







# SPONSORSHIP OPPORTUNITIES















Let us match you with a customized sponsorship that promotes your brand and enriches Kettering's parks, recreation, and arts. Together, we can create meaningful partnerships that fit your goals and budget while supporting the programs you care about most. Join us in strengthening the community through play, creativity, and active living.



We have many advertising opportunities in **FITNESS**, **RECREATION** and **SPORTS** programs. We have more than 2,500 youth participating in sports leagues year-round and our fitness centers host more than 120,000 visitors annually. Reach an even larger audience by putting your advertisement on our gymnasium and ice arena **SCOREBOARDS** or **DASHER BOARDS**. We have a wide range of marketing opportunities available for you to reach Kettering youth and families!



For eco-lovers, we host major green events like **ECOFEST**, **TREE FEST**, and the pet-friendly **WAG-O-WEEN**. Let's discuss a sponsorship that showcases your passion for the outdoors and builds community.





**FRAZE PAVILION** is southwestern Ohio's premiere neighborhood outdoor entertainment venue. There are opportunities to sponsor a full season, a concert series, or a single event. Businesses that partner with Fraze benefit from the exposure and development of name recognition through publicity materials.

The City of Kettering Parks, Recreation and Cultural Arts Department brings many special events to our community. **GO 4TH!** is our largest event, with more than 50,000 community members joining in on the fun. For the holiday season, we light up the trees with our annual **MAYOR'S CHRISTMAS TREE LIGHTING** followed by free carriage rides and refreshments. Kettering Ice Arena hosts an **ICE SHOW** featuring figure skating at its finest.



Please note, all sponsorships are subject to the City of Kettering PRCA Sponsorship Policy.



We are here to provide quality parks, recreation and cultural arts that make Kettering home.

### **OUR VISION**

We envision an exceptional and engaging parks, recreation and cultural arts department that improves the quality of life for everyone in our community.



## **ACTIVITY GUIDE**

REACH MORE THAN 100,000 HOUSEHOLDS ANNUALLY

The *PlayKettering Activity Guide*, a vibrant and informative magazinestyle publication, is an indispensable resource for individuals of all ages in Kettering. With guarterly distribution to over 27,000 households, this full-color guide offers a comprehensive array of recreational activities, timely articles, event calendars, and valuable city information. Its readership spans across diverse age groups, including parents of preschoolers, teens, fitness-minded individuals, senior citizens, and more.

The guide presents a proven opportunity for businesses to connect with this highly receptive audience. According to a recent survey, an impressive 82% of respondents in 2022 utilized the *PlayKettering Guide* as their go-to source for information on PRCA programs, facilities, events, services, and parks.

Tailor your message to specific sections of interest, with ad sizes ranging from 1/4 to full-page placements, in the following key areas:

- Fitness & Wellness
- Ice Arena
- Family
- Preschool
- Youth & Teen
- Adult & Senior
- Environmental Education
- Sports
- Aquatics
- Arts
- Polen Farm
- Parks











The **PlayKettering** Guide serves as an indispensable household staple for Kettering residents across all age groups and interests, consistently delivering meaningful information every season.



## ROSEWOOD ARTS CENTER

REACH UP TO 12,000+ WITH RAC SPONSORSHIPS



Align your brand with creativity and self-expression at Rosewood Arts Center! As the premier arts destination for over 100,000 regional residents annually, Rosewood offers unmatched exposure through diverse programming. Sponsor the 30+ year legacy of Art on the Commons - a beloved August juried art fair drawing crowds hungry for fine regional arts. In spring, put your business name on programs at the popular Art on the Playground festival, where over 500 children joyfully engage with interactive arts. Rosewood's treasured Holiday Arts Festival also offers sponsorship inventory from live performances to art gifts and exhibits.







Support hands-on arts education and cultural experiences that uplift the community year-round. Rosewood Arts Center enriches lives through the power of creativity – let us enrich your marketing reach at the same time!

### ART ON THE COMMONS

This one-day juried display and sale of fine arts and crafts by more than 100 artists has more than 10,000 attendees.



#### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Art on the
- · Commons presented by...')
- ½ page advertisement in the PlayKettering Guide
- · Admission to exclusive VIP "Festival Eve" Party
- Sponsor recognition in event postcards (2,000 local and regional households)
- Sponsor recognition on marketing materials, at the festival entrance, on the festival map, and on our website
- Sponsor recognition and logo on the Art on the Commons festival program distributed during the event (approximately 5,000 pieces)
- Recognition at entrances and high-traffic locations
- Sponsor recognition in select PlayKettering social media posts related to event
- · Booth space at event











### ART ON THE PLAYGROUND

Art on the Playground is an award-winning interactive art festival for kids of all ages. Art on the Playground takes place at the Habitat Environmental Center in Kettering. More than 500 kids, plus their families, attend this free event.

#### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Art on the
- Playground presented by...')
- 1/4 page advertisement in the PlayKettering Guide
- Recognition at entrances and high-traffic locations
- Logo listed on marketing materials and promotional items related to event
- Sponsor recognition in select PlayKettering social media posts related to event
- Booth space at event



### A ROSEWOOD HOLIDAY

Featuring artists, demonstrations, art activities, theater and dance performances and art exhibitions, and more. Shop for handmade gifts or create your own. All ages are welcome, and admission is free with refreshments and artwork for purchase. A Rosewood Holiday takes place every December throughout the Rosewood facility and has more than 1,000 attendees.

### **PPRESENTING SPONSOR**

- Presenting Sponsor recognition (Ex: 'A Rosewood Holiday presented by...')
- 1/4 page advertisement in the PlayKettering Guide
- Recognition at entrances and high-traffic locations
- Logo listed on marketing materials and promotional items related to event
- Sponsor recognition in select PlayKettering social media posts related to event
- · Booth space at event

## SPECIAL EVENTS

### GO 4TH!

Align your brand with a beloved community tradition! The City of Kettering's July 4th celebration draws up to 50,000 attendees eager to celebrate freedom. On-site, showcase your commitment to patriotism and family fun. Put your brand on signage in the lively Kids Fun Zone, sponsor the entertainment stage and the spectacular fireworks finale. Sponsor July 4<sup>th</sup> in Kettering and watch your brand shine!

#### PRESENTING SPONSOR

- Presenting Donor recognition (Ex: 'Go 4th! presented by...')
- GUIDE: 1/4 page advertisement in the Play Kettering Guide
- **SOCIAL MEDIA:** name included in select PlayKettering social posting for Go 4th!
- **SIGNAGE**: recognition at Delco Park entrances, entertainment stage and various high-traffic locations
- **SIGNAGE:** ability to provide up to four (4) banners to be posted throughout the event (at sponsor's expense)
- MARKETING: Logo listed on marketing materials and promotional items related to event
- **EMAIL:** Logo and sponsor recognition in the PlayKettering newsletter
- BOOTH SPACE: 10'x10' tent provided for day of event for sponsor's exclusive use
- PASSES: Four (4) complimentary VIP passes for parking
- EXCLUSIVITY: exclusivity in category or service
- **RENEWAL:** first right to renew agreement for following year (must commit by November 1)

#### **ENTERTAINMENT SPONSOR**

- Presenting Sponsor recognition (Ex: 'Entertainment Stage presented by ...')
- GUIDE: 1/4 page advertisement in the Play Kettering Guide
- · Logo on all print media
- **SOCIAL MEDIA:** name included in select PlayKettering social posting for Go 4th!
- SIGNAGE: recognition at entertainment stage
- **SIGNAGE:** ability to provide up to two (2) banners to be posted throughout the event (at sponsor's expense)
- MARKETING: Logo listed on marketing materials and promotional items related to event
- **EMAIL:** Logo and sponsor recognition in the PlayKettering newsletter
- **BOOTH SPACE:** 10'x10' tent provided for day of event for sponsor's exclusive use
- PASSES: Two (2) complimentary VIP passes for parking
- **EXCLUSIVITY:** exclusivity in category or service
- RENEWAL: first right to renew agreement for following year (must commit by November 1)







### KIDS FUN ZONE PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Kids Fun Zone presented by ...')
- GUIDE: 1/4 page advertisement in the Play Kettering Guide
- Logo on all print media
- **SOCIAL MEDIA:** name/logo included in select PlayKettering social posting for Go 4th!
- SIGNAGE: recognition at Play2Day Kid Zone area
- **SIGNAGE:** ability to provide one (1) banner to be posted at Play2Day Kid Zone (at sponsor's expense)
- MARKETING: Logo listed on marketing materials and promotional items related to event
- EMAIL: Logo and sponsor recognition in the PlayKettering newsletter
- **EXCLUSIVITY:** exclusivity in category or service
- **RENEWAL:** first right to renew agreement for following year (must commit by November 1)



### MAYOR'S TREE LIGHTING

Brighten the holidays by sponsoring Kettering's beloved Mayor's Tree Lighting! This treasured event draws over 3,000 residents annually for a festive night of live music, carriage rides, sweets and seasonal joy. Showcase your brand alongside holiday cheer and community spirit. Sponsor the carriage rides, treat giveaways, or decor that fills Lincoln Park with magic. Align your business with our mission of bringing friends and families together. The Mayor's Tree Lighting creates memories that sparkle all season long!

### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Mayor's Tree Lighting presented by...')
- Full page advertisement in Play Kettering Guide
- Recognition at entrances and high-traffic locations
- Logo listed on marketing materials and promotional items related to event
- Sponsor recognition in select PlayKettering social media posts related to event
- · Booth space at event

### **CARRIAGE SPONSOR**

- · Name added to the event as the Carriage Sponsor
- Recognition at the pickup and drop-off locations of the carriage rides
- Logo listed on marketing materials and promotional items related to event
- Sponsor recognition in select PlayKettering social media posts related to event







### REFRESHMENT SPONSOR

- · Name added to event as Refreshment Sponsor
- Recognition at the refreshment locations of the Mayor's Tree Lighting
- Logo listed on marketing materials and promotional items related to event
- Sponsor recognition in select PlayKettering social media posts related to event



## **FRAZE**

### REACH OVER 100,000 AS A FRAZE FULL SEASON SPONSOR

Fraze Pavilion is Southwestern Ohio's premiere neighborhood outdoor entertainment venue, where we celebrate "Summer's Best Live Music Under the Stars" ever since Marvin Hamlisch christened the 4,300-seat amphitheater in 1991.

### **FULL SEASON SPONSOR**

### NAME/LOGO AS FULL SEASON SPONSOR ON:

- WEBSITE: Fraze and PlayKettering websites
- PRINT ADVERTISING:
  - Newspaper advertising
  - Park posters with season calendar in Lincoln Park and at Fraze FanFare (Town & Country Shopping Center)
  - · Full page advertisement in Play Kettering Guide
  - RADIO ADVERTISING (limited to 3 full season sponsor mentions)
- SOCIAL MEDIA: Facebook, X (formerly Twitter), Instagram



- FRAZE EMAIL SPOTLIGHTS: Your ad included in our newsletter that goes out to more than 45,000 subscribers
- BANNER: Banners at entrance and around patio include all season sponsors
- SIGNAGE: Two (2) signs posted at amphitheater seating entrance, window treatments at concession building and signage wrapping around fountain patio in Lincoln Park
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls (subject to artist approval)

#### **ADDITIONAL BENEFITS:**

- PRINT AT HOME TICKETS: Sponsor may provide messaging on select concert tickets/seat back tickets printed at home by ticket buyer
- FANFARE TICKET OFFICE SLIDE SHOW: Sponsor may provide up to three (3) PowerPoint slides for video messaging at Fraze FanFare in Town & Country Shopping Center
- **BOOTH SPACE:** 10'x10' tent provided at every Fraze Pavilion produced event for sponsor's exclusive use
- VIP HOSPITALITY AREA: Exclusive use, subject to availability, for Sponsor to entertain clients, employees, families, etc. prior to concert
- ON STAGE RECOGNITION: Verbal recognition of season sponsors prior to the start of each performance, subject to artist approval
- TICKETS: Orchestra seats for every Fraze Pavilion produced performance with the opportunity, subject to availability, to purchase additional tickets
- EXCLUSIVITY: Exclusivity in category or service
- **RENEWAL:** First right to renew agreement for following season



### FESTIVAL STAGE PRESENTING SPONSOR

Promote your brand as the Presenting Sponsor of the 'Performance Stage' in Lincoln Park for Fraze Pavilion produced festivals such as Kickin' Chicken Wing Fest and Bacon Fest. (Average season attendance of all festivals totals approximately 65,000.)

### NAME/LOGO AS FESTIVAL STAGE SPONSOR ON:

- WEBSITE: Fraze and PlayKettering websites
- PRINT ADVERTISING:
  - Newspaper advertising
  - Park posters with season calendar in Lincoln Park and at Fraze FanFare (Town & Country Shopping Center)
- 3/4 PAGE ADVERTISEMENT IN PLAY KETTERING GUIDE
- RADIO ADVERTISING (limited to 3 full season sponsor mentions)
- SOCIAL MEDIA: Facebook, X (formerly Twitter), Instagram
- FRAZE EMAIL SPOTLIGHTS: Your ad included in our newsletter that goes out to more than 45,000 subscribers
- STAGE WALLS: Pre-show, intermission and post-show slide show recognition on stage walls

### **ADDITIONAL BENEFITS:**

- BANNER/SIGNAGE: Sponsor may provide up to four (4) 2'Hx10'W banners to hang at performance stage and fountain patio
- FANFARE TICKET OFFICE SLIDE SHOW: Sponsor may provide one (1) PowerPoint slide for video messaging at Fraze FanFare in Town & Country Shopping Center
- ON STAGE RECOGNITION: Verbal recognition as Festival Stage Presenting Sponsor prior to the start of each festival, subject to artist approval
- BOOTH SPACE: 10'x10' tent provided at Fraze Pavilion produced festivals for sponsor's exclusive use
- EXCLUSIVITY: Exclusivity in category or service
- RENEWAL: First right to renew agreement for following season





### OTHER SPONSORSHIP OPPORTUNITIES

We have several other ways to showcase your business at Fraze! From sponsoring a specific series that fits your demographic to individual shows and festivals, we'll align you with the perfect fit.

#### **CHOOSE FROM:**

- \$5 CONCERT SERIES SPONSOR
- TRIBUTE SERIES SPONSOR
- "FREE AT FRAZE" SPONSOR
- INDIVIDUAL SHOW SPONSOR
- INDIVIDUAL FESTIVAL STAGE SPONSOR
- CONCESSIONS BUILDING SPONSOR
- PATIO/FOUNTAIN SPONSOR
- LAWN SPONSOR
- BIKE RACK SPONSOR

### **AVAILABLE BENEFIT OPTIONS INCLUDE:**

- NAME/LOGO AS SPONSOR ON:
  - WEBSITES: Fraze and PlayKettering
  - FRAZE SPOTLIGHT EMAIL (45,000 subscribers)
  - PRINT ADVERTISING
  - PARK POSTERS
- PLAY KETTERING GUIDE AD
- RADIO ADVERTISING
- SOCIAL MEDIA MENTIONS

- SPONSOR-PROVIDED BANNERS
- STAGE WALLS RECOGNITION
- SPONSOR NAME ON TICKETS
- TICKETS TO SHOWS
- EXCLUSIVITY
- FANFARE OFFICE SLIDE SHOW
- BOOTH SPACE
- ON STAGE RECOGNITION

## HABITAT AND ENVIRONMENT

REACH UP TO 2,500+ WITH HABITAT SPONSORSHIPS

The Habitat Environmental Center allows all ages to learn about nature. Year-round programs are offered, as well as summer camps filled with hands-on experiences. In partnership with the Kettering City Schools, a curriculum based Land Lab program is also offered for students in kindergarten through fifth grade. The mission of the Habitat is to teach residents about how we impact our world and how to become better stewards of the environment. Learn about Earth, science, nature and how to love the great outdoors.







### **ECOFEST**

Be seen by over 1,000 eco-conscious attendees at EcoFest in Lincoln Park Civic Commons! With interactive green exhibits, kids' activities, live music, and more, EcoFest provides feel-good entertainment while educating about sustainability. Sponsor this uplifting community celebration and position your business as a leader in environmental stewardship. Families will remember your brand as one that cares about their future.

### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Ecofest presented by...')
- ¼ page advertisement in PlayKettering Guide
- Logo listed on marketing materials and promotional items related to event
- Recognition at entrances and high-traffic locations
- Sponsor recognition in select PlayKettering social media posts related to event
- Ability to provide one (1) banner to be posted in prominent location (at sponsor's expense)
- Booth space at the event



Make a lasting impact at TreeFest! This beloved April event draws over 1,000 nature enthusiasts annually. Volunteers young and old join forces with staff to plant trees and pollinator gardens, building a flourishing green legacy for the community. Your sponsorship aligns your brand with our core values of sustainability and environmental stewardship. Families will remember you helped plant seeds of hope for the future.

#### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'TreeFest presented by...')
- 1/4 page advertisement in PlayKettering Guide
- Recognition at entrances and high-traffic locations
- Ability to provide one (1) banner to be posted in prominent location (at sponsor's expense)
- Booth space at the event





### JACK-O'-LANTERN GLOW AND WAG-O-WEEN

This Halloween, sponsor the popular Wag-O-Ween and put your brand in front of 500+ families and pet lovers! This free, time-honored Kettering tradition draws excited crowds each year for an evening of seasonal fun, memories, and togetherness. Families will remember that you helped create this spectacular event. Pets even go home with takeaway bags! Sponsoring Wago-Ween aligns your business with our

values of community, inclusion, and delivering family-friendly experiences. Show Kettering you care this Halloween!

### PRESENTING SPONSOR

- Presenting Sponsor recognition (Ex: 'Wag-O-Ween presented by...')
- ¼ page advertisement in Play Kettering Guide
- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads and all other promotional items related to Wag-O-Ween
- Recognition at entrances and high-traffic locations
- Ability to provide one (1) banner to be posted in prominent location (at sponsor's expense)
- Booth space at the event

## **SPORTS**

### REACH UP TO 4,000+ ANNUALLY AS A YOUTH SPORTS SPONSOR

### SPORTS SPONSORSHIPS

Reach thousands of local families through youth sports sponsorships! Our popular sports programs serve over 2,500 young athletes annually. Now you can align your brand with our values of teamwork, leadership and athletic achievement. Sponsorship packages include brand exposure on sports gear, signage, equipment, uniforms and more. Families across Kettering will see your support and remember the role you played in creating sports memories for local youth. Let's advance active living and foster sportsmanship together!

### YOUTH LEAGUE SPONSORSHIPS:

Sponsor a single youth sports league, a season or entire year. As the League, Season or Partner Sponsor you'll receive:

- Logo on participant shirt (1 color)
- Logo on league schedule
- Logo on league standings
- Your logo/messaging on our gymnasium scoreboard
- ¼ page advertisement in Play Kettering Guide
- Recognition in selected marketing materials, including playkettering.org





### **FALL SEASON**

- Youth Basketball (240 participants)
- Youth Soccer (240 participants)
- Youth Volleyball (60 participants)

### WINTER SEASON

- Youth Basketball (600 participants)
- Youth Volleyball (60 participants)

### **SPRING SEASON**

- Youth Basketball (100 participants)
- Youth Soccer (240 participants)
- Youth Volleyball (60 participants)

#### **SUMMER SEASON**

- Sports Camps (900 participants)
- Traditional/Specialty Summer Camps (1,500 participants)



## FITNESS & RECREATION

REACH 200,000+ AS A FITNESS & RECREATION SPONSOR

## KETTERING RECREATION COMPLEX AND KETTERING FITNESS & WELLNESS CENTER

Get your brand in shape with Kettering Fitness! As the home of fitness with over 225,000 visits annually, our state-of-the-art centers offer unmatched exposure for sponsors. Align your business with health and wellness by sponsoring our lively group exercise classes or some of our other popular fitness offerings. Or target families by sponsoring youth programs that build active lifestyles. Become a sponsor and demonstrate your commitment to helping Kettering get fit and feel good. Let's partner for a healthier community!

### SPONSORSHIP OPTIONS INCLUDE:

- 1/4 to full page advertisement in PlayKettering Guide
- Recognition in all marketing materials, including PlayKettering.org
- · Recognition in select social media posts







### **RECREATION VISITS**

- KFWC 75,000 fitness visits annually
- KRC 125,000 fitness visits annually
- Aguatics 55,000
- CIL members 15,000
- Combination 22,000
- Exercise 11,000
- Fitness 82,000
- Gymnasium 4,000
- Ice Arena 1,000 (classes), 13,000 (open skate)
- Track 14,500

**Total: 200,000+ visits** 

### **RECREATION EVENTS**

Reach a targeted audience as the Presenting Sponsor of one of our fun, family-oriented recreation events!

### **YOUTH & FAMILY EGG HUNT**

• 300 participants

### **FLASHLIGHT CANDY CANE HUNT**

• 300 participants

### **TOUCH A TRUCK** (free event)

• 1,000 participants







## **ICE ARENA**

REACH 15,000+ AS AN ICE ARENA SPONSOR



### **ICE ARENA SPONSORSHIPS**

Reach over 15,000 skating enthusiasts of all ages annually by sponsoring the Kettering Ice Arena! This beloved community hub inside the Kettering Recreation Complex draws crowds for youth hockey, figure skating, lessons, and open skates. Align your brand with health, activity, and winter fun. Sponsorship packages include dasher board signage visible during competitions and high-traffic skates. Help create lasting memories on the ice for local families while gaining incredible exposure. Lace up with Kettering Ice Arena and skate your way into the hearts of thousands!





### **KETTERING ICE ARENA VISITS:**

- · Private rental attendance: 62,000
- Drop-in attendance: 14,000
- Lesson participant attendance: 4,795

### **KETTERING ICE ARENA IS HOME TO:**

- Dayton Stealth Youth Hockey
- Beavercreek Varsity Hockey
- Altar High School Hockey
- University of Dayton Hockey
- The South Dayton Figure Skating Club
- Adult Hockey Leagues:
  - Huff N Puff (30+ only)
  - Wonder League
  - · Gem City Hockey Club
  - Dayton Fangs Women's Hockey
  - Wright Patterson Air Force Base Hockey

### ICE ARENA PRO SHOP

### **PRESENTING SPONSOR NAMING RIGHTS**

Put your name front and center with skaters of all ages and abilities by sponsoring our full-service Kettering Ice Arena Pro Shop. You'll be the presenting sponsor of the only shop of its type in the region that sells equipment, does repairs and carries unique gifts.





























