



SPONSORSHIP PACKET





Dear Prospective Sponsor,

The City of Mebane Recreation and Parks Department's mission is to provide exceptional parks and facilities, feasible, educational and diverse programs and to enhance the quality of life for the citizens of "positively charming" Mebane. We pride ourselves on delivering "excellence" while providing memorable recreation and parks experiences to the community and would love for you and your business to be involved in helping to continue accomplishing our goals.

The City of Mebane's sponsorship program is designed to effectively market local businesses, no matter the size, while positively impacting our community. Unlike other traditional forms of advertising, our sponsorships allow a business to be associated with the benefits of a community event, recreational program or facility.

Recreation and Parks facilities make a community more attractive and provide a greater quality of life. With help from our sponsors, we are able to offer more quality programs and facilities to the residents of Mebane and the surrounding communities. Your sponsorship plays an important role in shaping the lives of our citizens. We believe that every day spent at a park, program or event can provide the opportunity for a life long memory.

Your business can help to ensure that we continue to provide only quality programs and our facilities remain in superior condition. By becoming a sponsor and showing your support of our programs, events and facilities, you are showing your support for the community. This will in turn make a positive impact on your business because we can offer a variety of ways to advertise for your business.

Social Media has become one of the most effective marketing tools and if you aren't following us on Facebook, Instagram and Twitter, you should be. @CityofMebaneRec is almost three years old now and we have developed one of the top Recreation and Parks social media accounts in the state of North Carolina. We want to use these platforms to help get the word out about your business, especially any specific endeavors that may take place during the tenure of the partnership.

The City understands that not all businesses are the same and not all can provide the same amount of financial support to the City. We have created options for all that include in-kind donation opportunities, that allow for program sponsorships and also allow opportunities not listed in this packet to help with larger endeavors that may include naming rights for new amenities to the recreation and parks system.

We offer different levels of sponsorships from yearly packages to single event or program levels. There is something affordable for your business big or small. We have many events in downtown Mebane, at the Mebane Arts and Community Center and at the Mebane Community Park, but hope to be expanding to more venues in the future. With your financial support, we can achieve these goals and provide more for our positively charming citizens.

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Summer Sport Camp T-Shirt

Sponsorship Opportunities



Our summer sports camp series offers athletes ranging from ages 6-13 an opportunity to learn new skills, meet new friends, and have fun! Each July, we serve nearly 300 athletes with weekly camps that are designed for players of all skill levels to play together through drills, individual contests, and team mini-games. Each participant receives a camp t-shirt featuring sponsor logos in addition to the memories they make at camp.

Camp Opportunities

Advertisement/ Sponsorships Fee

Basketball Camp T-Shirts

\$1,500.00

Football Camp T-Shirts

\$1,000.00

Lacrosse Camp T-Shirts

\$500.00

Tennis Camp T-Shirts

\$500.00

Volleyball Camp T-Shirts

\$500.00



Athletic Uniform

Sponsorship Opportunities



Our youth athletics program operates several youth athletic leagues throughout the year. Each year, our youth athletic programs serve nearly 1,500 athletes ranging from ages 4-14.

Our program emphasizes the development of lifelong athletes through a progressive, developmentally appropriate sports program focused on enhancing each child's ability, confidence, and desire to participate in sport.

Uniform Opportunities

	Team Fee	League Fee
Baseball	\$300.00	\$5,000.00
Softball	\$300.00	\$4,000.00
T-Ball	\$300.00	*\$3,000.00*
Basketball	\$200.00	\$5,000.00
Football	\$2,500.00	\$7,500.00
Lacrosse		\$750.00
Tennis		\$1,000.00

* T-Ball League Sponsorship has been filled for the 2023 season



Athletic Facility

Sponsorship Opportunities



Our athletic complexes host a variety of activities, including recreational leagues, travel tournaments, clinics, and private rentals. Facility sponsorship provides naming rights, field signage, and website representation to provide your organization the highest level of visibility

Facility Opportunities

Advertisement/ Sponsorships Fee

MACC Baseball Field	\$1,000.00
MACC Baseball Complex	\$3,000.00
MACC Soccer Field	\$1,000.00
MACC Soccer Complex	\$3,000.00
Both MACC Complex	\$5,000.00
Community Park Soccer Field	\$2,500.00
Both Community Park Soccer Fields	\$4,000.00
All Tennis Courts	\$1,000.00



Sports Advertising Signage

Sponsorship Opportunities



Our Baseball/Softball Complex is used for baseball, flag football, tackle football, lacrosse, softball, and t-ball recreation leagues. In addition, the facility is used for travel tournaments that bring in an audience from outside the area. Sponsorship includes an 8 ft. x 4 ft. banner located on the outfield fences of our complex which will be displayed through our spring and fall seasons.

Banner Opportunities

Advertisement/ Sponsorships Fee

One Field	\$500.00
Two Fields	\$750.00

Our basketball gymnasium features LED Scorer's Tables that allow organizations or individuals to provide digital advertisements or messages to spectators and participants of our youth basketball program. In addition to the spectators and participants at the gymnasium, games are live streamed on the Mebane Recreation YouTube Channel to fans across the country.

Scorer's Table Opportunities

Advertisement/ Sponsorships Fee

Season long ad on one court	\$250.00
Season long ad on two courts	\$400.00
Weekly ad on one court	\$100.00
One night personal message	\$25.00



Downtown Mebane Farmers Market

Sponsorship Opportunities



Join us Saturdays, April through November, for the Downtown Mebane Farmers Market! The farmers market takes place in downtown Mebane at 102 E. Ruffin Street. The farmers market starts at 8:30 a.m. and concludes at 12:00 p.m. The program features local food vendors and artisans, live music (when available), food trucks (when available) and other family friendly activities. Each market is attended by 200-300 individuals.

Sponsor Benefits

**Mebane Farmers
Market Sponsorships**
\$1,000.00
Limit 5

Logo and website included on website calendar and event pages



Logo on banners and sandwich boards



Logo on social media flyer posts



Opportunity to be present at market weekly



Live publicity during each market on City of Mebane Rec social media





Movies in the Park

Sponsorship Opportunities



Join us Fridays throughout the spring for Movies in the Park! This movie series is a partnership with Mebane Business Association. The movies take place in downtown Mebane at the Mebane Community Park. Movies start at sundown and concludes around 10:00 p.m. The series features food trucks (when available). Each movie is attended by 100-300 individuals.

Sponsor Benefits

**Movies in the Park
Sponsorships
\$500.00
Limit 1/Movie**

Logo and website included on website calendar and event pages	✓
Logo on social media flyer posts	✓
Opportunity to be present at movie showing	✓
Inclusion in pre-movie commercial	✓
Live publicity during event on City of Mebane Rec social media	✓
Opportunity for live promotion in pre-movie greeting	✓



Mebane's Musical Chairs

Sponsorship Opportunities



Join us on the third Fridays, May through August, for Mebane's Musical Chairs! This concert series is a partnership with Alamance Arts and Mebane Business Association. The concerts take place in downtown Mebane on Fourth Street between Center and Clay Streets. Concerts start at 7:00 p.m. and concludes around 9:00 p.m. The series features local bands, food trucks (when available) and other family friendly activities. Each concert is attended by 200-300 individuals.

Sponsor Benefits

	Presenting Sponsor \$2,500.00 Limit 1	Series Sponsorships \$1,000.00 Unlimited	Single Concert Sponsorships \$500.00 Unlimited
Logo and website included on website calendar and event pages	✓	✓	✓
Logo on banners	✓	✓	
Logo on social media posts	✓	✓	✓
Entire social media post prior to each concert	✓		
Opportunity to be present at each concert	✓	✓	✓
Live publicity during each concert on City of Mebane Rec social media	✓	✓	✓
Mention on stage during pre-concert greeting	✓	✓	✓
Opportunity to speak on stage during pre-concert greeting	✓		



Mebane Sports Hall of Fame

Sponsorship Opportunities



The Mebane Sports Hall of Fame gala is a bi-annual event that recognizes the athletic tradition of the Mebane community by honoring and memorializing individuals and organizations that have made tremendous contributions to this tradition. This event is held in the summer and is attended by 150-200 individuals.

Sponsor Benefits

	Presenting Sponsor \$2,500.00 Limit 1	Stage Sponsorships \$1,000.00 Limit 4
Logo and website included on website calendar and event pages	✓	✓
Logo on social media flyer posts	✓	✓
Logo on program guide	✓	✓
Entire social media post during countdown to ceremony	✓	
Live publicity during ceremony on City of Mebane Rec social media	✓	
Complimentary event tickets for sponsor representatives	✓	



4th of July Independence Day Celebration Sponsorship Opportunities



Join us for the 4th of July Independence Day Celebration! The celebration takes place at the Mebane Arts & Community Center Complex. The celebration starts at 5:30 p.m. on the 4th and concludes after the fireworks around 10:00 p.m. The celebration features backyard games, a concert, inflatables, face painting, food eating contests, foods trucks, giveaways and more! The celebration is attended by 3,000 individuals.

Sponsor Benefits

	Band and Presenting Sponsor \$4,000.00 Limit 1	Food and Beverage Sponsor \$1,000.00 or in kind Limit 1	Outdoor Sponsorships \$500.00 Unlimited
Logo and website included on website calendar and event pages	✓	✓	✓
Logo on banners and sandwich boards	✓	✓	
Logo on social media flyer posts	✓	✓	✓
Entire social media post during countdown to celebration	✓		
Opportunity to be present at celebration	✓	✓	✓
Live publicity during celebration on City of Mebane Rec social media	✓	✓	✓
Mention on stage during pre-concert greeting	✓	✓	✓
Opportunity to speak on stage during pre-concert greeting	✓		



Mebane Christmas Parade

Sponsorship Opportunities



Join us on the first Friday in December for the Mebane Christmas Parade! Alamance County's only nighttime parade take place in downtown Mebane on Clay, Fifth and Center Streets. The Parade starts at 7:00 p.m. The parade features community organizations, local businesses, dance groups, marching bands, Santa and more! The parade is attended by 4,000 individuals.

Sponsor Benefits

	Presenting Sponsor \$5,000.00 Limit 1	Route Sponsorships \$500.00 Unlimited
Logo and website included on website calendar and event pages	✓	✓
Logo on banners	✓	
Logo on social media flyer posts	✓	✓
Entire social media post during countdown to parade	✓	
Parade naming rights	✓	
Free parade float entry	✓	✓
Private parade viewing area (if able to secure)	✓	
Live publicity during parade on City of Mebane Rec social media	✓	✓
Logo on scoreboard during youth basketball season	✓	
Opportunity for free rental of MACC for company event (based on availability)	✓	