Woodbury’s Parks and Recreation Department thoroughly enjoys working alongside local businesses to create a sponsorship experience valuable to both your business and the community. Listed in this brochure are only a handful of our community events that give your business an opportunity to connect with the community in enriching, exciting and welcoming ways.

Please let us know if your business is interested in partnering in a way not listed. We would be delighted to partner together to create a strong community where we live, work and thrive!

Ways for your business to connect to the community:

1. **Monetary Sponsorships**
   These community events are offered at little or no cost. Sponsorship dollars help enhance programs and are greatly appreciated. Some businesses choose to contribute sponsorship dollars at a particular level in order to receive certain marketing benefits.

   Other businesses choose to partner with one specific event that matches the mission of their business. Either way, we would love to discuss different options with you to see how we can best work together.

   Each year, 5% of all sponsorship dollars received will be used to provide free or reduced recreation programs to Woodbury residents in need.

2. **Volunteer or On-site Promotions**
   Many events need volunteers to run efficiently. This offers your business the opportunity to connect to the community and promote your business on-site. Wear a shirt with your logo, provide flyers, trinkets, promotional items or host a booth!

Get involved today!
Contact Elizabeth Owens, recreation program specialist, at 651-414-3437 or elizabeth.owens@woodburymn.gov for more sponsorship information.
Below is a list of programs and special events that are seeking sponsors. Each program lists an approximate number of participants or attendees.

**Single Event Opportunities**

**Playground Egg Hunts:**
Children collect eggs, make a craft and see the Spring Bunny. More than 700 attendees.

**Event Sponsors:** $1,500

**Bonfire, Build, Bows and Bait:** Spring event designed to introduce families to the skills of fishing and archery in a fun way by adding traditional favorites like s’more making and Lego building. 150 attendees.

**Event Sponsors:** $150

**Carver Lake Campout:** Family overnight under the stars. 80 participants.

**Event Sponsors:** $150

**4th of July:** Hometown celebration complete with a band and traditional fireworks display. 12,000 attendees.

**Co-Event Sponsors:** $5,000

**Food Court Sponsors:** $4,000

**Band Sponsors:** $4,000

**Grand Finale Sponsors:** $2,500

**Kids’ Zone Sponsors:** $1,000

**Safety Camp:** Two-day camp that teaches children ages 8-10 safety measures. Present on your area of safety expertise and/or provide take-home marketing materials. 140 participants.

**Event Sponsors:** $1,000

**Half-Pint Safety Camp:**
A two half-day camp that teaches youth ages 4-6 safety measures. Present on your area of safety expertise and/or provide take-home marketing materials. 60 participants.

**Event Sponsors:** $500

**Coin Carnival:** Summer event with carnival games and trinket prizes for children. 600 attendees.

**Event Sponsors:** $1,000

**Volunteers and on-site promotion while hosting a game welcome.**

**Tiny Tot Triathlon:** A triathlon for the littlest athletes where they bike/scoot, run and splash through the splash pad. 200 attendees.

**Event Sponsors:** $500

**Big Truck Day:** Fall community event with trucks to climb and explore. More than 3,000 attendees.

**Full Event Sponsors:** $3,000

**Half Event Sponsors:** $1,500

**Pumpkin Decorating:** Fall, family-focused event with “trunk-or-treating,” crafts, pumpkin decorating and costumes. 300 attendees.

**Event Sponsors:** $1,000

**Halloween Hoopla:** Fall, family-focused event with “trunk-or-treating,” crafts, pumpkin decorating and costumes. 300 attendees.

**Event Sponsors:** $1,500

**Cookies and Crafts with Santa:** Holiday event with cookie decorating, craft making and a Santa visit. 400 attendees.

**Event Sponsors:** $300

**New Year’s Eve Celebration:** Family celebration with games, inflatables, ice skating and more. More than 1,200 attendees.

**Event Sponsors:** $1,500

**Raffle prize donations accepted.**

**New Year’s Matinee:** A preschooler-friendly version of the New Year’s Eve Celebration with inflatables, games, crafts, Bingo and countdown. 500 attendees.

**Event Sponsors:** $1,000

**Seasonal Opportunities**

**Puppet Wagon:** Community traveling puppet shows. More than 10,000 attendees.

**Full Sponsors:** $3,000

**Half Sponsors:** $1,500

**Pop-up Events:** Various make-and-take programs throughout the year in local parks. 100 participants.

**Event Sponsors:** $150 per event

**Kids Race Series:** Mud Run, Duathlon and Zombie Chase for youth ages 6-12. 300 participants.

**Event Sponsors:** $1,500

**Year-round Opportunities**

**Performances in the Park:** Variety of performances held throughout the year.

**Event Sponsors:** $150

**Adaptive Programs:** East Metro Miracle League baseball, bowling and kickball programs designed specifically for children with special needs. 150 participants.

**Event Sponsors:** $3,000

**League Sponsors:** $250-$1,000

**Adult Athletic Leagues:** Softball, basketball, volleyball, soccer, broomball and yard games leagues occur throughout the year. Leagues host 4-70 teams of adults.

**League Sponsors:** $250-$1,000

**Pickleball Programs:** Active Club, lessons and open play from roughly March-November at two court locations. Club and lessons host more than 400 members.

**Full Club Sponsors:** $3,000

**Half Club Sponsors:** $1,500

**League Sponsors:** $1,500

**Tournament Sponsors:** $1,000