# FIELD SPONSORSHIP OPPORTUNITIES

## BASEBALL/SOFTBALL FIELD

- HAGOOD PARK- 1 FIELD
- ALICE MILL PARK- 1 FIELD
- POPE FIELD COMMUNITY PARK- 2 FIELDS
- JB RED OWENS SPORTS COMPLEX- FIVE FIELDS COMPLEX

## RECTANGLE (SOCCER/FOOTBALL/LACROSSE) FIELDS:

- POPE FIELD COMMUNITY PARK- 1 FIELD
- JB RED OWENS SPORTS COMPLEX- FIVE FIELDS

NUMBER OF SIGNS	1	2	3	4	5
YEAR 1	\$400	\$800	\$1,200	\$1,500	\$1,900
YEAR 2	\$600	\$1,000	\$1,400	\$1,700	\$2,100
YEAR 3	\$800	\$1,200	\$1,600	\$1,900	\$2,300





# FIELD SPONSORSHIP OPPORTUNITIES

## BASKETBALL COURTS:

**TWO INDOOR COURTS LOCATED INSIDE THE LARRY BAGWELL GYMNASIUM AT THE JB RED OWENS SPORTS COMPLEX.**

<b>NUMBER OF SIGNS</b>	<b>1</b>	<b>2</b>
<b>YEAR 1</b>	<b>\$400</b>	<b>\$800</b>
<b>YEAR 2</b>	<b>\$600</b>	<b>\$1,000</b>
<b>YEAR 3</b>	<b>\$800</b>	<b>\$1,200</b>



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# SENIOR PROGRAM SPONSORSHIP

WE OFFER THREE PROGRAMS AND EVENTS SPECIFICALLY FOR SENIOR ADULTS WHO ARE MEMBERS OF OUR GYM. OUR SENIOR FITNESS CLASS MEETS EVERY MONDAY, WEDNESDAY, AND FRIDAY FOR ONE HOUR. IN ADDITION, OUR SENIOR FIELD TRIPS PROVIDE DAY TRIPS TO LOCAL TOURIST ATTRACTIONS, GIVING SENIORS OPPORTUNITIES TO EXPLORE AND SOCIALIZE.

SPONSORSHIP OPPORTUNITIES FOR THE FITNESS CLASS INCLUDE:  
LOGO ON CLASS T-SHIRTS  
LOGO ON FLYERS AND PROMOTIONAL MATERIALS  
LOGO FEATURED ON THE CLASS WEBPAGE AT  
[WWW.EASLEYREC.COM](http://WWW.EASLEYREC.COM)

## FITNESS CLASS PRICING CHART:

SEASON	PRICE
FALL	\$500
SPRING	\$500

OUR SPONSORSHIP OPPORTUNITY FOR OUR SENIOR TRIPS INCLUDES THE FOLLOWING:

-LOGO ON FLYERS AND ADVERTISEMENTS  
-LOGO ON TRIP WEBPAGE AT  
[WWW.EASLEYREC.COM](http://WWW.EASLEYREC.COM)

-LOGO ON TRAVEL PIN RECEIVED BY THOSE WHO GO ON THE TRIP

PRICE PER TRIP: \$250



**EASLEY**  
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# MAIN SPONSORSHIP OPPORTUNITIES

## HISTORIC EASLEY 4TH OF JULY CELEBRATION

**PRESENTING SPONSORSHIP PRICE: \$30,000**

**ESTIMATED ATTENDANCE: 15,000+ OVER TWO DAYS**

CELEBRATE INDEPENDENCE DAY AT THE CITY OF EASLEY'S 4TH OF JULY CELEBRATION, A TWO-DAY FESTIVAL FULL OF FAMILY FUN! ENJOY LIVE MUSIC FROM A VARIETY OF BANDS, DELICIOUS FOOD, CARNIVAL RIDES, CRAFT VENDORS, AND A BREATHTAKING FIREWORKS FINALE. KIDS CAN EXPLORE THE FREE KIDS ZONE, MAKING IT AN EVENT EVERYONE WILL LOVE.

AS THE PRESENTING SPONSOR, YOUR BRAND WILL BE FRONT AND CENTER AT ONE OF THE CITY'S LARGEST ANNUAL EVENTS, REACHING THOUSANDS OF ATTENDEES AND CREATING LASTING COMMUNITY IMPACT.



## SMALL TOWN CHRISTMAS

**PRESENTING SPONSORSHIP PRICE: \$20,000**

**ESTIMATED ATTENDANCE: 10,000+**



CELEBRATE THE HOLIDAY SEASON AT EASLEY'S SMALL TOWN CHRISTMAS! KICKING OFF THE DAY AFTER THANKSGIVING WITH THE CHRISTMAS TREE LIGHTING, THIS MONTH-LONG CELEBRATION INCLUDES CHRISTMAS MOVIE NIGHT, BREAKFAST WITH SANTA, A HOLIDAY MARKET, AND POPULAR SLEIGH RIDES (OFTEN SELLING OUT QUICKLY). FAMILIES CAN ALSO TAKE PHOTOS WITH SANTA EVERY FRIDAY AND SATURDAY FROM THANKSGIVING THROUGH THE FRIDAY BEFORE CHRISTMAS. THE SEASON WRAPS UP WITH THE BELOVED CHRISTMAS PARADE OF LIGHTS, A TRADITION THAT HAS BRIGHTENED EASLEY FOR OVER 30 YEARS.



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# MAIN SPONSORSHIP OPPORTUNITIES

## FARMERS MARKET

**PRESENTING SPONSORSHIP PRICE: \$10,000**

THE EASLEY FARMERS MARKET IS A CHERISHED SEASONAL TRADITION IN THE CITY OF EASLEY, BRINGING TOGETHER RESIDENTS, VISITORS, AND VENDORS FROM ACROSS THE UPSTATE OF SOUTH CAROLINA. HELD EVERY SATURDAY FROM SPRING THROUGH FALL, THE MARKET FEATURES A WIDE VARIETY OF LOCALLY GROWN AND HANDCRAFTED GOODS, INCLUDING FRESH PRODUCE, PLANTS, BAKED ITEMS, AND HANDMADE CRAFTS.

OVER APPROXIMATELY FIVE MONTHS, THE MARKET HOSTS 25 TO 40 VENDORS EACH WEEK, WITH AN AVERAGE OF AROUND 30 VENDORS PER SATURDAY, OFFERING SPONSORS CONSISTENT WEEKLY EXPOSURE WHILE SUPPORTING LOCAL FARMERS, ARTISANS, AND SMALL BUSINESSES AND STRENGTHENING COMMUNITY CONNECTIONS IN EASLEY.

## ROCK AT THE CLOCK

**PRESENTING SPONSORSHIP  
PRICE: \$6,000**

LOOKING FOR A FUN WAY TO SPEND SATURDAY NIGHTS THIS SUMMER? EVERY 4<sup>TH</sup> SATURDAY FROM MAY-SEPTEMBER, JOIN US IN DOWNTOWN EASLEY AT OLD MARKET SQUARE FOR THE ROCK AT THE CLOCK CONCERT SERIES! ENJOY GREAT MUSIC, FOOD, AND COMMUNITY SPIRIT, WHILE LOCAL BUSINESSES HAVE THE OPPORTUNITY TO ENGAGE DIRECTLY WITH RESIDENTS AND VISITORS THROUGHOUT THE SEASON.

## SPRING FLING

**PRESENTING SPONSORSHIP PRICE: \$10,000**

THE EASLEY SPRING SEASON KICKS OFF WITH SPRING FLING IN OLD MARKET SQUARE ON THE FIRST SATURDAY IN APRIL. THE EVENT FEATURES 70+ CRAFT VENDORS, 10+ FOOD TRUCKS, LIVE MUSIC, A FREE KIDS ZONE, AND PLENTY OF FUN THROUGHOUT DOWNTOWN EASLEY.

## TREATS ON THE STREET

**PRESENTING SPONSORSHIP  
PRICE: \$10,000**

THE CITY OF EASLEY PRESENTS TREATS ON THE STREET, A BELOVED ANNUAL FALL EVENT AT OLD MARKET SQUARE WHERE FAMILIES AND CHILDREN GATHER FOR A NIGHT OF HALLOWEEN FUN AND COMMUNITY CELEBRATION.

WITH THE SUPPORT OF SPONSORS, 3,000 CANDY-FILLED TREAT BAGS ARE HANDED OUT TO CHILDREN UPON ARRIVAL. THE EVENING FEATURES FREE LIVE MUSIC, INTERACTIVE PERFORMANCES INCLUDING FIRE ARTISTS, AERIALISTS, HULA HOOPERS, AND STILT WALKERS, AND CARNIVAL-STYLE GAMES FOR EXTRA TREATS. FOOD TRUCKS PROVIDE A VARIETY OF MEALS AND SNACKS FOR PURCHASE, COMPLETING A FESTIVE AND LIVELY COMMUNITY EXPERIENCE.



**EASLEY**  
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# MAIN SPONSORSHIP OPPORTUNITIES

## EASLEY 5K COLOR DASH

**ESTIMATED ATTENDANCE: 500+**

**THE EASLEY 5K COLOR RUN IS A FUN, COLORFUL RACE WHERE PARTICIPANTS ARE DOUSED IN VIBRANT POWDERS WHILE RUNNING OR WALKING THE EASLEY HIGH COURSE. HELD ANNUALLY IN AUGUST OR SEPTEMBER, IT PROMOTES FITNESS, FUN, AND COMMUNITY SPIRIT.**

**PRESENTING SPONSORSHIP: \$3,000**



## LITTLE LEAGUE WORLD SERIES

**ESTIMATED ATTENDANCE: 20,000**

**THE LITTLE LEAGUE WORLD SERIES IN EASLEY IS A WEEK-LONG YOUTH BASEBALL TOURNAMENT HELD ANNUALLY.**

**PRESENTING SPONSORSHIP: IN-KIND DONATIONS**



## EASLEY'S GOT TALENT

**ESTIMATED ATTENDANCE: 1,000+**

**EASLEY'S GOT TALENT IS A LOCAL TALENT SHOW AT THE AMPHITHEATER IN OLD MARKET SQUARE, FEATURING A DIVERSE LINEUP OF ACTS SUCH AS STAND-UP COMEDY, A CAPPELLA, HULA HOOPING, AND MORE. EACH PERFORMANCE BRINGS UNIQUE FLAIR TO THE STAGE.**

**PRESENTING SPONSORSHIP: \$3,000**



**EASLEY**  
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# POTENTIAL EVENTS & PROGRAMS FOR SPONSORSHIP

(PRICE DEPENDS ON LOCATION AND ACTIVITY)

## POTENTIAL EVENTS & PROGRAMS TO SPONSOR:

- SENIOR ADULT PROM
- SENIOR SKIP DAYS & 55+ FIELD TRIPS
- SENIOR ADULT BINGO
- ART CLASSES
- SUMMER SPORTS CAMPS

PLEASE FEEL FREE TO APPROACH US ABOUT AN EVENT/PROGRAM IDEA THAT YOU OR YOUR BUSINESS/ORGANIZATION WOULD LIKE TO HELP FUND AND IMPLEMENT!!

## WHAT'S INCLUDED:

ALL SPECIAL EVENT SPONSORSHIPS PROVIDE MULTIPLE WAYS TO SHOWCASE YOUR BUSINESS. YOUR LOGO WILL APPEAR ON MARKETING MATERIALS, WHICH MAY INCLUDE SOCIAL MEDIA POSTS, BILLBOARDS, NEWSPAPER AND MAGAZINE ADS, RADIO SPOTS, ON-SITE AND OFF-SITE SIGNAGE, VOLUNTEER T-SHIRTS, AND GIVEAWAY ITEMS.

IN ADDITION, SPONSORS RECEIVE A STAGE ANNOUNCEMENT DURING THE EVENT AND A DESIGNATED SPACE FOR A TENT TO PROMOTE YOUR ORGANIZATION ON-SITE.

**\*Right of Refusal:** The City of Easley Parks and Recreation Department reserves the right to refuse any proposed sponsorship that does not align with the mission and vision of the department.



**EASLEY**  
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## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **DOG PARK EQUIPMENT – \$500+**

**THE DOG PARK AT HAGOOD PARK IS ONE OF OUR MOST POPULAR AMENITIES. WE HOPE TO EXPAND ITS OFFERINGS BY ADDING NEW EQUIPMENT TO KEEP OUR FOUR-LEGGED FRIENDS ACTIVE AND ENGAGED. YOUR SPONSORSHIP OR DONATION WILL HELP US ACQUIRE ADDITIONAL PIECES TO ENHANCE THIS WELL-LOVED SPACE.**

### **INCLUSIVE PLAYGROUND\***

**OUR GOAL IS TO DEVELOP AN INCLUSIVE PLAYGROUND DESIGNED TO MEET THE NEEDS OF CHILDREN AND ADULTS OF ALL ABILITIES. FOLLOWING THE SEVEN PRINCIPLES OF INCLUSIVE PLAYGROUND DESIGN™, THE SPACE WILL PROMOTE "PLAYABILITY" FOR PEOPLE OF DIVERSE ABILITIES, AGES, BACKGROUNDS, AND EXPERIENCES—ENSURING EVERYONE CAN PARTICIPATE FULLY.**

**\*SEE PLAYGROUND SPONSORSHIP PACKET FOR MORE INFORMATION**



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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## NATURE-BASED PLAYGROUND – \$100,000+

WE ENVISION A NATURE-BASED PLAYGROUND THAT HIGHLIGHTS THE WILDLIFE AND VEGETATION NATIVE TO OUR REGION. THIS PROJECT WILL ALSO INCLUDE A GUIDED VEGETATION TRAIL THAT FAMILIES CAN EXPLORE TOGETHER, PROMOTING EDUCATION AND APPRECIATION OF THE NATURAL ENVIRONMENT.

## TRAIL BENCHES – \$2,000+

WITH NEARLY TEN MILES OF TRAILS—AND MORE PLANNED—OUR GOAL IS TO INSTALL ADDITIONAL BENCHES ALONG THE CITY OF EASLEY'S TRAIL NETWORK. EACH SPONSORED BENCH WILL INCLUDE A PERSONALIZED PLAQUE.

## PLAYGROUND PANELS / KIOSKS – \$5,000+

THESE INTERACTIVE PANELS ENCOURAGE CHILDREN TO EXPLORE ICONS AND TABS THROUGHOUT THE PLAY AREA, PROMOTING SENSORY STIMULATION, SHAPE RECOGNITION, AND CONNECTIONS TO CLASSROOM LEARNING.

## FITNESS ZONE – \$75,000+

FITNESS ZONES FEATURE CLUSTERS OF PERMANENTLY INSTALLED EXERCISE EQUIPMENT, MAKING IT EASIER FOR RESIDENTS OF ALL AGES TO INCORPORATE PHYSICAL ACTIVITY INTO THEIR DAILY ROUTINE.



**EASLEY**  
PARKS & RECREATION



# **EASLEY**

## **PARKS & RECREATION**

**OUR SPONSORS PLAY A CRUCIAL ROLE IN BRINGING OUR EVENTS, FACILITIES, AND PROGRAMS TO LIFE, AND WE'RE TRULY GRATEFUL FOR YOUR SUPPORT. WE'RE EXCITED TO SHARE THIS PACKET OF SPONSORSHIP OPPORTUNITIES AND INVITE YOU TO EXPLORE THE MANY WAYS YOU CAN MAKE A MEANINGFUL IMPACT.**

**OUR TEAM IS HAPPY TO HELP CUSTOMIZE A SPONSORSHIP OR CREATE AN IN-KIND PARTNERSHIP THAT ALIGNS WITH YOUR INDIVIDUAL OR CORPORATE GOALS. TOGETHER, WE CAN CONTINUE BUILDING A VIBRANT AND WELCOMING COMMUNITY.**

**Contact: Director of Parks and Recreation – Christman Short  
(864) 855-7933 · [cshort@cityofeasley.com](mailto:cshort@cityofeasley.com)**

Easley Recreation Department  
111 Walkers Way · Easley, SC · (864) 855-7933  
[www.cityofeasley.com](http://www.cityofeasley.com)