

# SPONSORSHIP GUIDE

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Bondurant In Motion: The Bondurant Parks and Recreation Volunteer Program and Donation Hub.



**Bondurant**  
*Life Connecting*

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## PARTNER WITH US

The Bondurant Parks and Recreation organizes annual programming for the community through the support of community members, local businesses, and sponsors. The City of Bondurant is rapidly growing, but it still maintains its hometown feel. Today, Bondurant Parks & Recreation provides a wide variety of educational programs and special events, including youth and adult recreational activities, specialized workshops, camps, community events, and festivals. Our special events draw the entire community, which truly instills “life connecting”. A few examples of those events are: Bondu Blues & Brews, Bondu Spooktacular, and Movies in the Park.



## EVERY BUSINESS HAS A TARGET DEMOGRAPHIC

We want to help you reach your target! In this guide, 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 all of Bondurant.

## BONDURANT PARKS AND RECREATION SPONSOR

As a sponsor, your company is associated and aligned with the City of Bondurant’s cultural and recreational life. Our sponsors receive exclusive benefits, like marketing opportunities with media exposure, and reach our Bondurant residents. Civic-minded companies dedicated to giving back to the community can support the future of these programs, activities, and events while gaining exposure to our amazing community.

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## THE EVENTS

Volunteers work during an event. Help grow the annual programming by donating supplies, facility space, or monetary donations.

Find more details about the annual programming here:

<https://www.cityofbondurant.com/community/pages/community-events-and-festivals>

## HOLIDAYS

- Tree Lighting Ceremony, Santa Social, and the Merry & Bright Parade
- Bondu Spooktacular
- Keep Bondu Beautiful
- Holiday Cookie Kits

## ATHLETICS

- Live Healthy Iowa 5K
- Chowder Ride

## COMMUNITY

- Movies in the Park Series
  - Touch A Truck Event
  - Annual Cribbage Tournament
  - Babysitting Basics
  - Annual Fishing Derby
  - Bondu Blues & Brews
  - Art Camp
  - Bags Tournaments
  - B-Safe Kids Camp
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## COMMUNITY SNAPSHOT

### THE CITY OF BONDURANT

Keeps the community actively engaged and moving outdoors by using our trails and parks.

### DEMOGRAPHICS

- Population: 8,035 (2021)
- Age Distribution: 30% 5-17 years of age; 25% 25-34 years of age; 19% 35-44 years of age
- Education Level: 58% of residents have a bachelor's degree
- Households: 54% of residents are family households, 63% of residents are married
- Median Income: \$95,259 household median income

### MARKETING

- Facebook Followers: 5,169
- Twitter Followers: 782
- Instagram Followers: 893
- The Bounce Subscribers: 1,478
- Bondurant Living: 3,816 readers

## PROGRAM SPONSORSHIP

### What's in it for me?

#### **Sponsorship Tier One:**

- Individual/Business/Organization recognition via social media recognizing event support of the business/individual/organization one (1) time.
- Individual/Business/Organization recognition via the city's website regarding the event support one (1) time.
- Individual volunteering will receive a FREE City of Bondurant t-shirt
- Opportunity to distribute marketing materials during a one (1) time event.
- Verbal recognition during the event.
- Individual/Business/Organization booth and banner setup at the one(1) time event.

#### **Sponsorship Tier Two:**

- Individual/Business/Organization recognition via social media by supporting and sponsoring the annual programming every six (6) months.
- Verbal recognition during the event.
- Logo and recognition on event signage.
- City of Bondurant Meeting Room Use two (2) times during the current calendar year; two (2) hours each.
- Opportunity to distribute marketing materials during events for six (6) months.
- Depending on the event/s intending to sponsor, different perks will be presented:
  - For example: pay for licensing for one (1) movie in the park (estimated cost \$400-500). The movie will be "Presented by Your Company/Organization."
  - For example: host a booth at the Bondu Spooktacular grants you permission to setup a banner, provide marketing material to the City of Bondurant for distribution, business name on all the materials at the event, social media mentions, etc.
  - For example: contribute towards new Christmas lights or contribute towards the costumed characters during the Santa Social or Tree Lighting Ceremony grants you permission for City of Bondurant to market your sponsorship.

#### **Sponsorship Tier Three:**

- Individual/Business/Organization recognition via social media supporting and sponsoring Bondurant Parks and Recreation.
- Logo and business link on the Bondurant Parks and Recreation Website – recognized as a community sponsor.
- Press Release to Announce Partnership.

- City of Bondurant Meeting Room use four (4) times during the current calendar year; two (2) hours each.

Not seeing a sponsorship level that aligns with your individual/business/organizational needs? Or, do you have other partnership ideas? Let us know! We can meet to create a customized sponsorship package.

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## BECOME A SPONSOR

### How do I become a sponsor?

#### **Sponsorship Tier One:**

- Volunteer your time for event set-up, event tear down, event supervision, or work the event.
- Donate prizes for an event.
- Monetary donation up to \$100
  - Depending on the event/s intending to sponsor, different perks will be presented.
- Donate the use of equipment or facilities valued below \$1,000

#### **Sponsorship Tier Two:**

- Participate in the event by hosting a booth, registering a parade float, etc.
  - Bondu Spooktacular
  - Merry & Bright Parade Participant
  - Fishing Derby Prizes
  - Paying the licensing for a Movie in the Park
  - Keep Bondu Beautiful Prize
- Monetary donation \$101-\$500
- Donate the use of equipment or facilities valued over \$1,000

#### **Sponsorship Tier Three:**

- Monetary donation \$501+
- Donate the use of equipment valued over \$2,000

## EVENT DATA

275 people attend the Bondu Blues & Brews Festival on average

241 people attend the Bondu Spooktacular event on average

45 people attend the Movies-in-the Park Series on average



## PARKS, OPEN SPACE, AND TRAIL SPONSORSHIP

The City of Bondurant Parks, Open Space, and Trails system is extensive and well used. There are 14 neighborhood parks, four community parks, and seven regional/special use parks spanning more than 163 acres, 8.82 miles of trails, and 3 open-air park shelters across the community.

From Lake Petocka to Eagle Park, our system is utilized year-round with our active community that engages daily outside in Bondurant!



The City of Bondurant endorses businesses, individuals, and organizations to consider a memorial item to recognize a loved one. For example, a gift such as a park bench, picnic table, or tree in a public park would be valued by anyone passing by and would last many years. The donation would accentuate Bondurant's beautiful park systems and add meaning to a somewhat simple park amenity. In addition, the City can acknowledge your generous donation with a plaque or written acknowledgment.

Don't forget, gifts are tax-deductible. Don't hesitate to get in touch with your tax professional for more details.

### **Commemorative Benches:**

Approximate price: \$1200 including freight, additional supplies for installation, and labor hours. A plaque will be at an additional cost (Approximately \$250).



### **Commemorative Tree:**

Approximate price: \$680 (includes the purchase of the tree and installation expense) a plaque at an additional cost (Approximately \$250 plus podium or accessory to secure to).

The tree species would be defined by the purchaser and approved by the Bondurant Tree Board or the Bondurant Tree Board can provide a suggestion based on the location where the tree will be planted. The trees are purchased in the fall during the Citywide Annual Tree Sale and planted in the fall. Memorial celebrations can be right after installation or in the proceeding year. Must allow up to 3 weeks for a plaque purchase.



**Commemorative Picnic Table:**

Approximate price: \$1,615 plus freight, additional installation supplies, and labor hours. A plaque at an additional cost (Approximately \$250).



Please allow between 8 to 12 months for the memorial bench or picnic table to be installed. Memorial items are installed during Spring-Fall. No winter installations. City staff will submit a quote for the estimated cost, which may differ from the estimated pricing above. The location of the memorial placement will be finalized with you before sending the details to the Bondurant Parks and Recreation Board for approval. A concrete pad will need to be taken into consideration, along with how the plaque will be secured.

[Click here](#) to find out more information about the parks in Bondurant.

## ADOPT A PARK, OPEN SPACE & TRAIL

Would you like to make a difference in your community? You can help by keeping our parks and trails clean. Grab your friends, your neighbors, your church group, or your colleagues and adopt a park or trail today. More details are below.

The Parks and Recreation Department will provide the resources (trash bags, planning, etc.) to help your group adopt a park or trail. After your group has officially adopted a park or trail, your group will be recognized on the City's website and on social media.

Find more details at <https://www.cityofbondurant.com/adopt-parktrail>

## PARKS AND TRAIL USE

169,399 is the annual traffic traveling on the Chichaqua Valley Trail in western Bondurant in 2022.

131,027 is the annual traffic traveling on the Chichaqua Valley Trail in western Bondurant in 2020.

## ATHLETICS

204 youth participated in Bluejay Basketball League in 2022

500 youth participated in Fall Bondurant Soccer Club League Season in 2022

529 youth were projected to participate in Bondurant Little League in 2022