SPONSORSHIP LEVELS









Title Sponsor – $4,000

Exclusive sponsorship of one major event - one Title Sponsor per event.

Major events: Polar Plunge & 5K, Creekside Campout, Movie in the Park, and Boo! Hole Halloween

- Exclusive event naming recognition, such as “Polar Plunge & 5K presented by [Sponsor]”
- Logo featured on all promotional materials and signage for event.
- Opportunity to host a booth at the event and distribute branded giveaways.
- Recognition during event announcements and in event-specific social media promotions.
- All benefits of the *Premier Partner* level.



Premier Partner – $2,500

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



Recreation Supporter – $1000

- Dedicated yard sign featuring your logo displayed at all major events.
- Recognition in three dedicated social media posts per year.
- Logo and website link featured on the Parks & Recreation website for one year.
- Logo featured in the Parks & Recreation monthly newsletter for one year.

Scan the QR code to become a sponsor or email eflocke@cityofwimberley.com





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 million+** annual website views
    - **250,000+** yearly park visitors to Blue Hole Regional Park
    - **94,000+** combined social media followers
    - **10,000+** annual program participants
    - **4,000+** monthly newsletter subscribers
    - **4,000+** annual Parks and Recreation program and event pamphlets distributed
- **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.

WIMBERLEY
PARKS AND RECREATION