



# WIMBERLEY

## PARKS AND RECREATION

### 2025 SPONSORSHIP GUIDE



WIMBERLEYPARKSANDREC.COM  
(512)660-9111 EXT. 209



# SPONSORSHIP BENEFITS



## Why Sponsor Wimberley Parks and Recreation?

Your sponsorships and donations assist the Wimberley Parks and Recreation Department with improving the quality of life in Wimberley and meeting our mission to enhance the quality of life of current and future citizens of Wimberley by protecting our natural resources, providing safe spaces for recreation, and encouraging environmental education through our parks, trails, and open spaces while fostering a creative community through our programs and events.

## Sponsor Benefits

- **Year-round benefits and exposure at well attended events**
- Brand visibility on all digital platforms and in-person events
- Organization logo on special event shirts
- Free entries for ticketed events
- Invitation for your organization to set up booths at special events

# BRAND RECOGNITION



**WIMBERLEY**  
PARKS AND RECREATION

## Our Audience

- Wimberley community
- Outdoor and fitness-oriented families
- Active seniors
- Arts and culture lovers
- Out-of-town guests



## Our Media

- Parks and Recreation website
- Direct emails to all customers
- Parks and Recreation social media
- Popular yearly activity guides
- Flyers and advertisements



## Engagement

- 5,000+ monthly email recipients
- 74,000+ Social Media Followers
- 10,000+ program attendance
- 250,000+ annual park visitors



# SPONSORSHIP LEVELS

Benefit	\$6,000 Bald Cypress	\$3,000 Live Oak	\$1,000 Ashe Juniper	\$500 Mountain Laurel
Title Sponsor for 1 Special Event	X			
One free custom private event experience	X			
Booth at 2 Special Events	X	X		
Logo on Special Event flyers	X	X		
Acknowledgement during event opening	X	X		
Individual Logo Sign at all Special Events	X	X	X	
Logo on t-shirts	X	X	X	
Bio on website	X	X	X	X
Logo in Program & Event Guide (Spring & Summer, Fall & Winter)	X	X	X	X
Social Media Feature	X	X	X	X



# SPONSORSHIP OPPORTUNITIES

Below is a list of Wimberley Parks and Recreation Department special events seeking sponsorships. Please contact the Wimberley Parks and Recreation Department staff regarding the specifics of each event at 512-660-9111 ext. 209 or [rshaver@cityofwimberley.com](mailto:rshaver@cityofwimberley.com)

## **Polar Bear Plunge & 5k**

The annual January 1st Polar Bear Plunge & 5K brings people together to start the new year off with a splash! The 5K route begins in Blue Hole, winds through downtown Wimberley, and ends with a plunge into the ice-cold waters of Cypress Creek! There is live music, food and drink vendors, games and prizes, a fire at the fire pit, and more!

## **Blue Hole Star Party**

This magical event takes place twice a year and brings a crowd of 150-300 people. The Blue Hole Star Party is led by the Wimberley Valley Dark Sky Committee and the Texas State Astronomy Club. The event includes a sky tour where you will learn about constellations, 5+ high-powered telescopes pointed at different objects in the sky, live music, knowledgeable guest speakers, and more family-friendly activities.

## **Memorial Day Movie**

This event takes place on the Friday before Memorial Day to kick off the Swim Season at Blue Hole Regional Park. attendance is between 200-350 people and is themed based on the movie selected. For Jurassic Park, we had a movie replica of the vehicle for photos, a dig site, and paleontology groups bring large replica dinosaur bones and skulls. We offer free swimming before the movie and snacks, drinks, and craft beer for purchase.

## **2025 Concerts in the Park**

Concerts in the Park is now a cornerstone event in the Wimberley Community for 10+ years. Local musicians showcase their talent to the Wimberley community every Friday in April. Bringing in 300-650 community members every week, this family-friendly community event starts the beginning of summer off on a high note!

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## Hill Country Birding Seminar

Calling all birders! The Wimberley Parks and Recreation Department is hosting the first ever Hill Country Migratory Birding Seminar. The Texas Hill Country is a rest stop for migrating birds such as the Black-capped Vireo and endangered Golden-cheeked Warbler. We invite you to attend this seminar and hear from various speakers about protecting birds, how to cultivate bird-friendly habitats, and so much more!

## Deep in the Heart Movie Showing

This special Movie in the Park event showcases Deep in the Heart, a visually stunning celebration of what makes Texas unique — its diverse landscapes and remarkable wildlife behavior that cannot be found anywhere else in the world. Craft beer and snacks can be purchased on-site.

## Boo! Hole Halloween

An annual event brings in 3,000 to 3,500 community members together to trick-or-treat with local businesses, learn about wildlife, watch a movie, take a haunted hayride, and more! The event takes place on the last Saturday of October every year

## Camp No Kids

This annual event is perfect for adventure-style brand sponsorships advertising to an adult crowd of 50 participants. Unleash your inner camper and join us for an adventure-packed day at summer camp, no kids allowed! Activities include team-building, kayaking, hiking, crafts, yoga, swimming, rock climbing, friendship bracelets, and everything else you loved about summer camp, just now all grown up!

**+ Many more to come!**