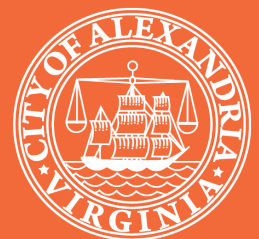




SPONSORSHIP PACKAGES: TONS OF TRUCKS

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

Tons of Trucks is a family event which gives attendees the unique opportunity to explore their favorite vehicles, get behind the wheel, and meet the people who protect, build, and serve our city. This is one the City of Alexandria's largest recreational events, with an average attendance of 2,000. This event draws preschoolers, young elementary schoolers, and their families.

By becoming a sponsor for Tons of Trucks, you are providing a valuable opportunity for families to come together and engage in a unique and educational experience. Your sponsorship helps us cover event logistics, ensuring that admission can be accessible to all attendees, regardless of their financial situation.



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 providing a valuable opportunity for families to come together and engage in a unique and educational experience. Your sponsorship not only showcases your commitment to the well-being of our community but also helps create lasting memories for young minds and promotes the spirit of inclusivity.



Sponsorship Packages



Gold/Presenting Sponsor

Company name/logo appears on website & print materials as presenting sponsor

Marketing Table and Sponsor Announcements at event

One Banner at Chinquapin Park (displayed day of event)

Recognition in next season program guide ad

\$10,000



Silver Sponsor

Company name/logo appears on website & print materials

Marketing Table at Tons of Trucks event

One Banner at Chinquapin Park (displayed day of event)

\$5,000



Bronze Sponsor

Company name/logo appears on website & print materials

Marketing Table at Tons of Trucks event

\$2,500





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 August 15, 2023. Business names will be used for those who do not submit by this date.

Gold/Presenting (\$10,000):

- Company name/logo appears on website/banner/promo items as "presenting sponsor"
- Marketing Table at Tons of Trucks event
- One Banner at Chinquapin Park (displayed day of event)

Silver (\$5000):

- Company name/logo appears on website & print materials
- Marketing Table at Tons of Trucks event
- One Banner at Chinquapin Park (displayed day of event)

Bronze (\$2500):

- Company name/logo appears on website & print materials
- Marketing Table at Tons of Trucks Event

Mail completed application or drop off to Lee Center (1108 Jefferson St.) attn: Lindsay Burneson

Questions?

Contact Lindsay Burneson at lindsay.burneson@alexandriava.gov



**Thank you for
considering
RPCA!**

Contact Us

Website alexandriava.gov/recreation

Email lindsay.burneson@alexandriava.gov

Address 1108 Jefferson St. Alexandria, VA