



Pleasant Valley Recreation & Park District

# VENDOR, PARTNERSHIP & SPONSORSHIP DECK

Annual Events & Programs



# Join Forces

Thank you for your interest in supporting Pleasant Valley Recreation & Park District's events and programs! We work year-round to bring a wide range of exciting events and diverse programs for all to enjoy. Our scope of programming is expansive and covers Special Events, Senior Services, and Sports to name a few. Vendors, partners, and sponsors are an integral part of making community-focused events and programs happen. In the deck, you'll find opportunities to participate with a range of pricing and package options to meet your specific needs.

## About Us

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.



Since  
1962

Recreation & Parks



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**Let's Get Started!**



# PVRRPD Outreach



14,000  
Monthly Website Visitors



13,000+  
Email Subscribers



96,000+  
Activity Guides Distributed to  
local residents



17,000  
Cars Drive by PVRPD Marquee  
(during an average week)



2,900+  
@PVRRPD Followers



6,100+  
@PVRRPD Followers



# Why Join Forces?

- ① Collaborative marketing efforts to promote your brand or business as well as the potential for joint community engagement initiatives.
- ② The opportunity to engage with the local community through events, programming, and development of parks and amenities.
- ③ The satisfaction of knowing that your support is making a positive impact on the local community.
- ④ Potential tax benefits, such as deductions or credits, may be available for charitable contributions.



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



# Ways To Get Involved

## Vendor

As a vendor, you have the ability to have a face-to-face experience with the public and speak on services you offer or sales of goods. Vendor agreements are best intended for:

- Enhance events by bringing additional value through components such as booths, giveaways, and demonstrations.
- Participation in events.

## Partner

As a partner, you have the ability to have a hands on experience and collaborate with PVRPD staff. Partnership agreements are best intended for:

- Mutually beneficial mission statement alignment supporting community services and programs through collaborative efforts.
- Enhance events by bringing additional value through components such as booths, giveaways, and demonstrations.
- Participation in events and programs.
- Hybrid of in-kind and/or financial contributions.



# Ways To Get Involved

## Sponsor

As a sponsor, you can sit back and enjoy knowing your contributions helped make it the event or program happen! Sponsor agreements are best intended for:

- Marketing acknowledgement and advertising opportunities as a financial supporter of PVRPD events and programs.
- Make an impact on PVRPD events while receiving public recognition and acknowledgement.
- Financial contributions only.

## In-Kind

As an in-kind donor, you can sit back and enjoy knowing your contributions helped contribute to the event or program. In-kind contribution agreements are best intended for:

- Marketing acknowledgement and advertising opportunities as a donor of PVRPD events and programs.
- Make an impact on PVRPD events providing item(s) or service(s) with no financial contribution while receiving public recognition.

Examples of In-Kind Contributions:

- Food and beverage
- SWAG items with added PVRPD logo
- Event components (inflatables, crafts, etc.)
- Entertainment (face painters, balloon artists, DJs, games, etc.)
- Event specific items (Easter eggs, decorations, balloon arches, photo booths, etc.)

Partners, sponsors, and in-kind donors can choose to participate on a case-by-case basis or plan ahead and commit annually.



# Vendor Fees & Requirements

Vendors, partners and sponsors, who participate at an event or provide services must meet all requirements.

1. Completion of application and participation waiver
2. Insurance and additional documentation as requested

Vendor Type		Vendor Booth/Space
Business	Businesses, organization & food vendors	\$100
Individual or Non-Profit	Home-based business, government agency, & 501c3 organization	\$50
Touch-A-Truck	Hands-on educational experience with various types of vehicles	No Charge

*A late fee may apply to late vendor applications*

## Vendor Booths:

- Booth spaces are approximately 10'x 10' but can vary per event and indoor/outdoor spaces.
- Electricity hookups not included - special arrangements or exceptions can be made based on event type.
- Vendors are responsible for providing their own canopy, table, and chairs.

## Insurance:

- Certificate of Liability Insurance and Additional Insured Endorsements are required for all vendors.
- Insurance requirements may vary based on vendor type.
- Insurance will be requested after the vendor application has been approved.

## One Day Event Insurance

The District offers businesses one day event insurance to be purchased from Hub Insurance. Ask us for the link!

## Business Tax Certificate:

- Vendors making any kind of sales on District property are required to provide a valid City of Camarillo Business Tax Certificate.

## Ventura County MFF Permit:

- All food trucks must have a valid Ventura County MFF Permit.





# Events Calendar

Standard Events (500 people or less)	Main Events (750-2,500 people)	Grand Events (2,500+ people)
<p><b>50 Plus Expo</b> Date: September 27 Location: Community Center Expected Attendance 500</p>	<p><b>Spring into Summer Showcase</b> Date: March 22 Location: Community Center Park Expected Attendance: 750</p>	<p><b>Summer Concert Series</b> Dates: June 28, July 12, July 26, Aug. 9 Location: Constitution Park Expected Attendance: 2,500-3,500 per concert</p>
<p><b>Howl-o-Ween</b> Date: October 25 Location: Mission Oaks Dog Park Expected Attendance: 300-500</p>	<p><b>Easter Eggstravagnza</b> Date: April 19 Location: Community Center Park Expected Attendance: 2,500</p>	<p><b>Camarillo Christmas Parade &amp; Santa's Village</b> Date: December 13 Location: Community Center Park Expected Attendance: 10,000+ parade Expected Attendance: 2,500 village</p>
<p><b>Cookies with the Clauses</b> Date: December 6 Location: Community Center Expected Attendance: 300</p>	<p><b>Halloween in the Park</b> Date: October 31 Location: Community Center Park Expected Attendance: 2,500</p>	
<p><b>Senior Dances</b> Dates: Feb. 7, May 9, July 11, Oct. 24, Dec. 5 Location: Community Center Expected Attendance: 75-125 per dance</p>		



\*Event dates and details are subject to change. Expected guest counts are based on previous years and are estimates.



# Sponsorship Levels: Standard Events

<u>Per Event</u>	Friend \$250	Supporter \$750	Community Champ \$1,750/\$2,000*
Booth	X	X	X
Signage	Logo on thank you sign	Logo on thank you sign, event flyers & banners	Logo on all marketing materials & banners
Event Website Advertising	Company Name	Logo + link	Logo + link
Email Blasts	Company Name	Logo + link	Logo + link
Social Media Event Posts	X	X	X
Stage Mention		X	X
Business Ad in PVRPD Activity Guide		1/6-pg. Ad	1/3-pg. Ad
On Stage Promotion (script or media)			Invited on stage to receive a certificate
Logo Placement on PVRPD Marquee			X
Logo Placement on Lobby TV's (x3)			X
PVRPD Newsletter or Press Release Mention			X

**\*\$2,000 Community Champ level is applicable for Senior Dances**



# Sponsorship Levels: Main Events

<u>Per Event</u>	Friend \$500	Supporter \$1,000	Community Champ \$2,000
Booth	X	X	X
Signage	Logo on thank you sign	Logo on thank you sign, event flyers & banners	Logo on all marketing materials & banners
Event Website Advertising	Company Name	Logo + link	Logo + link
Email Blasts	Company Name	Logo + link	Logo + link
Social Media Event Posts	X	X	X
Stage Mention		X	X
Business Ad in PVRPD Activity Guide		1/6-pg. Ad	1/3-pg. Ad
On Stage Promotion (script or media)			Invited on stage to receive a certificate
Logo Placement on PVRPD Marquee			X
Logo Placement on Lobby TV's (x3)			X
PVRPD Newsletter or Press Release Mention			X



# Sponsorship Levels: Grand Events

<u>Per Event</u>	Friend \$1,000	Supporter \$1,500	Community Champ \$2,500/\$5,000*
Booth	X	X	X
Signage	Logo on thank you sign	Logo on thank you sign, event flyers & banners	Logo on all marketing materials & banners
Event Website Advertising	Company Name	Logo + link	Logo + link
Email Blasts	Company Name	Logo + link	Logo + link
Social Media Event Posts	X	X	X
Stage Mention		X	X
Business Ad in PVRPD Activity Guide		1/6-pg. Ad	1/3-pg. Ad
On Stage Promotion (script or media)			Invited on stage to receive a certificate
Logo Placement on PVRPD Marquee			X
Logo Placement on Lobby TV's (x3)			X
PVRPD Newsletter or Press Release Mention			X

**\*\$5,000 Community Champ level is applicable for Summer Concert Series**



# Let's Get In Touch

## Sponsors/Partners/In-Kind:

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Join Forces with PVRPD!

