



SOUTH BURLINGTON RECREATION DEPARTMENT

575 Dorset Street, South Burlington, VT 05403

SPONSORSHIP OPPORTUNITIES

ADVERTISING

Program Brochures:

- 2 Seasonal Brochures- distributed in August (Fall/Winter) and in February (Spring/Summer).
- 9,800 copies distributed as an insert in the local paper- "The Other Paper".
- 200 copies dropped at the Recreation Dept., City Hall Lobby, all 5 Schools, The Family Center, The Community Library & Children's Library and Cairn's Ice Arena.
- Brochures can also be provided to be placed at your place of business if desired.
- Ads are full color.
- Ad sizes available:

1/8 page Ad-	3 ½ x 2 ¼
1/4 page Ad-	3 ½ x 4 ½
1/2 page Ad-	7 x 4 ½
Full Page Ad-	7 x 10
- Advertising Rates:

1/8 Page Ad-	\$125.00 per publication \$200.00 for 2 publications
1/4 Page Ad-	\$250.00 per publication \$400.00 for 2 publications
1/2 Page Ad-	\$500.00 per publication \$800.00 for 2 publications
Full Page Ad-	\$800.00 per publication \$1,200.00 for 2 publications

SPONSORSHIP

Special Events Sponsorship:

- Opportunity to sponsor one or more of a variety of special events that are offered throughout the year.
- Individual Special Event sponsorships- these are determined on a case by case basis in regard to the different kinds of special events. A single event sponsorship can range from \$500.00 - \$5,000.00
- Current Special Events offered- Autumn Fest (Sept.), Halloween Spooktacular (Oct.), Kites in the Park (April).

Youth Sports Sponsorship:

- Opportunity to sponsor a team or league in our youth soccer or basketball programs.
- Sponsorships can range from \$200 per team up to \$5,000 per league.

WEB LINK:

- \$100.00 for link from our website to yours, listed under Sponsors

PACKAGE DEALS: Brochure Ad, Sponsorship & Web Link

Gold-	\$1,200.00	Silver-	\$1,000.00
1- 1/4 page ad per brochure (2)		1- 1/8 page ad per brochure (2)	
Sponsor of 1 Special Event per brochure (2)		Sponsor of 1 Special Event per brochure (2)	
Web Link- 1 year		Web Link- 1 year	

Can also provide package deals for ½ & Full Page Ads, upon request