

TOWN OF

LEDGEVIEW

COMMUNITY SPONSORSHIP GUIDE

BROWN COUNTY, WISCONSIN

August 1, 2018



Mead&Hunt

INTRODUCTION

In recent years an increase in development in Ledgeview has afforded the opportunity to improve the Town's Park and Recreation system from lands dedicated to the public. In addition to the Town's financial commitments to develop these lands into functional, safe, and aesthetically pleasing park facilities, citizens of the Town have increasingly shared their interest in making private contributions.



To establish a simple and efficient method of supporting these requests, the Town has identified sponsorship opportunities for specific park amenities based on requests and local precedent. These opportunities include:

- Facility Naming Rights
 - Park Dedication & Naming Rights
- Sign Banners – Baseball Fields
- Park Furnishings
 - Playground Equipment
 - Engraved Bricks
 - Site Furniture
 - Tree Planting
 - Park Maintenance
- Adopt-A-Park (Park Sponsorship)
- Adopt-A-Route (Bike Route Sponsorship)
- Community Special Event or Program Sponsor (e.g. LedgeFest)

While sponsorship provides residents and local businesses opportunities to give back to and shape their community, it also provides the Town additional resources to implement the programs and beautification initiatives requested by these very residents and businesses and supported by its various Commissions and Board. **We invite you to read further and contact the Town about the many opportunities Ledgeview has available for sponsorship and recognition.**

FACILITY DEDICATION NAMING RIGHTS

Park /Facility Dedication & Naming Rights

The Town policy for park naming rights includes the donation amount necessary and what types or organization/names may be allowed.

Dedication/ Personalization

The names should be purposeful, suitable, symbolic, and should fall under one of the classifications provided within this policy. Names of facilities should be adopted before dedication of a facility or before development begins on a new facility.

Names will not be for living persons except when substantial donations are offered to the community for park and recreational purposes and when the donor stipulates a name as being a part of that donation or when a living person makes a substantial commitment of time and effort to improve the quality of life in the community. In such cases the Park Committee shall recommend that the Board accept or reject such an offer.

Names for public officials will not be used without thorough justification and, in most cases, the person should be honored posthumously.

Names of individuals will be considered only if that person was actively involved in giving unselfishly of herself/himself for the betterment of the community. It will be necessary for this individual to have strong community support.

Procedure

Requests or proposals for adopting a specified name for a particular park or recreation area shall be submitted to the Park Committee in written form along with thorough documentation giving the reasons for the selection of the proposed name.

After a name is decided upon by the Park Committee, public notice of the recommended Qualifying Name will occur before a public hearing at the Town Board. Citizen comments and recommendations must be provided in writing to the Town Administrator and received prior to or at the public hearing at the Town Board meeting for approval.

For an individual (excluding historically significant individuals) to be considered, that person must have contributed significantly to the acquisition or development of the park or facility or to the park

system overall. The recommended name should be accompanied by a biographical sketch which shall provide evidence of contributions to the park, facility, or park system overall.

Selection Criteria

Park and Recreation areas /facilities may be named:

1. For location, such as the name of an adjacent street or the related plat or subdivision.
2. For a geologic, geographic, historical, botanical, horticultural, or scientific feature inherent to the area.
3. To honor a person or group:
 - a. When a major donation has been made to the Town for a park/facility wherein the donor stipulates a name as being a consideration of a donation, and donation is deemed suitable for recreational purposes, the Park Committee shall make a recommendation to the Town Board as to accepting or rejecting such an offer.
 - b. An organization, business, or group for whom a park/facility is to be named should meet the following criteria:
 - i. It should not be political or religious in nature unless it has had a unique and important place in the area's history.
 - ii. It should be a local organization, business, or group, unless if a non-local group, it has performed some outstanding service for the area.
4. To show gratitude to an individual: When it seems appropriate to name a park/facility in honor of a person, it should be one who has made a major contribution to the community and/or has been instrumental in acquiring the area and will be subject to the discretion of the Park Committee.
5. Classifications - These classifications are in order of priority:
 - a. Places and Features
 - i. Natural phenomenon
 - ii. Recognizable area or neighborhood
 - iii. Descriptive
 - iv. Horticultural, zoological, environmental
 - v. Assumed name (commonly used name)
 - b. Historic Events
 - i. Discoveries
 - ii. Explorations
 - iii. Community development
 - c. Organizations
 - i. Civic
 - ii. Veterans

- iii. Fraternal
- iv. Other
- d. Person's Name
 - i. Large donors
 - ii. Historical groups
 - iii. Local/National hero
 - iv. Local/State/National official
 - v. Local individual(s)

Other Naming Alternatives

1. Parks and facilities that are donated to the Town can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the Park Committee and Town Board.
2. Special names for new facilities or areas within a park (i.e. playground equipment, shelters, etc.) will be allowed under stated classifications and criteria when donations result in a substantial contribution to the proposed facility. (Generally, 50% or more of the proposed cost of the facility). These names will be recommended to the Town Board for final approval.

Sponsor Banner – Ball Fields

Program Design

The Town is offering the opportunity for a business to advertise on the outfield fence at the Town's baseball/softball fields. This unique opportunity allows a business the chance for valuable community exposure from early spring into the fall. Banners will be displayed generally early spring to late summer.



Figure 1: Examples of baseball/softball field fence sign banners.

Implementation

Corporate sponsors are responsible for purchasing their banners based on the following specifications: The banners shall be 4 feet high by 8 feet wide HDPE Reinforced Banner (Recyclable) Material with Latex 6-color Digital Print, with brass grommets at a minimum every 2 feet along the entire border of the banner.

Location of banner in the outfield will be on a first-come, first-served basis and kept on record at Town Hall.

Commitment Benefit

Businesses must sign a contract with the Town for one year (for \$500) to three years (for \$1,250) which will include installation and general maintenance (put up, take down, storage) of banners for the length of the contract.

PARK FURNISHINGS

Playground Equipment

Dedication naming rights will be established upon donation of 50% of the amount of the equipment. Equipment may include a playground, splash pad, mist area, basketball/tennis/futsal court, mist area, pool, or the like. Dedication will be recognized in the form of a plaque affixed to the structure or equipment by the Town. The length of the dedication will be determined by the generally accepted useful life of the equipment. Sponsors will have an opportunity to renew their sponsorship commitment if and when new/replacement pieces need to be purchased.

Engraved Bricks

Standard sponsorship bricks (4x8") are available for a \$150 donation. Sponsorship areas are located in both Two Dollar and Zelten Family Parks. Bricks are a great way to honor a friend, family member, or loved one or to commemorate a milestone. Each paver offers a 3-line message with 20 characters per line, or 15-character limit with a clipart image. Letters, numbers, punctuation and spaces area all considered characters. Bricks are installed once a year in spring. Typical life of a paver is 20-25 years.



Figure 2: An example of a 4x8" brick

Site Furniture

There are numerous site furnishings that are continually needed to support parks and trails. These include, but are not limited to, benches, picnic tables, planters, bike racks, and trash & recycling receptacles. A sponsorship commitment of \$2,500 provides for the selection of a piece of site furniture an organization would like to sponsor. Additional inquiries to grouping site furniture for sponsorship will also be accepted and evaluated at an administrative level. The length of the dedication will be determined by the generally accepted useful life of the equipment (typically 10-20 years). Sponsors will have the first right of refusal to renew their sponsorship commitment if and when new/replacement pieces need to be purchased.

Tree Planting

In 2013, the Park Committee designated a Memorial Area within Ledgeview Park in which a tree may be planted as a living tribute to honor loved ones. The cost of a memorial tree is \$750 which includes an engraved plaque. Both the tree and plaque will be guaranteed for 10 years. If after 10 years the tree or plaque needs to be replaced, the sponsor will be contacted to verify if they would like to renew the sponsorship/dedication. Trees are a great way to honor a friend, family member, or loved one or to commemorate a milestone and by doing so watch your dedication grow and have a positive impact on the environment and park users.

Park Maintenance

The Town welcomes donations for various park maintenance needs including maintenance of ball fields (e.g. infield rakes, sand, grass seed), landscaping in parks (e.g. mulch, plant replacement, woodchips), and along trails (e.g. clearing and grubbing, invasive species removal).

ADOPT-A-PARK (Park Sponsorship)

The Adopt-A-Park program allows area businesses, neighborhood groups, and interested residents the opportunity to make a difference in the Town's parks. This program combines both in-kind service, as well as a financial contribution that helps off-set the costs of maintaining and improving adopted parks.

A group may ask to Adopt-A-Park for improvement or maintenance purposes. A written agreement will be provided detailing the future responsibilities of the group adopting the park or facility.

How to participate

- Choose a park to adopt.
- Adopter agrees to adopt the park for a minimum of 3 years.
- Adopter agrees to do one service project/clean-up per year.
- Group must designate a contact as the coordinator and provide up-to-date contact information to remain on file with the Town.
- Adopter must complete the Adopt-A-Park contract.

Sponsor Benefits

- Group/business name on a sign installed on the primary park sign (see graphics)
- Opportunity for free use of a park shelter for a group/business activity once per calendar year (must be pre-scheduled with the Town).
- Recognition on the Town of Ledgeview website.
- The pride of helping the Town of Ledgeview parks.

Cost Considerations

- Tier 1. \$2,000/year –Community Parks (larger parks) - Scray Hill Park or Ledgeview Park (main entrance)
- Tier 2. \$1,000/year –Pocket and Neighborhood Parks (smaller parks) - Zelten Family Park, Belle Isle Meadows Park (yet to be developed), Ledgeview Park – Winding Waters Entrance, Van Straten Family Park (yet to be developed), Two Dollar Park



Figure 3: Example of a Park Sponsorship Sign.

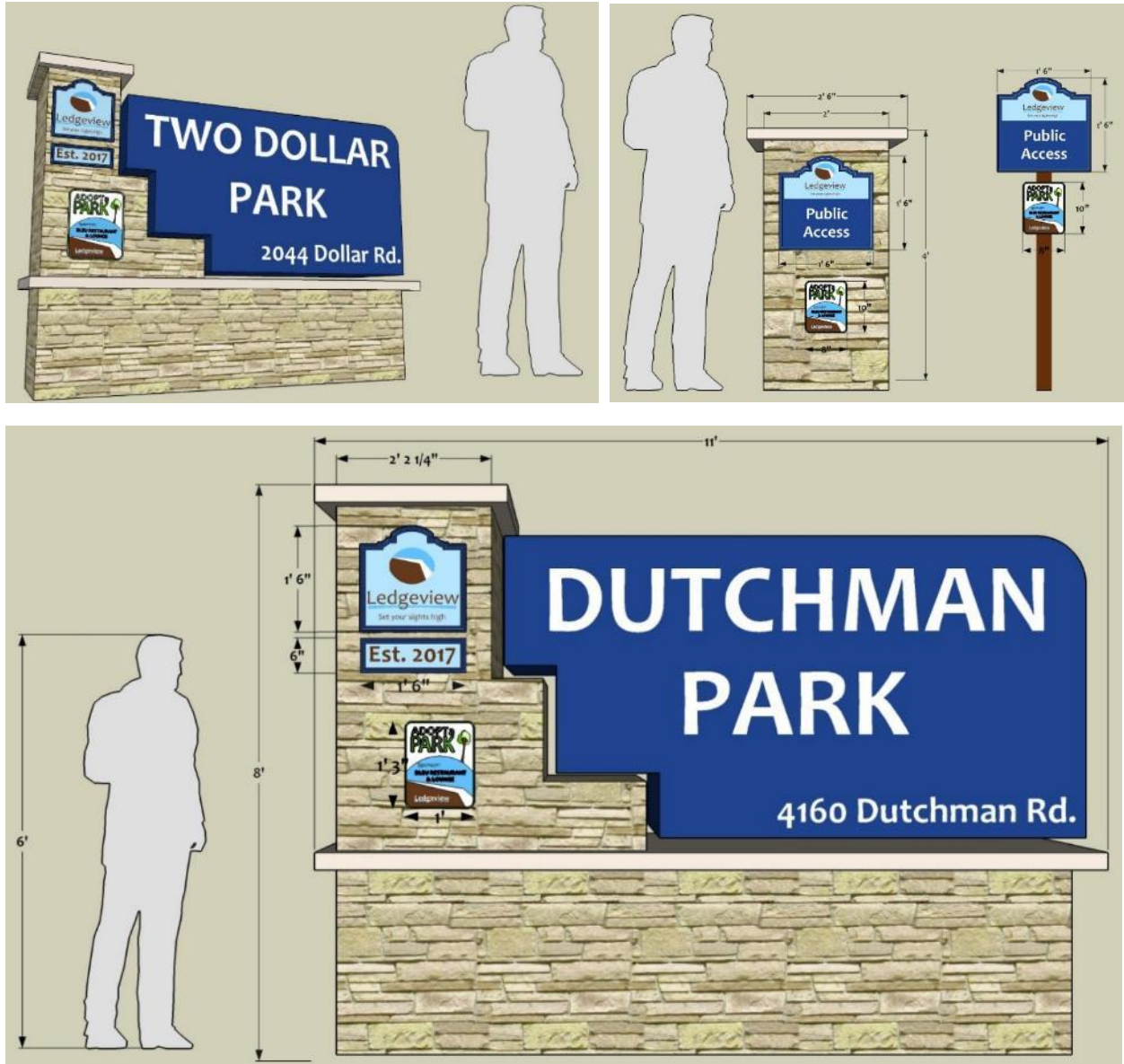


Figure 4: Conceptual park signs with Park Sponsorship sign affixed.

ADOPT-A-ROUTE (Bike Route Sponsorship)

The Bike Route Sponsorship is intended to provide recognition for businesses, clubs, groups, and individuals through signage along designated bicycle routes (Ledgeview Loops) throughout the Town. There are currently 4 Ledgeview Loops. In exchange for sponsorship, each contributor gets to add their logo or name to a 6" tall by 18" wide sign to be fastened below the Ledgeview Loop sign. A \$1,000 sponsorship of a Loop will provide your organization with a 2-year commitment for 10 sponsor signs to be placed by the Town along the route.

How to participate

- Choose a route to sponsor.
- Sponsor must designate a contact person and provide up-to-date contact information to remain on file with the Town.
- Sponsor must complete the Bike Route Sponsorship contract.

Sponsor Benefits

- Sponsor name on a sign installed below the Ledgeview Loop sign (see graphics)
- Recognition on the Town of Ledgeview website.
- Recognition in the Town newsletter (Ledgeview Flash).
- Sponsors commitment to a designated safe bike route, and promotion of a healthy activity.



Figure 5: Ledgeview Loop Signs with Sponsorship sign detail.

COMMUNITY SPECIAL EVENT / PROGRAM

This opportunity allows sponsorship of, or portions of, an annual Town event, which includes recognition in the quarterly Ledgeview newsletter, a prominent banner/sign at the event, name recognition in promotional materials, inclusion in Public Service Announcements prior to the event, announcements and recognition throughout the event day, and recognition on the Town's website.

Currently, the Town supports the efforts of LedgeFest by placing its sponsorship requests on its website and social media page to solicit donors. The Town intends to continue supporting LedgeFest in this manner.

LedgeFest. Since 2008, LedgeFest has offered families a day of outdoor fun featuring entertainment and games for kids, a hay maze, pumpkin decorating and pumpkin bowling, food, refreshments, and live music. LedgeFest is held at Scray Hill Park (previously held at Olde School Square), and run by LedgeFest Inc., a non-profit consisting of community volunteers and high school students looking to give back to the Town. Each year, LedgeFest Inc. individually solicits sponsorship requests. Please contact the Town about sponsorship opportunities specific to LedgeFest.

Additional community special events and programs may become available as programming options grow.

LedgeFest 2016 • Scray Hill Park

Karl Fraser, LedgeFest co-chair
920-544-7371
Email: ledgestest.board@gmail.com

Ledgeview
Set your sights high
www.ledgeviewinc.com

Sponsorship Opportunities

- ☐ Kids Games.....\$25 each
- ☐ Small Tent.....\$100
- ☐ Teen Volunteer lunches.....\$150
- ☐ Face Painting.....\$200
- ☐ Hay Maze.....\$200
- ☐ Bounce House.....\$250 each
- ☐ Kids Area (full sponsorship).....\$250
- ☐ Kids Entertainment.....\$325
- ☐ Band Stage.....\$400
- ☐ Pumpkin Decorating.....\$400
- ☐ Large Food/Beverage Tent.....\$500
- ☐ Mobile Petting Zoo.....\$500
- ☐ Live Music.....\$1,500
- ☐ Other - use my donation where it's most needed \$.....

Volunteer Opportunities

I'd like more information on how I can help with...

- ☐ Ledgefest Inc. Board
- ☐ Ledgefest Planning Committee
- ☐ Day of the Event Volunteer
- ☐ Beverage Tent
- ☐ Event Clean-up
- ☐ Kids Area (games, activities)
- ☐ Event Set-up

Thank you to the Town of Ledgeview for sponsoring this event. We are proud to have you here with your tax dollars. Thank you!

YOUR NAME: _____ YOUR COMPANY NAME: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Phone/Cell: _____ Email: _____ email is preferred method of contact

Website: _____ Brief Description: _____

☐ Donation in the amount of \$ _____ ☐ I would like to Volunteer!

Please return this form along with your donation; checks can be made out to:
LedgeFest, Inc. c/o Karl Fraser, PO Box 231, De Pere, WI 54115

Figure 6: 2016 LedgeFest flyer.



Town of Ledgeview Municipal Building
3700 Dickinson Road
De Pere, WI 54115
Phone: (920) 336-3360
Fax: (920) 336-8517

Email: sschlag@ledgeviewwisconsin.com
www.LedgeviewWisconsin.com

Dear Supporters of Ledgeview Parks and Recreation,

The Town of Ledgeview Parks, Recreation & Forestry Committee invites you, your family, or your company to become a Ledgeview Park Sponsor. Our health, our neighborhoods, our economy, and our environment all benefit from Parks & Recreation. Without the support and dedication of our families and the business community, the Town would not be able to provide the quality parks and recreational services our citizens enjoy today.

As a sponsor, you are demonstrating the merit and citizenship of your business within the community. As a family, you are able to exhibit your dedication to our community quality of life. As a company, your business will gain valuable exposure by advertising with the Town of Ledgeview, while extending your visibility, and achieving your marketing goals.

Family & Business Sponsor Opportunities Include:

- Park Furnishings Sponsorship / Donation including
 - Playground Equipment like a splash pad, basketball court, mist area or shelter
 - Engraved brick pavers, benches, picnic tables, bike racks, etc.
- Adopt-A-Park
- Adopt-A-Route, Bicycle Route Program
- Sponsor Banner – Ball Fields Program

Benefits you will receive:

- Visibility in multiple locations such as parks or bicycle routes to increase your exposure.
- Hit your target audience to inform the community or reach niche market areas.
- Focus your assistance on a developing the park in your neighborhood.
- Tax deductible donation to enhance the development and improvement of our Parks, Recreation & Forestry services.

Thank you for considering this invitation to become part of our sponsorship programs and making a larger impact on our community. Enclosed you will find the Sponsorship Program Brochure, which outlines the various Sponsorship Programs. If you are interested in the full sponsorship program packet including Sponsor Benefits, Program Pricing Structure, and Commitment Form, please contact us at (920) 336-3360 or email us at sschlag@ledgeviewwisconsin.com. We look forward to having you as a sponsor!

Your partner in community,

**Town of Ledgeview
Parks & Recreation Committee**

Jason Shanda
Jason Shanda, Chair

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DOUBLE SIDED PRINTING**

SPONSORSHIP TERMS & POLICIES

1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the Town of Ledgeview. Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the Town of Ledgeview terms for accepting sponsorship contracts will be accepted on a first-come, first-serve basis. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the Town of Ledgeview:
 - A. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
 - B. Promotion of gambling or drugs/pharmaceuticals.
 - C. Promotion of the sale or use of firearms or other weapons.
 - D. Depiction or characterizations which suggest nudity, profanity, obscenity, or lewdness.
 - E. Commentary or advocacy of a social, religious or political nature.
 - F. Promotion of services or programs that are already offered by the Town of Ledgeview.
2. The Town of Ledgeview Parks & Recreation Committee reserves the right to make final determination of acceptance on sponsorship contracts.
3. The Town of Ledgeview reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the Town Staff. The Town of Ledgeview shall not be responsible for damages if an advertisement fails to be published for any reason.
4. The Town of Ledgeview reserves the right to determine and/or change the placement of ads without notice.
5. Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the Town of Ledgeview, without limitation, against, for any and all claims made thereof against losses sustained by the Town of Ledgeview Parks & Recreation Committee, Town Board, and Town employees and its agents.
6. The advertisers and its agency each represent that they are fully authorized and licensed to use:
 - A. The names, portraits, and/or pictures of living persons;
 - B. Any copyrighted or trademarked materials;
 - C. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Town of Ledgeview publications, and that such advertisement is neither slanderous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the Town of Ledgeview against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.
7. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the Town of Ledgeview policies will be binding on the Town of Ledgeview or its agents.
8. The Town of Ledgeview shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Town of Ledgeview.
9. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
10. The Town of Ledgeview will not return any items submitted for Sponsorship.
11. Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.
12. The Town of Ledgeview reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.



Ledgeview Parks & Recreation Sponsorship/Donor Commitment Form

SPONSOR INFORMATION:

Name/Business/Organization: _____
Email: _____ Business located in Ledgeview? ☐ Yes ☐ No
Address: _____ City/State/Zip: _____
Primary Phone: _____ Other Phone: _____

Facility Dedication/Naming

☐ Name: _____ \$TBD

Adopt-A-Park (3-year commitment)

Tier 1 (\$2,000/year)

- ☐ Ledgeview Park
☐ Scray Hill Park
☐ Other _____

Tier 2 (\$1,000/year)

- ☐ Belle Isle Park
☐ Ledgeview Park (Winding Waters area)
☐ Two Dollar Park
☐ Zelten Park
☐ Van Straten Park
☐ Other _____

Park Furnishings

- ☐ Bench - \$2,500
☐ Picnic Table - \$2,500
☐ Bike Rack - \$2,500
☐ Trash/Recycling Cans - \$2,500
☐ Tree Planting - \$750
☐ Engraved Brick - \$150
☐ Park Shelter - Varies
☐ Splash Pad - Varies
☐ Mist Area - Varies
☐ Playground Equipment - Varies
☐ Other _____

Sponsor Banner - Ball Fields

- ☐ One year (\$500)
☐ Three years (\$1,250)

Adopt-A-Route (2-year commitment)

- ☐ Ledgeview Bike Route (\$100)
☐ Rollercoaster Loop (\$1,000)
☐ Dairy Aire Loop (\$1,000)
☐ Ledgeview Park Loop (\$1,000)
☐ Money Maker Loop (\$1,000)
☐ Other _____

Other

☐ Description: _____ \$TBD

PLEASE READ: Specific sponsorships are sold on a first-come, first serve basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising there from against the Town. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the Town. The Town is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Town affecting production or delivery in any manner.

By signing below, I hereby acknowledge shall have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies, and will agree to all said rules and guidelines.

Signature: _____ Date: _____

FOR OFFICE USE ONLY:

Date Submitted: _____ Staff Initials: _____
Amount Paid: _____ Date Paid: _____