


SPONSORSHIP *Opportunities*

 City of Lawrence
PARKS AND RECREATION
ADMINISTRATIVE OFFICES
947 New Hampshire St., Suite 200B
Lawrence KS 66044

Sponsorship Opportunities

If you would like to sponsor a Parks Recreation special event, program, activity or have an idea for collaboration, please contact Roger Steinbrock, marketing supervisor, at 785-832-3458 to design a sponsorship package specifically suited to meet your business' needs.



Who We Are

For more than 60 years, Lawrence Parks and Recreation Department has provided excellent city services that enhance the quality of life of the Lawrence community. Activities for preschool, youth, teens, adults and seniors are offered year round. These programs allow Lawrence residents the opportunity to learn, grow, be active and come together with fellow community members.

Why Sponsor

Your business will be seen by multiple demographics throughout the community in venues that routinely draw large crowds. You'll be recognized as a leader in the community, supporting the mission of the department. Plus, you'll be helping to reduce fees of programs enjoyed by area residents, ensuring everyone the opportunity to participate. Much of Parks and Recreation programming is designed to provide support to the development of the youth of Lawrence, providing them programs that help build skills, as well as self-confidence, and how to communicate and interact with others.

Sponsorships provide your business exposure while helping Parks and Recreation provide the best programming at affordable prices. You'll also be named a "Friend of the Park," the department's recognition program for those who contribute and assist in achieving department goals. It includes an annual reception, placement in the department's activities guides, which are produced twice yearly and recognition during a City Commission meeting.

Outdoor Recreation Facilities

Advertise your business by purchasing a banner for one of Lawrence Parks and Recreation's outdoor baseball/softball fields. Holcom Sports Complex, Clinton Lake Softball Complex and the Youth Sports Complex each have four fields from which to choose. Banners may be purchased for more than one field and will remain in place for one year.

Area youth practice and play games at Holcom Sports Complex and the Youth Sports Complex (YSI fields). Between practices and games, a banner on just one field at either facility will garner more than 45,000 views yearly, providing your business with a significant amount of advertising exposure.



Area adults play games at Clinton Lake Softball Complex. A banner on any field at the complex will attain more than 40,000 views per year, ideal for business' wanting to appeal to an adult crowd.

All three complexes also host large and small tournaments on weekends that draw crowds upwards of 3,000 people per tournament, and an opportunity to advertise your business to out-of-town players. Banners are 4' x 6' in size and are printed in full color. They can include your business' logo and any other important information you would like to include.



Indoor Recreation Facilities

You also have the opportunity to purchase a banner for a Parks and Recreation facility, including: East Lawrence Recreation Center, Community Building, Indoor Aquatic Center and Holcom Park Recreation Center. Each recreational facility is open year round and serves a diverse group of area residents. They offer a range of programs and activities from youth sports to adult fitness classes every season. The recreation centers and the Indoor Aquatic Center receive an average of 120,000 visits yearly. Banners in the recreation centers will be displayed in the gymnasium, while banners in the Indoor Aquatic Center will be displayed in the competitive, lap swimming pool area.

With the purchase of one banner in any recreational facility or the Indoor Aquatic Center, you can also purchase a banner for the Outdoor Aquatic Center at a discounted price. The Outdoor Aquatic Center is open from Memorial Day though Labor Day and has more than 65,000 visits yearly.

Banners are 3' x 5' and printed in full color. They can contain your business' logo and any other important information you would like to include. Banners will remain in the facility for one year.

Lawrence City Band

Become part of Lawrence's oldest tradition – the Lawrence City Band. The origins of the Lawrence City Band can be traced back to the 1850s, when the first emigrants settled in the area. Four settlers who brought along two cornets, a fife and a bugle comprised the very first band, playing concerts on the journey to the Kansas territory.

Today the band is composed of 55 members who play concerts every Wednesday night during the summer. Each band concert draws hundreds of people from all over northeast Kansas.

Sponsoring a band concert will not only provide your business with recognition, it will help support one of Lawrence's favorite traditions. Sponsor a concert, and your business will receive two 4' x 6' color banners at the band concert, as well as three plugs of your business during the concert. You'll also receive a 1" x 8" advertisement in the departmental activities guide, which lists all the programs and events held by Parks and Recreation. All advanced marking material such as flyers, posters and press releases will contain your business' name.

South Park Wading Pool

Since the 1940s, the South Park Wading Pool has entertained generations of Lawrence children, while becoming a staple in the community, offering children up to six years old a special place to call their own. This historic landmark continues to provide a great summertime activity free of charge to those entering its gates.

Parks and Recreation is offering your business the opportunity to gain exclusive naming rights to the pool for one year. Every time the wading pool is mentioned in any marketing material, your business' name will be included. Additionally, a sign featuring your business will be placed at the pool. Nestled in historic South Park near downtown Lawrence, the location attracts many residents and is an ideal spot for advertising.

