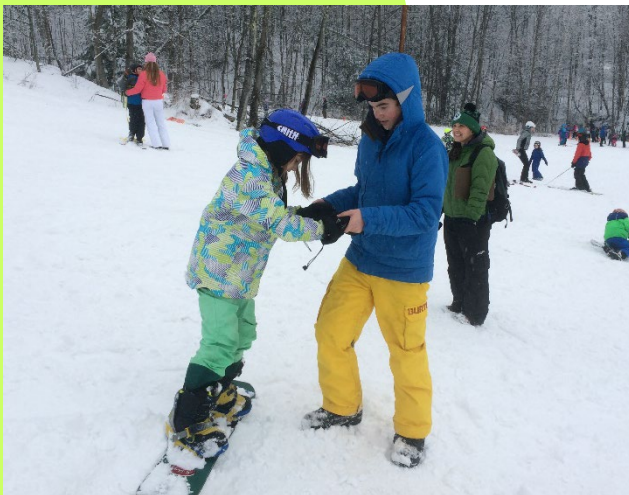




SPONSORSHIP & ADVERTISING OPPORTUNITIES





PARTNER WITH US

THE TOWN OF WILLISTON is a rapidly growing and developing community with new neighborhoods and businesses being added each year. Williston is located in Chittenden County, which is the most populated county in the state. The Recreation & Parks Department is growing with the town and offers a diverse variety of programs, camps, and special events for all to enjoy! These include Youth Sports and Enrichment Programs, Adult Pickup Sports and Education & Hobby Programs, Active Agers Programs for 50+, Day, Sports, Specialty & Technology Camps, Special Events, and much more.

EVERY BUSINESS HAS A TARGET DEMOGRAPHIC, and we want to help you reach yours. In this packet, you will find sponsorship opportunities that are customized to those you are trying to reach. We have included items in each section that will help your business reach out to the Williston Community through programs, events, and parks.

AS A WILLISTON RECREATION & PARKS SPONSOR, your company will be associated and aligned with a department that plays a recreational role in the life of the Williston Community. Sponsors receive exclusive benefits in the different sponsorship opportunities. Civic-minded companies dedicated to giving back to the community can support the future of the programs, activities, events, and parks while gaining exposure to the community of Williston.

COMMUNITY SNAPSHOT

THE TOWN OF WILLISTON'S MISSION

It is the mission of the Town of Williston to provide services designed to enhance the quality of life for citizens and visitors and to achieve a democracy energized by informed and involved citizens. Town staff strive to adhere to core values as we work to provide services to the community.



POPULATION
10,103

Median Resident
Age
44.1 yrs.

Males: 4,860 (48.1%)
Females: 5,243 (51.9%)

AGE DISTRIBUTION

0-17 yrs.:	27.5%	25-44 yrs.:	32.0%	65+ yrs.
18-24 yrs.:	4.1%	45-64 yrs.:	24.6%	11.7%

HOUSEHOLDS: 3,916

79.6%- Homeowner Occupied
2.47- Persons per Household

95.3%- High School Diploma or Higher
61.1%- Bachelor's degree or higher

94.5% of Households
have a Computer

Median Income:
\$94,727

Source: 2022 United State Census

WILLISTON RECREATION & PARKS MISSION

To enhance the lives of our citizens and visitors, by providing a variety of leisure opportunities that are safe and enjoyable, and maintaining open spaces that are physically attractive and safe, while preserving and enhancing the natural resources.

FACEBOOK LIKES
987
1,066- Followers

WEBSITE
3,411- Households Accounts
7,362- Members

YEARLY PROGRAM INFO
2,22p Registrations
Resident- 1,786 Non-Res-443

ADVERTISE
Rec. Website, Facebook, Front Porch Forum,
Williston Observer, School Bell, E-Rec Newsletter

E-REC NEWSLETTER
552 Subscribers

ACTIVITIES OFFERED:
200+ a year

Sources: MyRec Website, Facebook, IContact- August 2022



PROGRAM & FACILITY SPONSORSHIPS

Sponsorship in a Recreation Program or "The R.E.C. Zone- Recreate, Explore, Create" Facility is a great way to get your Company Name/Logo out in front of people who take a program or use the facility.

PROGRAM SPONSORSHIP

- Program Sponsorships can be tailored to fit your needs and the needs of the program
 - Examples; Program Sponsorship, Shirts, Equipment, Provide for a Program to be Free.
 - Other options can be explored to fit the programs and your needs.
- Listing on the Rec. Website Registration page for a specific program
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

FACILITY SPONSORSHIP - THE R.E.C. ZONE

Banners

- Measuring 3' tall by 4' wide are hung inside "The R.E.C. Zone"
- Rates are available for three years or annually
 - \$1200 for three (3) years- payment due in full at contract or 50% year 1 and 50% year 2
 - \$500 for 1 year with payment in full due with contract
- Production of Banner is included in fee
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

Exclusive Sponsorship

To include both of the sponsorships above plus more. See page 9

2,500+
participate in Williston
Programs





YOUTH ATHLETICS SPONSORSHIPS

Williston Youth Sports consist of Soccer, Basketball, Lacrosse, and Track & Field. Soccer is offered in the Fall of each year and there are programs for ages 3 through 5th grade. Basketball is offered in the Winter and there are programs for grades K-8th. In the Spring, Lacrosse is offered and there are programs for grades K-8th. Track & Field is offered in the Summer for ages 6-14.

Youth Athletics Sponsorships are perfect for the company looking to align with the budding athlete and active families of Williston.

YOUTH SPORTS T-SHIRT SPONSORSHIP

- Sponsorship of one (1) sports season or more
 - \$1,400 per sport. Four (4) sports seasons to choose from- Soccer, Basketball, Lacrosse, Track
 - Do one or more seasons in a year
- Company Name or Logo on the back of Shirts
- Listing on the Rec. Website Registration page for a specific program
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

YOUTH SPORTS TOURNAMENT SPONSORSHIP

Champlain Valley Recreation Association (CVRA) Basketball Tournament

- Individual Sponsorships- 4 at \$500 each
- Sponsor Banner with Company Name and Logo to be displayed in two (2) gyms
- Company Name or Logo on all advertising or schedules for the Tournament
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

Exclusive Sponsorship

To include both of the sponsorships above plus more. See page 9

460+

**Youth participate in
Williston Sports Programs**





SPECIAL EVENT SPONSORSHIPS

Williston currently has two Special Events that take place each year, with the hopes of adding more in the future. The events are the Holiday Decorating Contest in December and the Williston Independence Day Celebration in July. Both of these are great events to be part of and gain exposure in the community.

HOLIDAY DECORATING CONTEST

Show your holiday spirit and become a sponsor of this friendly competition in Williston. Each December the Recreation Dept. holds the Holiday Decorating Contest so families can show off their creations while infusing some cheer in the community!

- Sponsor a Gift Basket that is given as a prize to the winners.
- Donate Company Gift Cards, which can be added to the gift baskets or will be used as extra prizes
- Listing on the Rec. Website Registration page for the Holiday Decorating Contest
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

WILLISTON INDEPENDENCE DAY CELEBRATION

Williston's largest event that covers two days of activities- July 3rd and 4th. The Celebration begins on the 3rd with a Library Book Sale, Ice Cream Social, and a concert by the Town Band. July 4 begins with the Parade at 10:00am followed by food and activities on the Village Green until 1:00pm. Then to the evening celebration from 6:00-9:00pm at the Village Community Park with Food Trucks, Fun Activities, and Entertainment. The evening ends with a spectacular display of fireworks at 9:20pm.

The Celebration has been happening for years and will continue for many more. Thousands of people come out each year to take part in all aspect of the celebration. Sponsorship in this celebration is an opportunity to support a patriotic event, engage with the community of Williston and beyond and showcase your company/brand.

Sponsorship Opportunities:

- **Presenting/Fireworks Sponsorship- \$12,500**
 - Exclusive Presenting Sponsor as well as the Sponsor of the Fireworks
 - Company Banner on site at the Evening Celebration of the Fireworks
 - Sponsor Listing on the Celebration Info page on Recreation Website
 - Logo included on back of T-shirt as Presenting Sponsor
 - 10x10 area to display company's products/services during Evening Celebration
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

WILLISTON INDEPENDENCE DAY CELEBRATION SPONSORSHIPS CONTINUED

- **Parade Sponsorship- \$1,000**
 - Exclusive Sponsor of the Parade
 - Premier location in the parade to engage with spectators to hand out company material.
 - Logo included on back of T-shirt
 - 10x10 area after Parade on Village Green to display company's products/services
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page
- **Transportation Sponsorship- \$1,000**
 - Exclusive Sponsor of the Shuttle Buses
 - Sponsor Signs in each of the shuttle vehicles
 - Logo included on back of T-shirt
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page
- **Activities Sponsorship- Organization/Company- SOLD**
 - Exclusive Sponsorship of the Activities after the Parade and during the Evening Celebration
 - Organization/Company lines up and pays for activities for after the parade on the Village Green and during the evening celebration time
 - Organization/Company Sponsor Banner on site at each of the Activities times
 - Logo included on back of T-shirt
 - 10x10 area to display company's products/services on site at the Activity Times
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page
- **Food Vendor Sponsorship- Organization/Company- SOLD**
 - Exclusive Sponsorship of the Food Trucks/Vendors for the evening celebration
 - Organization/Company lines up Food Trucks/Vendors for evening celebration time
 - Organization/Company Sponsor Banner on site near the Food Truck area
 - Logo included on back of T-shirt
 - 10x10 area to display company's products/services on site at the Food Truck area
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page
- **Entertainment Sponsorship- Organization/Company**
 - Exclusive Sponsorship of the Entertainment for the evening celebration
 - Organization/Company lines up and pays for entertainment for the evening celebration time
 - Organization/Company Sponsor Banner on site at the Entertainment area
 - Logo included on back of T-shirt
 - 10x10 area to display company's products/services on site at the Entertainment area
 - Promotional inclusion in all print and digital advertising
 - Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

Exclusive Sponsorship

To include Presenting/Fireworks sponsorships above plus more. See page 9





COMMUNITY PARKS SPONSORSHIPS

There are four Community Parks in the Town of Williston. Three with amenities, fields, and playgrounds and one to be developed by the Master Plan that was revitalized in 2021-2022.

There are two opportunities for your company to get involved with the Community Parks- Adopt-A-Park or Memorial Donations. Adopt-A-Park is helping with the beauty of the park by giving of time or money and the Memorial Donation Program is giving so benches, trees, etc. can be purchased and placed in the parks.

ADOPT-A-PARK SPONSORSHIP

Donation Sponsorships

- Donation of plants and mulch for the entrance area of a park
- Donation of flowers and plants for gardens at Village Community Park
- 12x12 metal sign naming your Company as the Adopt-A-Park Sponsor
- Listing on the Rec. Website Sponsor page and on the scrolling Sponsor area on the home page

Giving of Time Sponsorship

- Company has employees giving of their time during Green Up Day in May
- Clean up of a Community Park in Williston

PARKS DONATION & NAMING

The Town of Williston receives inquiries from individuals and organizations about donations and memorials to the Town's Community Park system. The intent of the Parks Donation and Naming Policy is to create a program that is flexible and responsive to the needs of the donors and to establish procedures for accepting donations made for the benefit of the Town's Community Parks.

For more information see the- Parks Donation and Naming Policy



EXCLUSIVE SPONSORSHIP

GOLD SPONSORSHIP

Program Sponsorship	\$3,400	4 programs- 1 per season
Recreation Facility	\$500	Banner in facility for a year
Sports T-shirt Sponsor	\$5,600	Exclusive sponsor of all four sports
Basketball Tournament	\$2,000	Exclusive Sponsorship of Tournament
Independence Day	\$12,500	Exclusive Presenting and Fireworks Sponsor
Advertising	\$1,000	12 months of company logo on web home page

Price: \$25,000 per year (price is for one year of services listed above)

Company has first right of refusal to continue sponsorship in future years

ADVERTISING

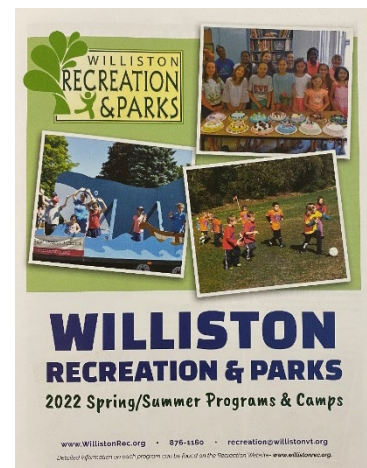
Recreation Guides

A Program Guide is sent out twice annually. The Fall/Winter Guide covers programs from September through February, and the Spring/Summer Guide covers programs from March through August.

A Camp Guide is sent out in February and covers Summer Day and Enrichment Camps in June, July & August.

Guides are mailed to Williston homes- 5000+. Copies are also put out in area businesses, the Town Hall, the Library, and the Recreation Dept.

<u>AD SIZE</u>	<u>DIMENSIONS</u>	<u>PRICE</u>
Quarter Page	4" x 5"	\$275
Half Page	8" x 5"	\$500



Website

Advertise on the Home Page of the Recreation & Parks Website. Have your Company Logo on the front page of the website under Featured Sponsors, with a link to your company website. A great way to get your brand out in front of the community and support the Recreation & Parks Dept.

Four (4) advertising spots available. www.willistonrec.org

PRICING

Monthly	\$100 per
6 Months	\$500
12 Months	\$1,000



CONTACT US

For these Sponsorship opportunities or others contact, the Recreation & Parks Department at

Email: recreation@willistonvt.org

Phone: 802-876-1160

Address: 7900 Williston Road
Williston, VT 05495

We look forward to working with your company or organization to get your name out to the community of Williston. The sponsorships listed in this brochure are just some of opportunities, we will work with you to produce a sponsorship that will work for your company or organization.