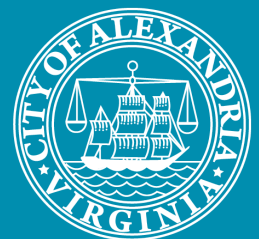




SPONSORSHIP PACKAGES: OPENING DAY 2023

City of Alexandria Recreation,
Parks and Cultural Activities





Introduction

Alexandrians have a strong sense of civic pride and desire to connect with their neighbors. This is most evident when individuals and groups work together to enhance the facilities and programs they enjoy. Whether it's through the dedication of time or monetary resources, when residents collaborate with the City they ultimately create a higher level of service and strengthen their connection to the community as a whole.

As an individual, group or business, sponsorship allows you to provide a one-time or on-going donation of money or time/labor and other applicable resources to the Department of Recreation, Parks and Cultural Activities. This may include sponsorship with a quid pro quo agreement including, but not limited to a logo on a park sign or recreation program materials. Read on for specific sponsorship benefits

About The Event

Opening Day is the first day of our pool season every year, when our outdoor pools open to the public. These pools are Memorial Pool (901 Wythe St), Warwick Pool (3301 Landover St) and Old Town Pool (1609 Cameron St).

Your support of this event would help us to provide pool entry to Opening Day and to help provide additional staffing for each of these pools that would ensure the safety and enjoyment of all participants.



Benefits for Sponsors

A Sponsorship with Alexandria Recreation, Parks and Cultural Activities (RPCA) will benefit your business or organization in many ways. See how we can help you grow today!

Make New Connections in the Community

Alexandria RPCA events give your business or team an opportunity to gain exposure to potential new customers! With hundreds of attendees, you're sure to make great new connections.

Get Your information in the Hands of Potential Customers

With your sponsorship, you have a chance to get your organization name and logo out to hundreds of potential new customers in Alexandria who attend our events!

Give Back to Your Community

As a sponsor, you are helping RPCA to serve residents and program participants more widely and effectively with greater resources. During Opening Day with your sponsorship, we will be able to increase our staffing and free admissions for those with financial barriers.



Sponsorship Packages



Gold Sponsor

Company name/logo
appears on website

Name/logo on all
marketing/print materials

Two Banners (Old Town
Pool & Memorial Pool)

\$2000



Silver Sponsor

Company name/logo
appears on website

Name/logo on all
marketing/print materials

One Banner (Warwick
Pool)

\$1000



Bronze Sponsor

Company name/logo
appears on website

Name/logo on all
marketing/print materials

\$500





Sponsorship Application

Thank you for applying to become a sponsor with us! Please fill out the form fully in order to be considered for a sponsorship spot. Application submission is not a guarantee sponsorship. Our team will review your application and be in contact with further details two weeks from submission date. See due dates below for payment and logo submission.

Your Information

Organization Name: _____

Address: _____

Primary Contact (First and Last Name): _____

Phone Number: _____ Email: _____

Website: _____

Social Media

Facebook: _____ Instagram: _____ Twitter: _____

Sponsorship Level (please check one):

Logo on website and all marketing materials is available to those who submit their logo in .png or .eps format by April 28, 2023. Business names will be used for those who do not submit by this date.

Gold (\$2000): ☐

- Company Name/Logo on Website
- Company Name/Logo on printed marketing materials
- Two (2) banners (Old Town Pool & Memorial Pool)

Silver (\$1000): ☐

- Company Name/Logo on Website
- Company Name/Logo on printed marketing materials
- One (1) banner (Warwick Pool)

Bronze (\$500): ☐

- Company Name/Logo on Website
- Company Name/Logo on printed marketing materials

Payment (please check one):

Payment must be received by April 28, 2023. There is no guarantee that printed materials will have your business name listed if payment is received after the due date above.

Check
(made payable to ☐
City of Alexandria):

Credit Card
(visit our website or ☐
pay in person):

Mail completed application and payment (if paying by check) or drop off to Chinguapin Park Recreation Center & Aquatics Facility (3210 King St.) attn: Jacquay Plummer/Lisa O'Neill

Questions?

Contact Jacquay Plummer at jaquay.plummer@alexandriava.gov or Lisa O'Neill at lisa.oneill@alexandriava.gov



Thank you for considering RPCA!

Contact Us

Website alexandriava.gov/recreation
Email jaquay.plummer@alexandriava.gov
 & lisa.oneill@alexandriava.gov
Address 1108 Jefferson St. Alexandria, VA