

SPONSORSHIP LEVELS



Title Sponsor – \$5,000

Exclusive sponsorship for one major event

(Polar Bear Plunge & 5K, Boo! Hole Halloween, or Migratory Bird Festival)

- Event presented as “Boo! Hole Halloween presented by [Sponsor Name]”
- Logo on all promotional materials, signage, and t-shirts for event
- Booth at event with option to provide branded giveaway
- Recognition during event announcements and on social media
- All benefits of gold sponsor level



Gold Sponsor – \$2,500

- Logo and link featured on Parks & Recreation website for one year
- Recognition in three dedicated social media posts
- Logo featured in the Parks & Recreation monthly newsletter for one year
- Opportunity to host a booth or table at any programs or events
- Individual yard sign with your logo displayed at all major events
- Logo featured on window cling displayed at Blue Hole swim check in window



Silver Sponsor – \$1,000

- Logo and link featured on Parks & Recreation website for one year
- Recognition in two dedicated social media posts
- Logo featured in the Parks & Recreation monthly newsletter for one year
- Opportunity to host a booth or table at two programs or events
- Individual yard sign with your logo displayed at two major events



Bronze Sponsor – \$500

- Logo and link featured on Parks & Recreation website for one year
- Recognition in one dedicated social media post
- Logo featured in the Parks & Recreation monthly newsletter for one year

**To sponsor at any level, please contact Erica Flocke
eflocke@cityofwimberley.com or 737-358-3678**

SPONSORSHIP FAQs

- **Why do you need money - don't you get tax funding?**

- The City of Wimberley does not collect a property tax. While the City does collect sales tax, those funds go into the City's general fund and are not directly allocated to Parks and Recreation. Therefore, the Parks and Recreation Department does not receive any direct tax funding from residents. The county taxes that Wimberley residents pay support Hays County parks and services, not city operations.
- All of our funding comes from the revenue we generate each year, most of which comes from swimming admissions at Blue Hole Regional Park. That revenue supports the salaries of our parks staff and covers the maintenance and operation of seven city parks and the Wimberley Community Center. It also allows us to subsidize community programs and special events so they can remain free or low-cost for everyone.
- We host many free events and programs throughout the year, and sponsorships help ensure they are high-quality, inclusive, and reflective of the community spirit that makes Wimberley special.

- **What kind of exposure will my business get?**

- Our audience includes Wimberley residents and local families, outdoor enthusiasts, fitness-minded visitors, and active seniors who enjoy community programs. We also engage arts and culture supporters, as well as out-of-town guests discovering the beauty of the Texas Hill Country.
- Our Engagement
 - **4.1 million** website views in 2025
 - **4,000+** monthly newsletter subscribers
 - **74,000+** combined social media followers
 - **10,000+** annual program participants
 - **250,000+** yearly park visitors to Blue Hole Regional Park

- **What will my sponsorship money actually support?**

- Sponsorship funds cover the direct costs of hosting community events and programs. This includes event supplies, educational materials, instructor and performer fees, equipment rentals, marketing, safety supplies, law enforcement support, and other program-specific expenses.

- **Is my sponsorship tax-deductible?**

- Sponsorships are generally considered a business expense, not a charitable donation, because sponsors receive advertising and recognition in return. Most businesses can deduct the cost as a marketing or promotional expense. However, tax situations vary, so we recommend checking with your accountant or tax professional to determine how your sponsorship may qualify.

- **Do you accept in-kind donations?**

- Yes, we also welcome in-kind donations of goods and services that help support our programs and events. Examples include event supplies, equipment, printing, food and beverages, entertainment, and professional services. In-kind contributions are recognized at the corresponding sponsorship level based on their fair market value.



WIMBERLEY
PARKS AND RECREATION