



City of Altoona Parks & Recreation 2025 Sponsorship Program

Facebook Page
Altoona Parks and Recreation



THE CITY of *Altoona*

PARKS & RECREATION

www.ci.altoona.wi.us

715-839-5188

erint@ci.altoona.wi.us

Dear Business/Organization,

The City of Altoona Parks & Recreation Department is proud to be a part of the Altoona Community. From the numerous people who visit the parks each year to the many who participate in recreation programs, we strive to offer affordable experiences for children, adults and families.

We are currently seeking sponsorship support from amazing partners in the community. Sponsors will receive varying recognition and benefits based on their sponsorship level. Again this year, Presenting, Platinum, Gold & Silver Sponsors will receive special recognition next to each event they sponsor in our brochures which are designed and published two times a year. Additional benefits are listed in the enclosed sponsorship packet. Besides special events, there are many ways to be involved and support Altoona Parks & Recreation. Sponsorship money is used to defray the cost of the event, raise funds for equipment purchases and provide scholarships for families in need.

If you cannot contribute financially, but would like to be involved, there are additional options for sponsorships in exchange for goods/services for your business/organization. We look forward to speaking with you on additional opportunities to partner with Altoona Parks & Recreation.

If you are interested in our sponsorship program, please mail your completed sponsorship form to:
Altoona Parks & Recreation
1419 Front Porch Place
Altoona, WI 54720

For Presenting, Platinum, Gold & Silver Sponsors, please note there is an initial January 31, 2025 deadline in order to be listed next to sponsored events highlighted in the Spring/Summer Brochure. We accept payment in the form of cash or check. For additional information, please contact the Altoona Parks & Recreation Office at 715-839-5188 or email erint@ci.altoona.wi.us.

Thank you in advance for your support of Altoona Parks & Recreation!

Sincerely,



Erin Turner
Recreation Supervisor

Altoona Parks & Recreation

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SPECIAL EVENTS

- US Crokicurl Championship (January)
- Wintertide (January)
- Candlelight Snowshoe Hike (February)
- Jelly Bean Hill Challenge (February)
- Frosty Toona Fat Tire Bike Race (March)
- Golden Egg Scavenger Hunt (April)
- Easter Egg Hunt & Breakfast (April)
- Independence Day Celebration (June)
- Small Town Tournament (July)
- Back to School Ice Cream Social (August)
- The Great Pumpkin Run (September)
- Fall Frenzy (October)
- Breakfast with Santa (December)
- Holiday Glow Tree Lighting (December)
- Parent Night Out (December)



Special Event Sponsorship Package



PRESENTING SPONSOR

\$3,000

The best value of all! Sponsor all
Altoona Parks & Recreation Special Events

Deadline is Friday, January 3, 2025

Recognition at Events

- One (1) 3' x 5' custom banner with sponsor's name and company logo will be prominently displayed at all special events (banner provided by Altoona Parks & Recreation)
- One (1) 6-foot table and two chairs will be provided at the event for sponsor to distribute information about their company/organization (if desired)
- Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply)
- Verbal recognition of sponsorship at event

Online Recognition

- Sponsor's company logo and a link to their website will be highlighted on the Parks & Recreation page on the City's website
- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure
- Recognition in the Altoona Parks & Recreation Brochures next to the sponsored event listing (initial sponsorship deadline for this benefit is January 31, 2025)

VIP Benefits

- Free four (4) hour large pavilion rental in River Prairie Park OR Free seven (7) hour pavilion rental in 10th St. Park for company/organization outing
- Free one (1) year, one (1) field banner program package (business/organization supplies banner)
- Free one (1) year Digital Marquee Program Package

Special Event Sponsorship Packages

SPECIAL EVENTS

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PLATINUM SPONSOR

\$1,000

Pick **SEVEN** Special Events

Recognition at Events

- One (1) 3' x 5' custom banner with sponsor's name and company logo will be prominently displayed at all special events (banner provided by Altoona Parks & Recreation)
- One (1) 6-foot table and two chairs will be provided at the event for sponsor to distribute information about their company/organization (if desired)
- Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply)
- Verbal recognition of sponsorship at event

Online Recognition

- Sponsor's company logo and a link to their website will be highlighted on the Parks & Recreation page on the City's website
- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure
- Recognition in the Altoona Parks & Recreation Brochures next to the sponsored event listing (initial sponsorship deadline for this benefit is January 31, 2025)

VIP Benefits

- Free four (4) hour pavilion rental in 10th St. Park for company/organization outing
- Free ¼ page ad in Altoona Parks & Recreation Spring/Summer Brochure (initial sponsorship deadline for this benefit is January 31, 2025)

GOLD SPONSOR

\$500

Pick **FIVE** Special Events

Recognition at Events

- One (1) 3' x 5' custom banner with sponsor's name and company logo will be prominently displayed at all special events (banner provided by sponsor)
- Sponsor's company logo will appear on all printed materials for the event (submission deadlines apply)
- Verbal recognition of sponsorship at event

Online Recognition

- Sponsor's company logo and a link to their website will be highlighted on the Parks & Recreation page on the City's website
- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure
- Recognition in the Altoona Parks & Recreation Brochures next to the sponsored event listing (initial sponsorship deadline for this benefit is January 31, 2025)

Special Event Sponsorship Packages

SPECIAL EVENTS

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SILVER SPONSOR

\$250

Pick **THREE** Special Events

Recognition at Events

- Verbal recognition of sponsorship at event

Online Recognition

- Sponsor's company logo and a link to their website will be highlighted on the Parks & Recreation page on the City's website
- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure
- Recognition in the Altoona Parks & Recreation Brochures next to the sponsored event listing (initial sponsorship deadline for this benefit is January 31, 2025)

BRONZE SPONSOR

\$100

Pick **TWO** Special Events

Recognition at Events

- Verbal recognition of sponsorship at event

Online Recognition

- Sponsor's company logo and a link to their website will be highlighted on the Parks & Recreation page on the City's website
- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure

FRIENDS OF SPONSOR

\$25-75

Pick **ONE** Special Event

Recognition at Events

- Verbal recognition of sponsorship at event

Online Recognition

- Acknowledgement on event social media posts

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure

IN-KIND SPONSOR

VARIES

Pick **ONE** Special Event

Print Recognition

- Inclusion in the "Thank you to our Sponsors" page of the Altoona Parks & Recreation Spring/Summer Brochure

US Crokicurl Championship

Saturday, January 25

(weather/rink condition dependent)

Be a part of the newest winter craze...crokicurl! The winter sport originated in Canada and is a combination of curling and the board game Crokinole.

In-Kind Donations accepted for this event include:

*Food and/or drink for the participants



Photo Credit: Ben Howen



Wintertide

Saturday, January 25

(weather dependent)

Come celebrate the beauty of winter and enjoy games, food and fun for the whole family! You know River Prairie in the summer, now come enjoy it in the winter! It will be SNOW much fun!



Candlelight Snowshoe Hike

Saturday, February 8

(weather/trail condition dependent)

The candlelight snowshoe hike is a fun way for families to enjoy the beauty of winter! This event is co-hosted with the Chippewa Off Road Bike Association and takes place on the off-road trails in Centennial Park.



Photo Credit: Bill Hoepner



Jelly Bean Hill Challenge

Saturday, February 22

(weather/hill condition dependent)

The annual challenge is a free family-friendly event for all ages! Participants will take part in an obstacle-style race in which they will run up and then sled down Jelly Bean Hill!

In-Kind Donations accepted for this event include:

- *Hot chocolate supplies
- *Sleds



Frosty Toona Fat Tire Bike Race

Saturday, March 15

(weather dependent)

Ready, Set, Ride! Fat tire bikes will race the River Prairie trail! This will be a 3 mile race, beginning on the top of the hill behind Prairie Place Apartments and ending at the River Prairie Lower Pavilion.

In-Kind Donations accepted for this event include:

- *Volunteers along race route
- *Gift certificates for adult or youth activities



Golden Egg Hunt

Monday - Friday, April 14 - 18

This scavenger hunt is designed to provide families a fun way to explore the City parks. A new clue is announced daily and the winner receives a fun-filled Easter basket!

In-Kind Donations accepted for this event include:

- *Candy/Prizes for Easter basket
- *Gift certificates for kid friendly or family activities



Easter Egg Hunt & Breakfast Saturday, April 19



The annual Easter Egg Hunt is a free event for infants – 9 years old. There are four separate hunts for the different age groups. Before the egg hunt, a catered breakfast is available for families to purchase. Participants also have the opportunity to take a photograph with the Easter Bunny.

In-Kind Donations accepted for this event include:

- *DJ services
- *Bags of candy
- *Gift certificates for kid friendly activities

Independence Day Celebration Saturday, June 28

Be a part of the annual City of Altoona Independence Day Celebration! We offer music, food, beverage, cribbage and bean bag tournaments, firecracker/sparkler kid races, and a kids zone. The night will finish with a huge fireworks show!



In-Kind Donations accepted for this event include:

- *Gift certificates for kid friendly activities
- *Gift certificates for family friendly activities

Small Town Tournament Saturday & Sunday, July 5 & 6

Over 24 teams participate in this tournament each year and each team is from a city with a population of approximately 10,000 or less!

In-Kind Donations accepted for this event include:

- *Volunteers



Back to School Ice Cream Social Wednesday, August 27

You Scream, I Scream, We all Scream for Ice Cream!
With the school year right around the corner, families can come and enjoy an ice cream cone while exploring local organization booths and listening to tunes of the Rock'n on the River season's final concert!

In-Kind Donations accepted for this event include:

*Ice Cream and Cones



The Great Pumpkin Run Races Saturday, September 27

Be a part of The Great Pumpkin Run Races! Anyone in the family can participate as we offer four different races; 5K Run/Walk, Lil' Pumpkin 1/2 Mile Run, Lil' Pumpkin 1/4 Mile Run, and the Tiny Tot 75 Yard Pumpkin Trot!

Plus a portion of the profit benefits a local non-profit!

In-Kind Donations accepted for this event include:

*Volunteers along race route

*Food and/or drink for race participants



Fall Frenzy Sunday, October 26

Our Halloween Party is SPOOK-TACULAR!
Packed with fun, seasonal activities
for the whole family to enjoy!

In-Kind Donations accepted for this event include:

*Candy/prizes for games

*Volunteers



Breakfast with Santa Saturday, December 6

This fun family event includes breakfast,
music, crafts and of course
taking a photograph with Santa!

In-Kind Donations accepted for this event include:

- *Candy canes
- *Volunteers



Holiday Glow Tree Lighting Sunday, December 7

The holiday season officially begins with the Altoona
Holiday Glow Tree Lighting Ceremony! The reindeer,
horse drawn wagon rides, artist market, kid crafts, and
hot cocoa bar will put everyone in the holiday mood!



Parent Night Out Friday, December 12

Parents are able to drop off their children
(potty-trained – 11 years old) for a fun supervised night!
Children partake in crafts and activities while
enjoying a snack and beverage!

In-Kind Donations accepted for this event include:

- *Food and/or drink



THANK YOU **2024 SPONSORS!**

PRESENTING

Larson Orthodontics
River Prairie Wealth Partners
Royal Credit Union
TDS Telecommunications

PLATINUM

Cowboy Jack's
Northwestern Bank
Trubilt Collision Center- Altoona
Visionary Eyecare

GOLD

Altoona Lions Club
Market & Johnson
Merchants Bank

SILVER

Altoona Auto Body Collision Center
Altoona V.F.W.
Citizens State Bank
J&D Manufacturing
Mathnasium
Piltz Glass & Mirror
Roshell Electric
Shopko Optical

BRONZE

Finley Engineering
Kristo Orthodontics