

CITY OF
Goodyear *presents*



A day-to-night camp retreat for all ages!

UNDERWRITING OPPORTUNITIES & PERKS

OVERVIEW

ANTICIPATED ATTENDANCE

(First year event)

2,500+

DATE

November 2

TIME

4 PM to 8:30 PM

LOCATION

Goodyear Ballpark

TIMELINE

4:00 PM

Camp site opens

Food trucks, activities, music, games, crafts, etc open

7:00 PM

Movie in the park begins ("Daddy Day Camp")

8:30 PM

Event ends





UNDERWRITING OPPORTUNITIES

IDEA	ESTIMATED COST
ROPES COURSE	Underwrite the main attraction to the event, the thrilling and safe ropes course! This activity will be provided by Airbound Colorado unless otherwise noted. \$5,000 underwriting value
CAMPER'S GRASS LOUNGE	(50) Yoga/Hiking blankets requested Estimated \$1,000 underwriting value
DIY S'MORE STATION	(1) 10' x 10' station with up to (1,500) small samples. City of Goodyear to provide tent/tables/chairs/linen(s) and signage. Estimated \$750 underwriting value
TIE DYE STATION	(1) 10' x 10' station with up to (500) bandanas. City of Goodyear to provide tent/tables/chairs/linen(s) and signage. Estimated \$750 underwriting value
DIY INSECT REPELLENT/SUNBLOCK STATION	(1) 10' x 10' station with up to (500) small samples. City of Goodyear to provide tent/tables/chairs/linen(s) and signage. Estimated \$500 underwriting value
DIY TRAIL MIX STATION	(1) 10' x 10' station with up to (750) small samples. City of Goodyear to provide tent/tables/chairs/linen(s) and signage. Estimated \$500 underwriting value

UNDERWRITING OPPORTUNITIES

IDEA

ESTIMATED COST

TAKE-HOME SUMMER CAMP KIT

(Given out to those who earn 7 out of 12 badges)

(250) Lip Balm Samples
Estimated \$250 value

(250) Whistles
Estimated \$250 value

(250) After Sun Aloe
Estimated \$250 value

(250) Colorful Sunglasses
Estimated \$250 value



UNDERWRITING PERKS

PRE-EVENT



Presenting sponsor mention in all printed, digital, interview, etc material. "Presented by City of Goodyear and xxx." Logo printed on all event flyers and Badge Tracker (next page). Estimated 10,000+ flyers and badges will be handed out during event and before at Fall Festival.
Ropes Course



Billboard logo inclusion for 2+ weeks leading up to the event at (2) locations on i-10 in Goodyear.
Ropes Course & Camper's Grass Lounge



Feature Short on social media showcasing brand
Estimated 6,000 reach
Ropes Course & Camper's Grass Lounge



Global E-Blast Inclusion - Estimated 4,000+ reach
**Ropes Course, Camper's Grass Lounge
DIY S'mores Station & DIY Tie-Dye Station**

Event Page Inclusion (Facebook + Goodyear website) - Estimated 20,000+ reach
Social Media Inclusion (Facebook + Instagram) Estimated 6,000+ reach
ALL UNDERWRITERS

DURING EVENT



Banner in front of venue space leading up to event.
Camper's Air Lounge & Camper's Grass Lounge



Emcee Announcements
**Camper's Air Lounge, Camper's Grass Lounge
DIY S'mores Station & DIY Tie-Dye Station**



Camper's Take-Home Summer Camp Kit
Logo inclusion on/in bag
ALL UNDERWRITERS



Premiere Booth Space Location - We will reserve the best spots for all underwriters.
ALL UNDERWRITERS

THANK YOU

