



# SPONSORSHIP OPPORTUNITIES

## B R O C H U R E

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# PVRPD BY THE NUMBERS



14,000

Monthly Website Visitors



5,840+

@PVRPD Followers



2,510+

@PVRPD Followers



11,860+

Email Subscribers



17,000

Cars Drive by PVRPD Marquee (during an average week)



96,000+

Activity Guides Distributed to local residents

## WHO ARE WE?

Pleasant Valley Recreation & Park District was formed in 1962 with the mission to provide and maintain a wide range of quality parks, facilities, and programs focused on leisure, recreational, and athletic activities meeting the needs of residents of the District. Facilities will support both organized activities and casual use for all age groups.

The District encompasses the city of Camarillo ("City") and surrounding areas and covers an area of approximately 45 square miles including California State University Channel Islands, which serves a population of over 70,000. PVRPD has grown from one park to 28 parks since its inception 61 years ago.

## PARTNER WITH US!

We invite you to join forces with us in building stronger connections through community events and programs.

**Become a sponsor, partner, or in-kind donor!**

### *Benefits:*

- **Customized Partnership Opportunities:** Collaborative marketing efforts to promote your brand or business as well as the potential for joint community engagement initiatives.
- **Naming Rights:** Naming rights for specific park features (e.g., a pavilion, playground, nature building).
- **Community Engagement:** The opportunity to engage with the local community through events, programming, and development of parks and amenities.
- **Philanthropic Impact:** The satisfaction of knowing that your donation is making a positive impact on the local community.
- **Tax Benefits:** Potential tax benefits, such as deductions or credits, may be available for charitable contributions.



# SPECIAL EVENTS

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## EASTER EGGSTRAVAGANZA

*Saturday before Easter*

Community Center Park

1605 E. Burnley St., Camarillo

Families are encouraged to join the Big Egg Hunt, a thrilling adventure where you can discover enormous hidden eggs scattered across various PVRPD parks. This exciting hunt leads up to our Easter Eggstravaganza event, which includes fantastic prizes from the hunt, visits with the Easter Bunny, live music performances, a Touch-A-Truck exhibit, engaging craft stations, game booths, a diverse range of vendors, and an array of food trucks. **This is one of our biggest events of the year!**

Average # of Attendees: 2,500



*More  
Opportunity* 

### IN-KIND DONOR

Gift basket, gift certificate, gift card, toy, etc. donation for Big Egg Hunt prizes.

## LOVE YOUR PLANET

*Fourth Saturday in April*

Camarillo Grove Park Nature Center

6968 E. Camarillo Springs Rd., Camarillo

In honor of Earth Day and in the spirit of Love Your Planet, we invite you to come learn about the protection of native wildlife through rehabilitation, education, and conservation. Join us for an enriching day featuring a scenic hike, informative presentations, delicious food, and fun crafts.

Average # of Attendees: 150





## WATER SAFETY EXPO

Coming in May 2025!

Aquatic Center

1030 Temple Ave. Camarillo

Celebrate National Water Safety Month with us as families are invited to join in. PVRPD collaborates with various organizations to offer engaging activities aimed at educating the public about water safety practices, fostering greater water awareness.

Average # of Attendees: *This is a new event!*

## END OF SUMMER CAMPOUT

Second or Third weekend in August

Community Center Park

1605 E. Burnley St., Camarillo

Families wrap up the summer season with an overnight campout at our Community Center Park. Bring your own tent and enjoy quality time with friends, family, and the community. As night falls, gather in the park for a movie shown on our massive inflatable screen, complete with s'mores, food trucks, craft activities, and lawn games.

Average # of Attendees: 700



*More Opportunity*



**IN-KIND DONATION**

Smore's  
Popcorn





## TRAIL-OR-TREAT

Third Saturday in October

Camarillo Grove Park Nature Center  
6968 E. Camarillo Springs Rd., Camarillo

Families are invited to dress up in a Halloween costume and walk the 1-mile hiking trail at Camarillo Grove Park while collecting small prizes along the pathway when answering nature questions. It's like trick or treating, but with a nature experience! This event features nature presentations, crafts, food trucks, and vendors.

Average # of Attendees: 150 families

## HOWL-O-WEEN

Last Saturday in October

Mission Oaks Dog Park  
5501 Mission Oaks Blvd., Camarillo

Dogs and their owners join a Howl-O-Ween event just for them. Dogs dress up in costume and participate in a costume contest, best trick contest, and more. Pet vendors and dog rescue shelters are in attendance along with food trucks.

Average # of Attendees: 500



More Opportunity



### IN-KIND DONOR

Gift basket, gift certificate, gift card, dog toys, etc. donation for costume contest and best trick contest prizes.



### ENTERTAINMENT PARTNER/SPONSOR

Contact us for more information!



## HALLOWEEN IN THE PARK

October 31

Community Center Park  
1605 E. Burnley St., Camarillo

Join us in celebrating Halloween with your family and experience the on-site Trick-or-Treat Village. Dress up in your spookiest attire and take part in our costume contest, with prizes for different age groups up for grabs. This event offers a delightful mix of music, inflatables, game booths, lawn games, pumpkin painting, craft stations, vendors, and an array of food trucks. **This is one of our biggest events of the year!**

Average # of Attendees: 2,500



More Opportunity



### IN-KIND DONOR

Bags of individually wrapped candy to be used at our onsite Trick or Treat Village.



## COOKIES WITH THE CLAUSES

*First Saturday in December*

Community Center

1605 E. Burnley St., Camarillo

Guests enjoy decorating cookies with Santa and Mrs. Claus while enjoying live performances from local groups. Crafts, hot cocoa, and coffee are made available. Photos can be taken with Santa and Mrs. Claus!

Average # of Attendees: 300

*More Opportunity*



**IN-KIND DONOR**

Cookies, icing, and sprinkles

## CAMARILLO CHRISTMAS PARADE & SANTA'S VILLAGE

*Second Saturday in December*

Community Center

1605 E. Burnley St., Camarillo

This is **our biggest event of the year!** The community lines the streets from Temple & Las Posas all the way down to the Community Center off Carmen Dr. & Burnley St. The parade makes its way through the route leading to the Community Center (also known as Santa's Village for the day). This parade features classic cars, themed floats, equestrian, bands, and so much more. Santa's Village features craft and food vendors, live holiday themed music, visits with Santa and more!

Average # of Attendees:

Parade 6,000 - 8,000

Santa's Village 2,500

*More Opportunity*



**VIP AUTO PARTNER**

Supply vehicles for VIPs to drive in through the parade. Contact us for more information!



# SPECIAL EVENTS SPONSORSHIP LEVELS

BENEFITS	CO-PRESENTING SPONSOR \$2,500 (one per event)	COMMUNITY SPONSOR \$1,500	SUPPORTING SPONSOR \$1,000	FRIEND SPONSOR \$500	IN-KIND DONOR
Collaboration Event Meetings	X				
On Stage Recognition & Speaking Role at Event	X				
First Right of Refusal for Following Years Event	X				
Company Logo Included in Event Marketing on Lobby TV Slides at PVRPD Admin. Office, Senior Center, and Aquatic Center, and on Marquee	X				
Sponsor Recognition Certificate	X				
Reserved VIP Parking	X				
Company Logo on Event Ad inside the Activity Guide mailed to 32,000 homes	X	X			
Company Logo on 4-6 Event Banners Displayed at Varies Parks	X	X			
Company Logo on Event Flyer	X	X			
Business Ad in Activity Guide mailed to 32,000 homes and on PVRPD website digital copy	1/3-pg. Ad	1/6-pg. Ad	1/12-pg. Ad		
Company Logo on Event Emails to 10,000+ subscribers (with hyperlink to website)	X	X	X		
Company Recognition at Event	X	X	X	X	
Sponsor Tagged on Social Media Event Posts	X	X	X	X	X
Company Logo on Event Webpage	With hyperlink to company website	With hyperlink to company website	With hyperlink to company website	X	X
Reserved Sponsor Booth at Event in Prominent Location	X	X	X	X	Varies by donation

## Notes:

Customization is available upon request. If you are interested in helping based on an amount that is not listed, contact us to discuss options. *Let's work together to meet both our needs!*



# SPECIAL OPPORTUNITY EVENTS

## SUMMER PALOOZA (2-DAY EVENT)

Third or Fourth weekend in June

Community Center Park

1605 E. Burnley St., Camarillo

The community comes together with friends and family for a fun-filled weekend to kick off the start of Summer featuring food trucks, live music, family friendly games, beer garden, vendors, and a cornhole tournament hosted by our non-profit Foundation. When the sun goes down, people are welcome to stay for an evening under the stars while watching a movie in the park on a large inflatable movie screen.

Average # of Attendees: 1,000

Partnered with:



*More Opportunity*



### BEER PARTNER

501c3 with ABC license and insurance to operate beer sales.



### ENTERTAINMENT PARTNER

Donation of live musical performances or discounted rates.

## CHAMPION SPONSOR

**\$2,500**

Includes everything from all sponsorship levels PLUS:

- 1/3-pg. ad in Activity Guide mailed to 32,000 homes.
- Reserved event parking.
- Sponsor recognition certificate.
- On-Stage recognition with option to speak at event.
- Company logo included in event marketing on lobby TV slides at PVRPD Admin. Office, Senior Center, and Aquatic Center, and on the District marquee.
- 2 cornhole tournament team entries (4 players)

## COMMUNITY SPONSOR

**\$1,500**

- 1/6-pg. ad in Activity Guide.
- Company logo included on event banners displayed at 4-6 district parks.
- Company logo on event flyers.
- 1 cornhole tournament team entry (2 players)

PLUS everything in the supporting level (the ad is not included).

## SUPPORTING SPONSOR

**\$1,000**

- 1/12- pg. ad. in Activity Guide.
- Company logo on event emails to 10,000+ subscribers with hyperlink to website.
- Company recognition at event.
- Company tagged on social media.
- Company logo on event webpage with hyperlink to company website.
- Vendor booth.

## CORNHOLE BOARD SPONSOR

**\$500**

- Company logo and QR Code to company website next to one set of corn hole boards.
- Tagged on social media event posts.





## SUMMER CONCERT SERIES

Saturdays in June, July & August

Constitution Park

1287 Paseo Camarillo, Camarillo

This event brings our community together through live music, highlighting and celebrating different music genres that are fun for all ages, families and residents. The series is presented by Pleasant Valley Recreation & Park District and the City of Camarillo.

#of Concerts: 4

Average # of Attendees: 2,500 per concert

Partnered with:



## SERIES SPONSOR

\$5,000

- Listed as a Sponsor for the Whole Concert Series (four concerts)
- Reserved Event Parking
- Sponsor Recognition Certificate
- On-Stage Recognition at all Four Concerts
- Sponsor Logo/Name on Marquee
- Sponsor Logo/Name Displayed at all Four Concerts
- Sponsor Logo on PVRPD Website, Event Banners, Event Flyers, Email Blasts & Lobby TV Slides
- 1/3-page Business Ad in Activity Guide
- Sponsor Tagged on Social Media Event Posts
- Vendor Resource Booth at all Four Concerts

## CONCERT SPONSOR

\$1,500

- Listed as a Sponsor for One Concert (select concert of choice)
- Reserved Event Parking
- Sponsor Logo/Name Displayed at One Concert
- Sponsor Logo/Name on PVRPD Website & Email Blasts
- 1/12-page Business Ad in Activity Guide
- Sponsor Tagged on Social Media Event Posts
- Vendor Resource Booth at One Concert



## TRIVIA NIGHT

*Friday Nights in January, March, May, September, October, December*

Senior Center

1605 E. Burnley St., Camarillo

Trivia night brings together friends and family 18+ years of age, for some friendly competition, dinner and a few laughs. It's a time for people to show off their knowledge on history, holidays, pop culture and more. People play in teams and earn points per a correct answer. The team with the most points at the end of each round wins a prize.

## SUPPORTING SPONSOR

**\$500 or Donation of 12 Prizes and Dinner**

Includes everything from Friend Sponsor level PLUS:

- Company logo on event ad inside Activity Guide mailed to 32,000 homes. (if sponsorship is received by marketing deadline- See page 12)
- Company logo on event flyers.
- Company recognition at event.
- Sponsor booth at event.
- Brief presentation at the beginning of the event.

Note: Monetary sponsorship helps us purchase prizes and dinner.

## FRIEND SPONSOR

**\$250**

- Company name/ logo on event webpage.
- Company tagged on social media event posts.
- Company name listed at the event.

Note: Monetary sponsorship helps us purchase prizes or dinner.

## IN-KIND DONOR

**Donation of Pizza or Sub Sandwiches, Water Bottles, and Canned Soda**

- Company name/logo displayed next to item donated.
- Company name/logo on event webpage & email blasts.
- Company tagged on social media event posts.

Note: The number of attendees varies due to program participation growth.

**Donation of 12 Prizes in the form of a Gift Card, Gift Certificate, or Item**

- Company name/logo displayed next to item donated.
- Company name/logo on event webpage & email blasts.
- Company tagged on social media event posts.

Note: Max prize value of \$20 per item.



# PARTY FOR THE PARKS



This is our Foundations biggest event of the year! It brings the community together through live music, dancing, dinner, and celebrating our supporters and partners with recapping the Foundations accomplishments.

*Last Friday in September  
Camarillo Grove Park*

*6968 Camarillo Springs Rd., Camarillo*

*This is a fundraiser event hosted by 501c3 our non-profit foundation*

*Proceeds Support PVRPD Community Improvement Projects or Programming Needs*

## DESSERT OR COFFEE DONOR

Donation of Desserts or Coffee for 100 guests

- Company name/logo displayed at designated location specific to item donated.
- Company name/logo on event webpage & email blasts.
- Company tagged on social media event posts.

## OPPORTUNITY PRIZE DONOR

Donation of an Opportunity Prize in the form of a Gift Card, Gift Certificate, or Item Valued Under \$100

- Company name/logo displayed next to item donated.
- Company name/logo on event webpage website & email blasts.

## BAR DONOR

Donation of Bar Services, Beer, Wine, Hard Alcohol

- Company name/logo displayed at the bar.
- Company name/ logo on event webpage & email blasts.
- Sponsor tagged on social media event posts.

## AUCTION ITEM

Silent Auction Item Valued at \$250+

- Company name/logo displayed next to item donated.
- Company name/logo on event webpage & email blasts.



## ENTERTAINMENT PARTNER/SPONSOR

Donation of Live Music/Band


























- Company or band logo on event flyers.
- Company or band logo/name displayed next to the stage.
- Company or band logo/name on website & email blasts.
- Company or band tagged on social media event posts.



*More Sponsorship Levels on Next Page*



# PARTY FOR THE PARKS SPONSORSHIP LEVELS

BENEFITS	CO-PRESENTING SPONSOR \$5,000	COMMUNITY SPONSOR \$2,500	SUPPORTING SPONSOR \$1,500	TABLE SPONSOR \$1,000
Listed as the Co-Presenting Sponsor				
On-Stage recognition/speaking role at event				
First right of refusal for following years event				
Company logo Included in event marketing on lobby TV slides at PVRPD Admin. Office, Senior Center, and Aquatic Center, and on the Districts Marquee				
Company logo Included on event banner displayed at 4-6 district parks				
Sponsor recognition certificate				
Reserved event parking				
Company Logo on Event Emails to 10,000+ subscribers (with hyperlink to website)				
Company recognition at event				
Company tagged on social media posts				
Company logo on event flyers				
Company logo on event webpage	With hyperlink to company website	With hyperlink to company website		
Company logo on one table with QR code to company website.				
Include a company swag bag and a country-themed table giveaway for 8 seats.				
Event tickets	1 Table/8 Tickets	6 Tickets	4 Tickets	

*If interested in sponsoring an amount not listed contact us to discuss options.  
Let's work together to fit both our needs!*

# SENIOR EVENTS

## 50 PLUS EXPO

Last Saturday in September  
Community Center  
1605 E. Burnley St., Camarillo

This is our biggest Senior event of the year! An exclusive expo is extended to adults aged 50 and older, caregivers, and families of seniors. Vendors offer valuable information on various products and services, including health screenings, home health care details, financial services, health and fitness demonstrations, and more. Lunch is available for purchase while enjoying musical performances in the courtyard.

Average # of Attendees: 500

Note: Lunch is provided to sponsors.

*More Opportunity*



### IN-KIND DONOR

Refreshments or health related giveaways.



### PROGRAM SPONSOR

Donation of print services to include printing of 250 program booklets.

Size: 5.5" x 8.5"

Type: Saddle stitched

Color: Full color, gloss paper



### ENTERTAINMENT PARTNER

Donation of live musical performances or discounted rate of services.



*More Sponsorship Levels on Next Page*



# 50 PLUS EXPO SPONSORSHIP LEVELS

BENEFITS	CO-PRESENTING SPONSOR \$2,500 (one per event)	COMMUNITY SPONSOR \$1,500	SUPPORTING SPONSOR \$1,000	FRIEND SPONSOR \$500	IN-KIND DONOR
First Right of Refusal for Following Years Event	X				
On Stage Recognition & Speaking Role at Event	X				
Company Logo Included in Event Marketing on Lobby TV Slides at PVRPD Admin. Office, Senior Center, and Aquatic Center, and on Marquee	X				
Sponsor Recognition Certificate	X				
Reserved VIP Parking	X				
Company Logo on Event Ad inside the Activity Guide mailed to 32,000 homes	X	X			
Company Logo on 4-6 Event Banners Displayed at Varies Parks	X	X			
Company Logo on Event Flyer	X	X			
Business Ad in Activity Guide mailed to 32,000 homes and on PVRPD website digital copy	1/6-pg. Ad	1/12-pg. Ad			
Business Ad in Event Program Distributed to attendees	Full pg. Ad	1/2-pg. Ad	1/3-pg. Ad		
Company Recognition at Event	X	X	X		
20-min. Workshop/Presentation at Event	X	X	X		
Company Logo on Event Emails to 10,000+ subscribers	X	X	X		
Company Logo in Event Day-of Program	X	X	X	X	
Brochure Space at Senior Center for One Year	X	X	X	X	
Sponsor Tagged on Social Media Event Posts	X	X	X	X	X
Company Logo on Event Webpage	With hyperlink to company website	With hyperlink to company website	With hyperlink to company website	X	X
Reserved Sponsor Booth at Event in Prominent Location	X	X	X	X	Varies by donation



# Senior Dances

**Community Center**  
**1605 E. Burnley St., Camarillo**

Adults ages 50+ are invited to a night out with their loved one or friend. Adults enjoy the evening dancing to live music and refreshments and/or dinner.

**Average # of Attendees: 100-125**

Note: Exclusive to one organization per field/services; medical, insurance, home care, senior living, financial services, etc.

## SWEETHEART DANCE

*Second Friday in February*

## SENIOR PROM

*First Friday in May*

## STAR SPANGLED DANCE

*Second Friday in July*

## FRANKENSTEIN BALL

*Last Friday in October*

## RED CARPET GALA

*First Friday in December*

## SPONSOR ALL FIVE DANCES

**Co-Presenting Sponsor \$2,000**

- First right of refusal for following years event
- Sponsor recognition certificate.
- Company Logo on Event Ad inside Activity Guide mailed to 32,000 homes for all Dances.
- Company logo on event webpage, 4 event banners, event flyers, email blasts, lobby TV slides, and marquee for all dances.
- 1/3-page business ad in activity guide.
- Brochure space at Senior Center for one year.
- Sponsor tagged on social media event posts with hyperlink to company website for all dances.
- Company recognition at event.
- Sponsor booth at event.
- Brief presentation at the beginning of the event.

## SPONSOR PER DANCE

**Community Sponsor \$500 or Donation of Dinner**

- Company logo on event ad inside activity guide mailed to 32,000 homes.
- Company recognition at event.
- Company logo on event webpage, 4 event banners, event flyers, email blasts, lobby TV slides, and marquee.
- Brochure space at Senior Center for one year.
- Sponsor tagged on social media event posts.
- Sponsor booth at event.

Note: Monetary sponsorship helps us purchase dinner.

*\*Dinner sponsor to provide a catered dinner, no monetary sponsorship.*





# ACTIVITY GUIDE ADVERTISING



Pleasant Valley Recreation & Park District publishes a full color Activity Guide three times a year. It includes all of our camps, classes, activities, and special events. The guide offers limited advertising space and is a great opportunity for businesses to increase awareness.

## CIRCULATION

- 32,000+ mailed to residential households in Camarillo
- 500 distributed in our offices and at special events
- Emailed to 9,000+ email subscribers
- Digital copy available on our website and shared on social media with 7,500+ followers

Guide Season	Dates Covered	Order Due By	Publication Month
Winter/Spring	January - April	September	December
Summer	May - August	January	April
Fall	Sept. - Dec.	May	August

AD Size	Dimensions W x H	Standard Price	Price for Sponsors
1/2 Page	7.50" x 4.57"	\$850	per customization
1/3 Page (horizontal)	7.50" x 2.58"	\$600	Free, see levels
1/3 Page (vertical)	2.33" x 9.15"	\$600	Free, see levels
1/6 Page	2.33" x 4.45"	\$350	Free, see levels
1/12 Page	2.33" x 2.11"	\$250	Free, see levels

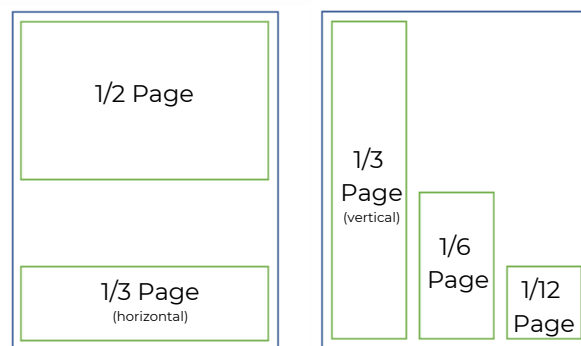
## AD FORMAT

Ad file must be submitted per below:

- File format: PDF
- Resolution: 300dpi
- Color mode: CMYK

## RESTRICTIONS

- Ads may be limited to one ad per business in each Activity Guide.
- Sections for ad placement are not guaranteed.



## DESIGN OPTION

Ad design is available for a fee of \$150. This is not included with sponsorship. It Includes review and one revision.

# IN-KIND DONATIONS

Unable to sponsor, but you want to support PVRPD and the community? In-kind donations are greatly appreciated. Donations help us provide more to the community. We offer company recognition to increase awareness for your business.



## ITEMS:

- Refreshments
- Photo Booth services
- Entertainment services
- Holiday decor items
- Gift certificates
- Gift cards
- Gift baskets
- Lawn games
- Bags of candy
- Small pumpkins
- Small planting pots & seeds
- Glow sticks
- Giveaways/Door prizes
- Gently used books for Senior Center Library
- Board games (for kids & adults)
- Art supplies
- Plastic storage bins
- and more!

## WANT TO JOIN FORCES?

Complete the sponsorship interest form at [www.pvrpd.org/be-a-sponsor](http://www.pvrpd.org/be-a-sponsor) and a PVRPD representative will contact you to discuss details.

## DEADLINE:

Due to marketing deadlines, sponsorship we request for interest to be received 6 months prior to the event date. This allows us to have company logos on specific marketing materials such as the Activity Guide. Sponsorships can be accepted less than 6 months in advance, but inclusion of company logo/name on marketing materials will be limited. We will work together and do our best to fulfill your marketing needs.

## QUESTIONS?

Kaleen Gage  
[kgage@pvrpd.org](mailto:kgage@pvrpd.org)  
805-482-1996 x117

*We look forward to partnering with you!*

