



Sophie & madigan  
Lillard

## Memorial Playground

### **Fantasy Land Sponsor Opportunities**

We're so excited to announce that our legal agreement with the City of Frederick has been approved! Our vision for this destination playground includes 3 inclusive play areas with extensive theming that reflects the personalities of Sophie and Madigan, to come together in Phases, Fantasy Land, Wonder Land, and Neverland.

The first phase of the park will start this fall and be ready for play by June 30<sup>th</sup> 2019! If you want to be a part of this inclusive destination playground, which will serve the entirety of Frederick County and surrounding areas at the growing West Side Regional Park, now is the time! We have many sponsorship opportunities already created, we also encourage you to reach out with your ideas to create a package that meets your desire to get involved. The ground-breaking ceremony will happen in early 2019 and Ribbon Cutting and Grand Opening just a few quick months in June! Don't miss your opportunity to have your business or family name on our sponsor wall for the life of the playground, contact us today.

★ For Questions please contact Chrissi Lillard at 301.325.8290 or [chrissi.lill@icloud.com](mailto:chrissi.lill@icloud.com)

## **Fantasy Land Major Sponsor (\$150k) first come first serve exclusive\***

Sponsorship package includes:

- ★ 1 commemorative shovel and 4 spots for the ground-breaking ceremony winter of 2019
- ★ Plaque on Fantasyland entry signage permanently displayed for the life of the playground. Logo, and name or code may be included.
- ★ 1 Carousel Horse in colors of choosing with small plaque.
- ★ Recognition on the Sponsor Wall with choice of Medium Leaf or Butterfly
- ★ Reserved 15 spots (minimum) for Community Build, a very rewarding, team building experience, early Spring 2019.
- ★ 6 spots at the Ribbon Cutting Event Tent
- ★ Verbal and signage Recognition at both the Ground Breaking and Ribbon Cutting events, and opportunity to share your message with the community at the Ribbon Cutting event.
- ★ Logo included in all press highlights for the duration of the project through the Ribbon Cutting.
- ★ Social media highlights for the duration of the project through the Ribbon Cutting
- ★ Inclusion in all media, press, etc., as a named exclusive sponsor of Fantasy Land pod

## **CREATIVE CASTLE SPONSOR \$65,000**

Sponsorship package includes:

- ★ 1 commemorative shovel and 2 spots for the “Ground Breaking Ceremony” (May 2019)
- ★ Physical Recognition on or around Creative Castle
- ★ Medium Leaf or Butterfly on the sponsor wall. Logo, name OR code may be included
- ★ 2 spots at the Ribbon Cutting and Grand Opening Event Tent
- ★ Reserved 5 spots for Community Build, a very rewarding team building experience, Spring 2019
- ★ Recognition at Ground Breaking and Ribbon Cutting Ceremonies in late Spring 2019
- ★ Small logo included in all press highlights for the duration of the project through the Grand Opening
- ★ Social media and press release announcement of partnership

## **Carousel Sponsor (\$35K) 7 available**

Sponsorship package includes:

- ★ 1 commemorative shovel and 2 spots for the “Ground Breaking Ceremony”
- ★ 1 Carousel Horse in colors of choosing with small plaque logo, name, or code may be included
- ★ Flower on Sponsor wall, logo, name or code may be included.
- ★ Reserved 5 spots for Community Build, a very rewarding team building experience, Spring 2019.
- ★ 2 spots at the Ribbon Cutting and Grand Opening Event Tent
- ★ Recognition at Ground Breaking and Ribbon Cutting Ceremonies in late Spring 2019
- ★ Small logo included in all press highlights for the duration of the project through the Grand Opening
- ★ Social media and press release announcement of partnership

## **PLAY Zone Sponsors (\$25k) 4 available**

4 primary areas of FantasyLand:

- ★ Daring Dragon
- ★ Rainbow Swings
- ★ Pumpkin Carriage
- ★ Peaceful Pumpkin Pod

Sponsorship package includes:

- ★ 1 commemorative shovel and 2 spots for the “Ground Breaking Ceremony” (May 2019)
- ★ Flower on sponsor wall. Logo, name OR code may be included
- ★ 2 spots at the Ribbon Cutting and Grand Opening Event Tent
- ★ Reserved 5 spots for Community Build, a very rewarding experience for their staff Spring 2019
- ★ Recognition at Ground Breaking and Ribbon Cutting Ceremonies in late 2019
- ★ Small logo included in all press highlights for the duration of the project through the Grand Opening
- ★ Social media and press release announcement of partnership

## **PLAY LEARN CREATE Sponsors 10k**

- ★ 1 commemorative shovel and 2 spots for the “Ground Breaking Ceremony” (May 2019)
- ★ Physical Recognition on our sponsor wall
- ★ 1 spot at the Ribbon Cutting and Grand Opening Event Tent
- ★ Recognition at Ground Breaking and Ribbon Cutting Ceremonies in late 2019
- ★ Social media and press release announcement of partnership

## **Kindness Matters Sponsors \$5000**

- ★ 2 spots at the Ribbon Cutting and Grand Opening Event Tent
- ★ Name/Remembrance information prominently displayed in program at event and on signage at their table
- ★ Recognition on Sponsor Wall

## **Other Sponsor Opportunities**

Sponsor Wall ~ limited opportunity

- ★ Small leaf \$500
- ★ Medium Leaf \$1000
- ★ Large Leaf \$2000
- ★ Butterfly \$2000
- ★ Flower \$2000

Memorial brick with 2 lines of text \$250

Tree Plaque \$400

Garden Plaque \$1500

Memorial Bench Plaque \$2500

**In Kind Donations of material, skills, labor**

- ★ Plants
- ★ Mulch
- ★ Fill Dirt
- ★ Signage
- ★ Poured concrete
- ★ Stone
- ★ Hardscape (raised beds, bench seating, and beds around carousel)
- ★ Sculptures (Children's Memorial Garden, Gardens surrounding gazebo, Gardens around seating areas consistent with FantasyLand Themeing)
- ★ equipment usage
- ★ skilled laborer

In Kind sponsorship donor packages can be built to suit ~ examples are following

- ★ Community Build leadership, with associated media and logo on t-shirts
- ★ Signage at main garden areas
- ★ Inclusion in marketing materials and press/media; permission to place media, pictures, etc., on their own social media sites and website