



# **SPONSORSHIP & EVENT MARKETING OPPORTUNITIES**

# **2025**

**MERIDIAN PARKS & RECREATION**

# COMMUNITY ENGAGEMENT

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Meridian Parks & Recreation activities are instrumental in creating a sense of connection and community while also providing fun activities. As a sponsor you get the benefit of building relationships with customers of all ages while also helping build a stronger Meridian.

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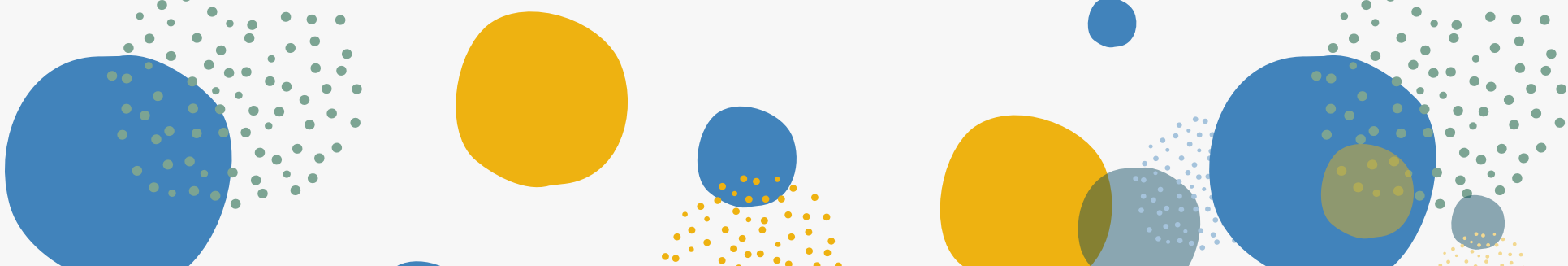
The population of Meridian has grown dramatically. It is now the second largest city in Idaho with a population more than 130,000. Half of which are new residents. Do they know who you are?





**THESE ARE JUST A FEW OF THE BENEFITS YOUR BUSINESS MAY RECEIVE WHEN SPONSORING A MERIDIAN PARKS & RECREATION EVENT:**

- Image Enhancement as an Engaged Community Business
- Brand Reinforcement as the Local Choice
- Shape Consumer Attitudes
- Drive Sales
- Create Positive Publicity
- Heighten Visibility
- Differentiate Yourself from your Competitors
- Build Community and Contribute to Quality of Life in Meridian







## Unplug & Be Outside



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# 2025 EVENTS



# PARKS & RECREATION ENGAGEMENT METHODS



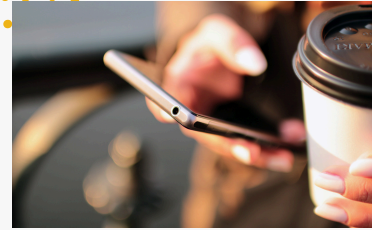
## Activity Guide

Ads for events are placed in our quarterly publication.



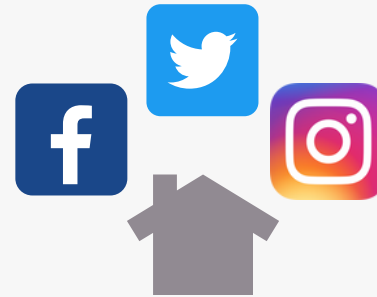
## Radio Ads

Radio ads are placed for select events.



## Direct Email

MP&R has 30,000+ opt-in email addresses of local residents.



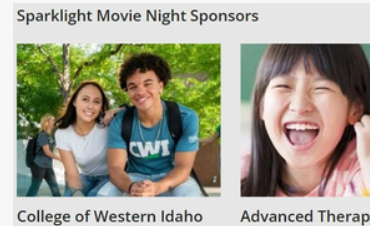
## Parks & City Social Media

Posts go viral and engage thousands.



## Onsite

Onsite, in-person connection with event attendees.



## Web Pages

Links directly to your business page from event pages.







## GET OUTSIDE

Each year, we shine a light on the vital need to unplug and immerse ourselves in the wonders of nature, nurturing our mental, physical, and emotional well-being. If your business or organization offers outdoor gear, hosts events, or champions healthy outdoor pursuits, we invite you to join us in connecting with new patrons and strengthening your brand.

**WHEN:** Saturday, May 10

**WHERE:** Kleiner Park

**TIME:** 10 am - 2 pm.

More.....



# UNPLUG & BE OUTSIDE: HOW TO PARTICIPATE

## Sponsor:

Business mentioned in all marketing. Investment: \$1, 200.

**Host a booth:** Share your passion on Saturday, May 10, from 10 am - 2 pm in Kleiner Park. Booth spaces are \$60 for businesses and \$20 for non-profit organizations.

**Offer a free class or workshop:** Offer a hands-on activity. Past activities included soccer, tennis, pickleball, lacrosse and others.

**Give a prize to the challenge participants:** A list of prizes will be on the website with links. This is an easy and low cost marketing opportunity.



# Sparklight™ MOVIE NIGHT SEASON SPONSORSHIP

Outdoor movies in Meridian's Settlers park are a local family favorite.

May 30 / June 13 & 27 / July 11 & 25 / August 8

Mentions in every movie night promotion including:

- Movie Night schedule webpage with links
- 60 second video ad before every movie
- Onsite engagement opportunities
- Logo on all flyers
- Logo and link in recreation email promoting movie season (once monthly, 3 times during the summer)
- Facebook posts
- Logo on all City Hall screen movie night promotion images

Investment: \$1,800 - three (3) available

## Season 2025 Dates

Six family friendly movies are shown on May 30, June 13, June 27, July 11, July 25 and August 8 Meridian's Settlers Park.







## ONE MOVIE SPONSORSHIP

- Business Logo on Movie Night City Hall Screen Promos
- Business Logo on Website with Link
- Business Co-Presenter link on Facebook Event
- 30 Second Video Ad before movie
- Premium Booth Space at movie  
Investment: \$600 (six available)

## AD SPACE

Static screen ad of your choice projected for several minutes as the sky darkens and we prepare to hit play on the night's movie. Investment: \$120 each night (six available)

## Movies

Event starts at 7 pm with families setting up blankets, playing and visiting until the movie begins at dusk.





## KLEINER PARK LIVE TITLE SPONSORSHIP

- Business Logo in Parks & Recreation Activity Guide
- Business Logo on Flyers
- Business Logo on Website with Link
- Business Name on Facebook Events
- Mention in event press releases
- Mention in event email notification to 40,000 local families (3 times during the summer)
- Booth Space at event concerts
- Right's to Reserved Space at concerts

Investment: \$3,000 (Multi-Year Commitment Required)





# KLEINER PARK LIVE

Live local music is returning to Kleiner Park. Every other Friday in the Bandshell from 7 - 9 pm. Five concerts this season due to July 4th Festival falling on Friday



June 6 & 20/ July 18 / August 1 & 15

## Season

- Business Logo in Parks & Recreation Activity Guide
- Business Logo on Flyers
- Business Logo on Website with Link
- Business Co-Presenter link on Facebook Event
- Mention in event press releases
- Mention in event email notification to 40,000 local families (3 times during the summer)
- Booth Space at event all 5 concerts

Investment: \$1,800, three (3) available

## One Concert Sponsorship

- Business Logo on Movie Night City Hall Screen Promos
- Business Logo on Kleiner Park Live Event Website
- Business Co-Presenter link on Facebook Event
- Booth Space at Concert

Investment: \$600 five (5) available





# CONCERTS ON BROADWAY

Three Saturday night concerts in Meridian City Hall's outdoor plaza in downtown Meridian. Produced by the Meridian Arts Commission.



July 12, August 9, September 6



## Silver Season Sponsor

- Business Logo on Concert Poster
- Business Logo on concert website
- Mention in event email notification to 40,000
- Mention in event press releases

Investment: \$600 (7 available)

## Gold Season Sponsor

- includes above plus:
- Booth Space at event
- opportunity to welcome and address the audience
- 4 reserved VIP seats at each concert
- "Presented by" status at all three concerts

Investment: \$1,500 (3 available)





## COMMUNITY ART PARTY

Meridian Parks & Recreation is partnering with the Meridian Arts Commission to host a party - all about music, dance, performance and visual art.

This unique festival is a hands-on participatory event hosted in the Kleiner Park Bandshell.

Elements in development include painting stations, performances, temporary art installations, chalk art and more.





Saturday, September 13  
2025

## COMMUNITY ART PARTY HOW TO PARTICIAPTE



**Sponsor:** One 'presented by' sponsorship offered. Business mention in all marketing. Investment: \$1,200.

**Call to Artists:** Share your art. Funding is available for supplies and artist stipends.

**Present an Activity:** We are seeking a few artists to offer hands on activities. Funding is available for supplies and artist stipends.

**Demonstration:** Share your talent during the Art Party!

**Sidewalk Chalk Contest:** Participate by making a temporary work of art.

**“National Arts in Education Week is a national celebration recognizing the transformative power of the arts in education.”**

National Arts in Education Week



# TRUNK OR TREAT

Downtown Meridian becomes a festival of costumes as more than 80 businesses create mini-other worlds. Each and every one of them has a treat for the kids! This family favorite draws 4000+ annually.

- Business Logo in Parks & Recreation Activity Guide
- Business Logo on Flyers
- Business Logo on Website with Link
- Business link on Facebook Event
- Mention in event press release
- Mention in event email notification to 40,000 local families
- Premium Booth Space at event (including canopy, table and power)

Investment: \$1,200



Thursday, October 23  
**2025**





Christmas in  
**MERIDIAN** 



# CHRISTMAS IN MERIDIAN

## WINTERLIGHTS PARADE AND CHRISTMAS TREE LIGHTING



- Your business logo on all printed and online Christmas in Meridian and Winter Lights Parade materials including event posters, parade applications, website articles, etc. Online logos will be linked back to your website.
- Your logo at the top and a link to your website in all Christmas in Meridian e-mail blasts sent to our distribution list to more than 40,000 e-mail addresses.
- Your logo and a link to your website on the Christmas in Meridian event listing on the Meridian Parks and Recreation Facebook page.
- The opportunity to submit one parade entry at no additional cost. This entry will be the first official entry in the parade line-up and will include an illuminated walking banner identifying them as the parade's Presenting Sponsor.
- Business logo or 30 second video will be visible twice during the 5:30 and 6 pm showing prior to the parade.
- A banner the Main Stage in Generations Plaza and special recognition from the parade emcees.
- The opportunity to have one representative on-stage with the event emcees and Santa Claus to be recognized just before Meridian's Christmas Tree is lit.
- The "right of first refusal" to renew sponsorship for next year's event.

**SOLD**

Investment \$5,000



# CHRISTMAS IN MERIDIAN CHILDREN'S WINTERLAND FESTIVAL



Recognition in all media as the Presenting Sponsor of the Children's Winterland Festival. Positioned as "Children's Winterland Festival presented by [Business Name]."

- The opportunity to set up a booth and provide one of the activities for the event.
- Business logo on all printed and online Children's Winterland Festival materials including posters, booth applications, website articles, etc. Online logos will be linked back to your website.
- Business logo and a link to your website in all Christmas in Meridian e-mail blasts sent to our distribution list of over more than 40,000 e-mail addresses.
- The opportunity to hang one banner on the welcome table at the event entrance where all participants pick up their bags and drop off their food donation. (Banner provided by sponsor.)
- Your logo and a link to your website on the Christmas in Meridian event listing on the Meridian Parks and Recreation page on Facebook.

Investment \$1,200



# CHRISTMAS IN MERIDIAN

## Santa Float

- Your logo with a link to your website on the Christmas in Meridian website recognized as Santa's Float Sponsor.
- Your business logo will be displayed on the trailer skirt of Santa's float. Each logo will be displayed on both sides of the float.

Investment: \$1000 annually (one 3 year multi deal only)

## Outdoor Movie Sponsor

- Your logo with a link to your website on the Christmas in Meridian website recognized as "The Grinch Who Stole Christmas" presenter.
- Business logo or 30 second video will be visible twice prior to the parade.

Investment: \$1,200

## Parade Winner Trophies

- Business on Christmas in Meridian Website
- Verbal mentions by parade emcee during parade

Investment \$200 (5 available)



## BE IN THE PARADE

Be one of just 50 parade participants who light up the night while thousands of local families line the streets waiting for Santa the the annual Community Christmas Tree Lighting.

Fees are just \$200 per entry and \$100 for non-profits  
School bands are free!





# CONTACT

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**Renee White**

Recreation Coordinator, Special Events

Meridian Parks & Recreation

Phone: (208)489-0564

Email: [rwhite@meridiacity.org](mailto:rwhite@meridiacity.org)



“ She puts the "special" in special events. ”