



# GIVING TUESDAY

As we enter this holiday season, we invite you to spread the gift of health, recreation, and community by becoming a Jefferson County Parks and Recreation programming partner.

Each year, Jefferson County Parks and Recreation offers over 800 programs to area youth and adults. This includes sports, health, art, music, and community events. In the summertime alone, the Jefferson County Community Center boasts attendance of as many as 200 participants in one day.

The National Recreation and Park Association proudly proclaimed, "Parks are not just nice-to-have, they are essential, vital spaces and programs are social drivers of health, resilience, and equity."

Jefferson County Parks offer trails, sports fields, playgrounds, pavilions, an amphitheater, tennis & pickleball courts, and more. They are visited over 250,000 times per year by people from inside and outside of Jefferson County.

Partnership Opportunities include:

- Send a kid to camp - donate to the Scholarship Fund
- Let's Play! Mobile Recreation support, host, or sponsorship
- Levitt AMP Shenandoah Junction Music Series partnership or sponsorship
- Family Event sponsorship
- Movie in the Park sponsorship
- Park Space sponsorship
- Advertising

On this Giving Tuesday, we ask you to support parks and recreation in Jefferson County. Take a look at the Partnership and Sponsorship Opportunity Guide. Decide how you and your business would like to make a positive impact on your community.

We thank you for your continued support of Jefferson County Parks.  
We cannot do what we do without generous sponsors like you.

Thank you.



Partnership & Sponsorship  
Opportunities

*...a perfect place to grow*

Jefferson  
County  
Parks &  
Recreation



Jefferson County Parks and Recreation Commission is partnering with businesses who are seeking creative, interactive, and engaging ways to connect with the community to support their loyal customers and find new ones.

Whether you choose to volunteer time, donate supplies, or pursue advertising, your business logo will be front and center and your contribution will make a positive, healthy impact, create equitable engagement, elevate our parks, recreation, arts, and enrich lives in Jefferson County.



*...a perfect place to grow*

Computer programming and robotics classes were made possible from an anonymous business donation in 2022.

**LET'S  
PLAY!**  
MOBILE RECREATION



# Community Engagement



## Let's Play! Mobile Recreation

Jefferson County Parks and Recreation Commission is proud to be home to the "first mobile recreation van" in West Virginia. The idea was conceived in 2017 to address concerns for equitable access to recreational activities in our community. Jefferson County, like much of West Virginia has an economically diverse population and terrain. The van allows for play and STEM activities beyond the park borders. Let's Play! Mobile Recreation received a West Virginia Recreation and Park Association Award in 2018 and the Volunteer West Virginia Red Wagon Award in 2023.



### KEEPING PLAY EQUITABLE & ACCESSIBLE

Funding sources from grants and donations has been instrumental to the success of the Mobile Recreation program in Jefferson County. Any donation amount will have a direct and immediate impact on our community. Donations will be used to engage kids in play, maintain supplies, and add new activities. Donations will be recognized through a social media post. Donations of \$10,000 or more will be recognized through logo display on mobile recreation vehicles.

## Grants & Donations



### MORE PLACES TO PLAY

Let's Play! Mobile Recreation success happens best when the Let's Play! team can reach more places. Activity stop sponsorship will include signage at the event and may read, "Let's Play! was made possible by: [your business]." Business information will be included in all advertisements for the Mobile Recreation pop-up event, including social media and flyers.

## Sponsor a Stop!



### TEAM BUILDING & MENTORSHIP THROUGH PLAY

Bring a moment of play to your business! Our Let's Play! team will arrive with activities. Invite your staff to step out of the office for a friendly session of archery challenges or lego building challenges. Sessions can also include community engagement and mentorship by hosting a pop-up play site! Invite your staff to play with the community. Its a great chance to share your business & share a moment to play. (Subject to Let's Play! schedule availability.)

## Let's Play!

# Partnerships & Sponsors

## Levitt AMP Shenandoah Junction Music Series



Levitt AMP Shenandoah Junction has a three year commitment from the Levitt Foundation. The grant funds require a monetary match. Business and in-kind sponsors help to build community through music each week at the Levitt AMP concerts, where people gather enjoy professional musicians from local, regional, national, and international concerts at the AMP.

**COMMUNITY PARTNERS**  
Share the mission and make concerts happen on the lawn. Volunteer before/after or during concerts.

**BUSINESS SPONSORS**  
Help match grant funds, include your business logo on concert advertising, and have a presence at concerts.

**HOSPITALITY SPONSORS**  
Elevate the performer's experience in Jefferson County with delicious food, and comfortable accommodations.



The Levitt Foundation exists to strengthen the social fabric of America. They partner with communities to activate underused outdoor spaces, creating welcoming, inclusive destinations where the power of free, live music brings people together and invigorates community life. There are 33 Levitt AMP stages across the U.S., we are very fortunate to be a Levitt supported community!

# Moments & Celebrations

## Recreational Activities Family Events



Families & friends come together in park spaces.

Jefferson County Parks and Recreation organizes approximately ten to twelve community events each year focusing on children, family, and friends. Family event sponsors are invited to participate in events and support special touches that make memorable moments.

## In-Kind Support



Your special equipment, animals, goods or skills can make a difference! Jefferson County Parks and Recreation enjoys a broad and diverse array of ideas and activities but there are some things that just cannot be achieved without the support of our community. Giving families the opportunity to see, feel, and learn is an important element in community events. This is a great opportunity to leverage your interests and business to help create memorable experiences for parks and recreation participants.

Examples include:

- Cranes and ladder/bucket trucks for the Halloween Candy Drop.
- Goodies or snacks from a food business for participants.
- Equipment brought on-location for participants to touch or sit in/on.
- Donation of equipment delivery fees for necessary event supplies.
- Use of event spaces such as fields, gyms, banquet spaces, presentation or banquet spaces.



## Event Sponsorship

Advertise your business and create smiles at the same time!

Business sponsors contributions keep event admissions affordable and add special elements to the overall event experience.

Businesses will have the opportunity to attend events and may include a table with information or an opportunity to engage with event participants.

Business sponsor logos will be featured on advertisements and signage at the event. Some sponsors may have their logo featured on special event items such as t-shirts, waterbottles, etc. depending on the event.



## Licensing

### Movie Night in the Park Summer Movie Series



Movie Sponsors will be featured in advertisements, announcements from the stage, and on the movie screen before the show begins. Sponsors are invited to attend the event and share information about their business with the community.

Movie sponsorship is necessary to cover the cost of the public viewing license.

Movie Nights in the Park are typically offered April - October or when weather permits.

Grab your blankets and chairs & family and friends and meet us at the AMP!

# Advertisement

## Find new customers. Support your parks.

Jefferson County Parks and Recreation Commission serves approximately 8000 children each year through programming. It's estimated Sam Michaels Park is visited by more than 150,000 people annually. Whether you choose to place ads in parks, facilities, or publications, your investment builds your business visibility and builds your parks.



### ACTIVITY GUIDES

Published Activity Guides are printed three times per year (Winter, Spring/Summer, Fall) and are distributed to school children, mailboxes, and various businesses throughout Jefferson County. Approximately 78,000 booklets are distributed annually. Yearly ad space is available in various sizes.

## Publications



### SIGN SPONSORS

Business information and logos may be displayed in various locations, including in the Jefferson County Community Center gym, The AMP at Sam Michaels Park, and the Sam Michaels Dog Park. Signs are 18"x24" and hang for one year from the date they are posted.

## Signage



### LEAF SPONSOR

The Jefferson County Community Center common area features a media wall including a large sponsorship tree display. Leaves are 2"x2" and can be personalized for a on-time fee of \$100. The leaf will remain on display for the life of the media wall giving a legacy to be enjoyed year after year.

## Leaf Sponsor

Jefferson County Parks are always looking for new ways to grow and change. If you have additional ideas for how you would like to support our parks and community, please connect with our staff! [info@jcprc.org](mailto:info@jcprc.org) • 304-728-3207

*...a perfect place to grow*





*...a perfect place to grow*



Jefferson County Parks and Recreation Commission  
Jennifer Myers, Director

235 Sam Michaels Lane  
Shenandoah Junction, WV 25442

304-728-3207  
info@jcprc.org  
www.jcprc.org

Jefferson County Parks and Recreation Commission is a component unit of Jefferson County and holds a 501c3 non-profit tax designation. Some contributions may be tax deductible.

Thank you for your support.



## Partnership & Sponsorship Opportunities

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Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship/Advertising Requests:

Let's Play! Mobile Recreation

Family Event Sponsor

Park Amenity Sponsor

Levitt AMP Shenandoah Junction Music Series

Movie in the Park Sponsor

Advertising

Please specify how you would like to sponsor the above activities. (example: "Sign in Gym & Dog Park")

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Please submit this form to [info@jcprc.org](mailto:info@jcprc.org). Once received by our office an invoice will be sent to you. Invoices may be paid online, over the phone at 304-728-3207, or mailed to JCPRC, 235 Sam Michaels Lane, Shenandoah Junction, WV 25442

**Thank you for supporting Jefferson County Parks and Recreation!**



## Partnership & Sponsorship Opportunities

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| Sponsorship Items   | Cost   | Frequency  |
|---|--|--|
| Let's Play! Mobile Recreation<br>- Donations<br>- Sponsor a Let's Play Stop (contact: info@jcprc.org)<br>- Team Building through Play - schedule through QR scan    | variable<br>variable<br>variable   | variable<br>variable<br>variable   |
| Levitt AMP Shenandoah Junction Music Series<br>- Community Partners<br>- Business Sponsor<br>- Hospitality Sponsor  | in-kind<br>\$1500<br>in-kind   | 1-10 concerts<br>1 season<br>1-10 concerts   |
| Family Events<br>- Easter Egg Hunt Grand Prize Baskets 1 available<br>- Easter Egg Hunt Candy/Egg Donation 6 available<br>- Kids Concert Series 6 available<br>- Halloween Candy Drop - Candy Donation 5 available<br>- Halloween Candy Drop - Magic Show Sponsor 1 available<br>- Wee Warrior Dash Finisher Medal Sponsor (for 300 kids) 1 available<br>- Wee Warrior Dash Water Bottle Sponsor 1 available<br>- Wee Warrior Dash Healthy Food Sponsor 1 available<br>- Wee Warrior Dash Obstacle set-up, event monitor, clean up 10 available<br>- Santa & Smores Kids Craft Sponsor 1 available<br>- S'mores Sponsor 1 available<br>- Santa & Smores Reindeer Food Sponsor 1 available | \$500<br>\$300<br>\$250<br>\$300<br>\$500<br>\$1500<br>\$500<br>\$500<br>in-kind<br>\$500<br>\$500<br>\$300        | per event<br>per event<br>per week<br>per event<br>per event<br>per event<br>per event<br>per event<br>per event<br>per event<br>per event |
| Movie in the Park<br>- Movie Event Sponsor 6 available  | \$550  | per event  |
| Park Space Sponsor<br>- Park Bench with plaque<br>- Picnic Table with plaque<br>- Tree Sponsor with plaque  | Please call our office for more information as the cost of these items changes with market values.<br>304-728-3207 |  |
| Advertising<br>- Activity Guide Advertising, 3 issues over 26,000 booklets distributed<br>- Sponsorship Signage - available in gym, AMP, dog park<br>- Leaf Sponsor - wooden leaf with name of supporting business displayed in the community center  | \$100-\$800<br>\$250<br>\$100  | annual<br>annual<br>Life of the display.   |

Please contact [info@jcprc.org](mailto:info@jcprc.org) or call our office at **304-728-3207** to discuss ways you can support recreation in our community!