2026
NEENAH PARKS & RECREATION
Sponsorship Guide











CONTACT US

211 Walnut St.
Neenah, WI 54956

920-886-6060
parkrec@neenahwi.gov

Dear Friends,

Are you looking for an impactful way to give back to the community? The City of Neenah Parks & Recreation Department invites your organization to become a sponsor for 2026! Our health, neighborhoods, economy, and environment all benefit from recreation. Without the support and dedication of our community, the City would not be able to provide the quality parks and recreational services our citizens enjoy today.

As a sponsor, you are demonstrating positive corporate citizenship, and your organization will gain valuable exposure by advertising with the City of Neenah Parks & Recreation Department with the following benefits:

· Visibility in popular locations such as parks, program events, and our print/online Activity Guide

· Ability to target and engage with certain segments of the population or select options to saturate the entire community

· Help the community by enhancing the development and improvement of our recreational services

Thank you for considering this invitation to be a part of our sponsorship program and for making a larger impact on our community! Enclosed you will find more information about our department and sponsorship opportunities. If you have any questions or have sponsorship ideas/suggestions of your own, please contact us at (920) 886-6060 or parkrec@neenahwi.gov. We look forward to having you as a sponsor!

Your partner in community,
Neenah Parks & Recreation

THE VISION OF THE NEENAH PARKS & RECREATION DEPARTMENT IS TO CREATE COMMUNITY THROUGH PEOPLE, PARKS & PROGRAMS BY INCORPORATING OUR MISSION OF:

- Strengthening community image and sense of place
- Increasing cultural unity
- Supporting economic development
- Protecting environmental resources
- Facilitating community problem solving
- Promoting health and wellness
- Providing recreational experiences
- Fostering human development

Telling our story by the numbers...

Offerings
80+
Programs & Events

Community
27,000+
Residents Served

Property
26
City Parks

Social Media
8,700+
Followers

1,200+
Followers

600,000+
Views this year

Email
~7,000
Subscribers

Program Participation
7,800+
Enrollments in 2024

Customer Database
12,700+
Active Accounts

33,200+
Individuals on Accounts

Activity Guide Mailing (2/year)
12,000+
Households

COMMUNITY EVENTS

All Sponsorships for Community Events Include:
-Name on sponsor signage at event(s)
-Logo featured on all print media
(May not include activity guides - if sponsorship secured before activity guide is finalized, sponsor will be included)
-Recognition in social media posts after sponsorship is secured
-Optional booth representation at event(s) - Does not include StoryWalk
(Giveaway is required with booths - examples include candy, trinkets, etc.)



StoryWalk ($250)

May-October 2026

StoryWalk is an exciting initiative that combines a children's story with a walking route in one of our parks. Children's books are selected, the pages separated, laminated, and placed along a walking path at regular intervals so readers can follow the story as they walk the route. Booth representation not included.

Touch a Truck ($500)

Wednesday May 6, 2026



Great FREE community event for pre-school age kids with parents and daycare providers. This annual event allows the opportunity to get up close and sit in the driver's seat and honk the horns of big trucks. Average attendance is 1,000 people.



Movie in the Park ($500)

Tuesday, July 28, 2026

Join us for a free family-friendly movie viewing on a large screen outdoors in one of our parks! Estimated attendance is 150 people.

Zumba in the Park ($250)

Mondays, June 8-August 10, 2026



Free summer workout at Shattuck Park, downtown Neenah. Class meets once a week for 10 weeks. Sponsorship includes event sign in a highly visible downtown park!

Howl-O-Ween

Saturday, October 3, 2026



Halloween-themed event at the Neenah Dog Park featuring games, costumes, and lots of treats!
Leader of the Pack Title Sponsor ($250 - Limit 1) - Booth at event registration, name on social media event, logo on all print and digital advertising, sign on fence leading up to event
Pack Backer (FREE - must hand out treats or toys to dogs) - Booth at event, sign on fence leading up to event, recognition in social media event and sponsorship social media post

Build-A-Scarecrow ($250)

Saturday, October 10, 2026



Fun fall family event. Participants bring their own clothes, and we provide the scarecrow frame and straw to complete the unique family friend. Sponsorship to include recognition at event photo display. Roughly 30-50 families attend each year.

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FILTHY FUN RUN

2026 FILTHY FUN RUN
SPONSORSHIP OPPORTUNITIES

***Contact Neenah Parks & Recreation directly at parkrec@neenahwi.gov or 920-886-6060 to sponsor the Filthy Fun Run!**

This is a cooperative event hosted by the Fox Crossing and City of Neenah Parks & Recreation Departments.

PURPOSE: The primary purpose of the event is to engage and encourage youth and families to live healthy active lifestyles.

TARGET AUDIENCE: All ages are encouraged to participate. Youth runs are available for ages 4-17. An adult run is open to individuals 18 and older. A family run is available for family members to run with their children.

DATE: Saturday, July 11, 2026

LOCATION: O'Hauser Park

Title Sponsor - $5,000+ (one sponsor) Three Year Commitment

- Named as title sponsor
- Prominent recognition on all media promotions (printed and electronic)
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags
- Can provide company banner to display on site

NOT AVAILABLE

Waterslide Obstacle Sponsor - $1,500 (one sponsor) One Year Commitment

- Logo on Waterslide Vinyl (approximately 10' x 36')
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

NOT AVAILABLE

Medals Sponsor - $1,500 (one sponsor) One Year Commitment

- Logo on individual participant completion medals (all finishers receive a medal)
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

NOT AVAILABLE

Finish Line Giveaway Sponsor - $1,200 (one sponsor) One Year Commitment

- Logo on finish line giveaway promotional time (all finishers receive a giveaway)
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Wristband Sponsor - $500 (one sponsor) One Year Commitment

- Logo on printed participant wristbands
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

FILTHY FUN RUN

Participant Bag Sponsor - $500 (one sponsor) One Year Commitment

- Logo on participant run bags/packets
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Photo-Op Station Sponsor - $500 (one sponsor) One Year Commitment

- Logo on photo-op station backdrop (a giant pig located at the finish line area)
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Start Line Sponsor - $500 (one sponsor) One Year Commitment

- Logo on banner placed on the Pig Pen (start area) fence
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Post-Race Sponsor - $500 (one sponsor) One Year Commitment

- Logo on banner placed on the water and food tent
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Slop Bath Obstacle at End of Race Sponsor - $500 (one sponsor) One Year Commitment

- Logo on banner placed at the final slop bath/mud pit
- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

NOT AVAILABLE

Contributing Sponsor - $250 (no limit) One Year Commitment

- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags

Volunteer Sponsor – Provide a Minimum of 25 Volunteers (one sponsor) One Year Commitment

- Logo on run t-shirts
- Logo on printed event materials
- Logo on event day banner
- Can provide stuffer for participant bags



***Contact Neenah Parks & Recreation directly at parkrec@neenahwi.gov or 920-886-6060 to sponsor the Filthy Fun Run!**

NEENAH POOL

Special Events Sponsor ($500)



Sponsor the array of special events held at the pool this summer! By becoming a sponsor, you can connect with a diverse audience while contributing to memorable experiences for families, athletes, and pool enthusiasts alike! Sponsorship includes signage at the pool and optional booth representation during the following special events:

-Cardboard Boat Regatta
-Fox Valley Swim Pass Promotion Week
-Father's Day Cannonball Contest
-Any other special events hosted in 2026
*Does not include Kids Triathlon or Community Days

Banner Sponsor ($1,000)



Display your business's banner at our outdoor public swimming pool that offers swim lessons, water fitness classes, special events, and open swim daily during the season. The Neenah Pool attracts over 45,000 visitors each summer! Banner size is approximately 3'x3' and will be up for the entire season!

Community Day Sponsor ($1,500)



Host a Community Day at the pool where the first 150 people receive free admission! We will work with you to pick the specific date.

Sponsorship includes:
-Signage at the pool on the Community Day
-Optional booth representation on the Community Day
-Recognition on social media
-Co-hosting status for Community Day event on Facebook
-10 free daily admissions on the Community Day (not included in the 150 above)

Kid's Triathlon

August 1, 2026



6th Annual Kid's Triathlon will be held at the Neenah Pool and surrounding neighborhood. Event for kids ages 6-14 and focuses on completion rather than competition.

Sponsorships available:

- Title Sponsor* ($1,000): Signage at event, name/logo featured on all social media and print advertising, logo on t-shirt optional booth representation at event NO LONGER AVAILABLE
- Medal Sponsor* ($700): Name/logo featured on medal ribbon
- Swim Cap Sponsor* ($500): Name/logo featured on swim caps NO LONGER AVAILABLE

*Limit 1 sponsor per year

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RIVERSIDE PLAYERS SUPPORTING CAST

CELEBRATE THE 70TH SEASON! Riverside Players provides a unique and entertaining outdoor theater experience to participants and audiences. A combination of municipal sponsorship, community involvement, and scenic environment sets the Riverside Players apart from any other community theater in Wisconsin. Riverside Players "Theatre in the Park" began back in 1957. 2026 productions will be *SpongeBob: The Musical* on July 23-August 1, 2026 and *Rumors* (straight show) on September 10-13, 2026. The average attendance is about 1500 total for the entire season, with many of the musical performances selling out (194 seats) and the straight show seeing an attendance of approximately 125 per show.



Marquee Musical Show Sponsor ($1,000)

Marquee Show Night Sponsors are available for all nights of the musical and receive VIP treatment at one of the shows! The following is included in this package:

- Representation of your company at the evening of the show - Sponsor has the option to have a table and banner and distribute literature and/or giveaways at the event *Pre-approval from Neenah Parks & Rec is required
- Company name included in all social media posts
- Logo featured on Riverside Players show marquee
- Logo displayed on event webpage
- Company logo displayed in show program
- 10 tickets to your show night-sponsored performance

**Limit one Marquee Show Night Sponsor per night

DATES AVAILABLE

SpongeBob The Musical: July 23-August 1, 2026
All Shows at 7:30PM

Curtain Call Sponsor ($500)

The following is included in this package:

- Company name included in all social media posts
- Logo displayed on event webpage
- Company logo displayed in show program
- 4 tickets to opening night for both shows

Straight Show Sponsor ($1,000)

The Straight Show Night Sponsor is the exclusive sponsor for all four nights of *Rumors* (September 10-13, 2026 - all shows at 7:00PM). The following is included in this package:

- Representation of your company on all evenings of the show - Sponsor has the option to have a table and banner and distribute literature and/or giveaways at the event *Pre-approval from Neenah Parks & Rec is required.
- Company name included in all social media posts
- Logo featured on Riverside Players show marquee
- Logo displayed on event webpage
- Company logo displayed in show program
- 10 tickets to your show night-sponsored performance

**Limit one Straight Show Sponsor

Center Stage Sponsor ($250)

The following is included in this package:

- Logo displayed on event webpage
- Company logo displayed in show program
- 2 tickets to opening night for both shows

Break A Leg Sponsor ($150)

The following is included in this package:

- Logo displayed on event webpage
- Company logo displayed in show program

**NOTE: Sponsorship commitment form (last page) must be completed and submitted in order to be recognized as a sponsor.

PLAYGROUND PROGRAMS

Playground Program Site Sponsor ($1,000 per Park)

Our playground programs run from mid-June through early August and include Tot Lot (ages 4-6, two days per week) and Adventure Playground (grades 1-7, Monday-Thursday each week). Both programs have weekly themes that activities are based on, which include games, crafts, scavenger hunts, and more. Over 270 kids were registered in these programs in 2025! Sites available are: Doty Park, Great Northern Park, Green Park, Memorial Park, and Southview Park. All sites have 1 Tot Lot program and 1 Adventure Playground program.







Sponsorship Includes:
-Sign displayed at playground site for the duration of the program
-Logo featured on all print media after sponsorship secured
-Recognition on any social media posts and email marketing after sponsorship secured
-Opportunity for involvement in special events

Park Kart Mobile Recreation ($250)



Mondays-Thursdays, Mid-June-Early August

Park Kart provides our community with physical activity, arts & crafts, and educational activities for youth living in areas with limited access to recreation. Summer schedule includes visits to low-income housing complexes and parks. Over 500 kids participated in the free program last year!

Sponsorship Includes:
-Sign displayed at Park Kart sites for the duration of the program
-Logo featured on all print media after sponsorship secured
-Recognition on any social media posts and email marketing after sponsorship secured
-Opportunity for involvement in special events

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OTHER OPPORTUNITIES

Play It Forward Financial Assistance Fund

Throughout the past 25+ years, the Neenah Parks & Recreation Department has provided assistance to families and individuals who desire to participate in programs but cannot always afford to for financial reasons. This fund has helped over **1,600** individuals in the City of Neenah participate in recreation programs that encourage healthy lifestyles, promote self-confidence, and teach life-long skills. Assistance is awarded based on financial need and is offered to support all City of Neenah residents who wish to participate in our programs.

In-Kind Donations

In-kind donations will be accepted subject to approval by the Neenah Parks & Recreation Department. Accepted donations will receive the following:

- Company name will be listed and recognized at the event only.
- We will work with your organization on appropriate ways for recognition in print and digital marketing.

Have other sponsorship ideas? We'd love to hear from you! Call our office at 920-886-6060 or email parkrec@neenahwi.gov!

THANK =YOU!=

THANK YOU for your consideration to help the Neenah Parks & Recreation Department create community through people, parks & programs!!

City of Neenah PARKS & RECREATION

CONTACT US

211 Walnut St.
Neenah, WI 54956

920-886-6060
parkrec@neenahwi.gov

2026 Sponsorship Commitment Form

This form must be completed and returned along with a check by the deadline for the sponsorship to be recognized.

SELECT SPONSORSHIP(S)	SPONSORSHIP AMOUNT	DEADLINE
☐ StoryWalk	$250	April 15
☐ Touch a Truck	$500	April 15
☐ Movie in the Park	$500	May 15
☐ Zumba in the Park	$250	May 15
☐ Howl-O-Ween - Leader of the Pack	$250	September 15
☐ Howl-O-Ween - Pack Backer	FREE	September 15
☐ Build-A-Scarecrow	$250	September 15
☐ Neenah Pool - Special Events Sponsor	$500	May 15
☐ Neenah Pool - Banner Sponsor	$1,000	May 15
☐ Neenah Pool - Community Day Sponsor *You will be contacted to coordinate the date.	$1,500	May 15
☐ Kid's Triathlon - Title Sponsor	$1,000	April 15
☐ Kid's Triathlon - Medal Sponsor	$700	April 15
☐ Kid's Triathlon - Swim Cap Sponsor	$500	April 15
☐ Riverside Players - Marquee Night Sponsor	$1,000	May 15
☐ Riverside Players - Straight Show Sponsor	$1,000	May 15
☐ Riverside Players - Curtain Call Sponsor	$500	May 15
☐ Riverside Players - Center Stage Sponsor	$250	May 15
☐ Riverside Players - Break A Leg Sponsor	$150	May 15
☐ Playground Site Sponsor Site Selection (write in park): _____	$1,000	May 15
☐ Park Kart Mobile Recreation Sponsor	$250	May 15

Amount Enclosed: _____

Business/Organization Name: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Please mail form and check (made out to Neenah Parks & Recreation Department) to:
Neenah Parks & Recreation Department
211 Walnut Street, Neenah, WI 54956

PLEASE READ: Specific sponsorships are sold on a first-come, first-serve basis. Liability for the content of sponsorships (text, representation, and illustrations) is assumed by sponsoring agencies for any claims arising there from against the City. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City. The City is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City affecting production or delivery in any manner.
By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor Terms & Policies (next page), and will agree to all said rules and guidelines.

Signature: _____ Date: _____

Sponsorship Terms & Policies

By signing the page above, you are agreeing to all terms and policies listed here.

1) Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of Neenah. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of Neenah:
a. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
b. Promotion of gambling or illegal drugs.
c. Promotion of the sale or use of firearms or other weapons.
d. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
e. Commentary or advocacy of a social, religious or political nature.
Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of Neenah terms for accepting sponsorship, contracts will be accepted on a first-come, first-serve basis.
2) The City of Neenah Parks & Recreation and the Parks & Recreation Commission reserves the right to make final determination for acceptance on sponsorship contracts.
3) The City of Neenah reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of Neenah shall not be responsible for damages if an advertisement fails to be published for any reason.
4) The City of Neenah reserves the right to determine and/or change the placement of ads without notice.
5) Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the City of Neenah, without limitation against, for any and all claims made thereof against losses sustained by the City of Neenah Parks & Recreation Department, City Council, and employees.
6) The advertisers and its agency, each represent that they are fully authorized and licensed to use:
a. The names, portraits, and/or pictures of living persons;
b. Any copyrighted or trademarked materials;
c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of Neenah publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of Neenah against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such advertisement.
7) No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of Neenah policies will be binding on the City of Neenah or its agents.
8) The City of Neenah shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the City of Neenah.
9) Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
10) The City of Neenah will not return any items submitted for Sponsorship.
11) Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.
12) The City of Neenah reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written sponsorship agreements. All Sponsorships placed without a signed agreement is subject to rates that apply at the time of publication.