

# Sponsorships

*Lenexa Parks and Recreation strengthens community through exceptional people programs, facilities and festivals.*





# About Us

The City of Lenexa – known as the City of Festivals – attracts thousands of people to its festivals, events, arts scene and recreation programs each year, plus the ongoing Lenexa Farmers Market. With strong community support and local business partnerships, Lenexa Parks & Recreation provides a quality experience for residents, their guests and visitors.

In 2023, through our sponsorship program, we offered businesses:



**1000+ hours of public engagement**



**with over 80,000 people**



**through 24 different programs and events.**

# Sponsorship Types

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# FESTIVAL SPONSORSHIPS

## PRESENTING

### Minimum Rates:

- Great Lenexa BBQ Battle: \$15,000
- Other festivals: \$4,000

### Benefits:

- Festival name followed by “Presented by (company name)” in communications.
- Name or logo placed on relevant promotional materials.
- Name or logo on festival giveaway.
- On-site banner (no larger than 10'x6').
- Booth space up to 20x20.
- Opportunity to place company info in participant bags.
- Top recognition on sponsor board.
- Website recognition.
- Festival announcement recognition.
- And, more!

## MAJOR

### Minimum Rates:

- Great Lenexa BBQ Battle: \$5,000
- All Others: \$1,500

### Benefits:

- Name or logo placed on select promotional materials.
- Name or logo on festival giveaway.
- On-site banner (no larger than 4'x8').
- Booth space up to 20x20.
- Opportunity to place company info in participant bags.
- Sponsor board recognition.
- Website recognition.
- Festival announcement recognition.
- And, more!

Lenexa Art Fair

Great Lenexa BBQ Battle

Freedom Run/ Community Days Parade

Spinach Festival

Lenexa Chili Challenge

## PLATINUM

### Rates:

- \$815
- All 5 festivals: \$3,600

### Benefits:

- 10x10 booth space.
- Opportunity to place company info in participant bags.
- Sponsor board recognition.
- Website recognition.
- Festival announcement recognition.
- And, more!

## GOLD

### Rates:

- \$395
- All 5 festivals: \$1,700

### Benefits:

- Opportunity to place company info in participant bags.
- Sponsor board recognition.
- Website recognition.
- Festival announcement recognition.
- And, more!

For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).



ESTIMATED ATTENDANCE:  
**7,000+**

## Art Fair

MAY 11, 2024  
LENEXA CIVIC CAMPUS

This outdoor, juried art fair features about 50 fine artists from the region, live jazz throughout the day, children's art activities, food trucks and wine, craft beer and fine spirits tastings.

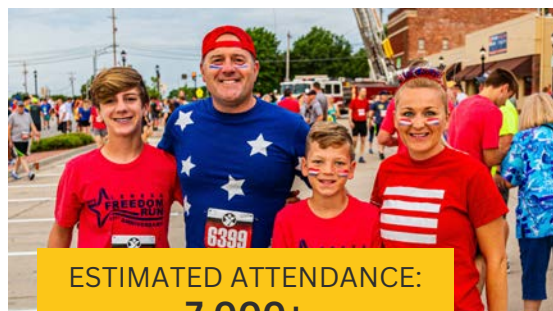
## Great Lenexa BBQ Battle

JUNE 21-22, 2024  
SAR-KO-PAR TRAILS PARK

Known as the official Kansas State Championship, more than 180 teams from all over the country will compete for the coveted title of Grand Champion of the Great Lenexa BBQ Battle. Live music, kids activities and food trucks both days.



ESTIMATED ATTENDANCE:  
**9,000+**



ESTIMATED ATTENDANCE:  
**7,000+**

## Freedom Run & Community Days Parade

JULY 4, 2024  
OLD TOWN LENEXA

Approximately 1,500 runners participate in this event with awards for the top finishers in each age category. The Community Days Parade follows the race at 10 a.m.

## Spinach Festival

SEPTEMBER 7, 2024  
SAR-KO-PAR TRAILS PARK

Hailed as the Spinach Capital of the World in the 1930s, Lenexa celebrates its history with a free, family-friendly event packed with food, music, entertainment, contests, children's activities, recipes; and more than 70 fine-art and craft vendors throughout the park.



ESTIMATED ATTENDANCE:  
**7,000+**



ESTIMATED ATTENDANCE:  
**9,000+**

## Chili Challenge

OCTOBER 11-12, 2024  
OLD TOWN LENEXA

The Lenexa Chili Challenge heats up with live music and fireworks Friday night while more than 200 teams gather to start prepping for the next day's competition. On Saturday, teams spoon up samples while you mosey through Old Town and get your fill. Face painters, balloon artists, food trucks and live music both days.

# SPECIAL EVENT SPONSORSHIPS

## Rates:

- \$215
- Ten event bundle: \$1,800

## Benefits:

- 10x10 booth space at event.
- Sponsor board recognition.
- Website recognition.

Event	Location	Date
Black Hoof Open Disc Golf Tournament	Black Hoof Park	April 12-13, 2024
Movies in the Park*	Electric Park Sar-Ko-Par Trails Park	May 31, 2024 September 20, 2024
Youth Fishing Derby	Sar-Ko-Par Trails Park	June 8, 2024
Moonlight Bike Ride	Old Town Lenexa	July 20, 2024
Food Truck Frenzy*	Old Town Lenexa Lenexa civic campus	July 20, 2024 September 21, 2024
Tiny Tot Triathlon	Little Mill Creek North Park	August 24, 2024
Skate Jam	Rolling Magic Skate Park	September 21, 2024
Swingin' for a Scholarship Pickleball Tournament	Bois D'Arc Park	September 20 & 21, 2024
Enchanted Forest	Sar-Ko-Par Trails Park	October 24, 2024
Sar-Ko Aglow Lighting Ceremony	Sar-Ko-Par Trails Park	December 6, 2024
Candy Cane Hunt	Lenexa Old Town Activity Center	December 13, 2024

\*Sponsorship rate per each event.

For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).

# LENEXA FARMERS MARKET SPONSORSHIP

## PRESENTING

**Rate:** \$5,000

### Benefits:

- Name or logo placed on relevant informational & promotional materials.
- Name or logo placed above Farmers Market sign on civic campus for the season.
- Monthly 10x10 booth space.
- E-newsletter recognition.
- Website recognition.
- Social media recognition.
- Announcements recognition.
- And, more!



The Lenexa Farmers Market is located on the Lenexa civic campus in the heart of City Center. It is adjacent to the Lenexa Rec Center, Lenexa Public Market, Lenexa City Hall, Park University and the Johnson County Library. It is easily accessible from I-435, I-35 and K-10. The Farmers Market is open Saturdays, April 27 - Oct. 26, 2024. The market also operates Tuesdays May 28-August 27, 2024. In 2023 more than 35,000 visitors came through during market season.



## MARKET DAY

### Rates:

- \$165
- \$750 for bundle of 5

### Benefits:

- 10x10 booth space
- E-newsletter recognition.
- Website recognition.
- Social media recognition.
- Recognition in announcements when applicable.

## MONTHLY MUSICIAN

### Rates:

- \$150/month  
May, Sept, or Oct
- \$300/month  
June, July, August

### Benefits:

- Name or logo on signage in high traffic area.
- E-newsletter recognition.
- Website recognition.
- Social media recognition.

For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).

# ARTS COUNCIL SPONSORSHIPS

The Lenexa Arts Council (LAC) is a volunteer board that began in 1979 by a group of volunteers seeking to enrich children’s arts experiences. In 1980, it became an official city-supported board. The mission of the Lenexa Arts Council provides quality arts programs and events to awaken an appreciation of the arts, to create a special sense of place, and to enhance quality of life for our community members.



Sponsorship	Rate	Benefits
Lenexa Community Orchestra	<b>Arts Support:</b> \$25+ <b>Virtuoso:</b> \$500 <b>Impresario:</b> \$1,000	<b>Arts Supporter:</b> Name/Logo included in concert program. <b>Virtuoso:</b> Arts Supporter plus Recognition in announcements, on sponsor board at rehearsals, at orchestra meet & greet reception, and on City website. <b>Impresario:</b> Virtuoso plus table space at each concert.
Outdoor Concert Series	<b>Per Concert:</b> \$200 <b>All Concerts:</b> \$1,000	10x10 booth space, recognition in announcements and on City website.
Art Gallery	<b>HeART of Lenexa Show:</b> \$300 <b>Lenexa Artists’ Show:</b> \$500	Table space, recognition at awards ceremony, and on City website.
City Center Live	<b>Per Event:</b> \$100 <b>All 6 Events:</b> \$500	Table space and recognition on City website.

For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).



# E-BIKES SPONSORSHIP LEVELS



**SYSTEM**

Rate: \$40,000

**Benefits:**

- Branding on all eight (8) bike stations.
- Branding on all 30 bikes (logo on basket).
- Inclusion on promotional materials.
- Mention on City website.

**PLATINUM**

Rate: \$6,000

**Benefits:**

- Branding on five (5) bikes (logo on basket).
- Inclusion on promotional materials.
- Mention on City website.

**GOLD**

Rate: \$5,000

**Benefits:**

- Branding on one (1) bike station.
- Inclusion on promotional materials.
- Mention on City website.

**SILVER**

Rate: \$1,000

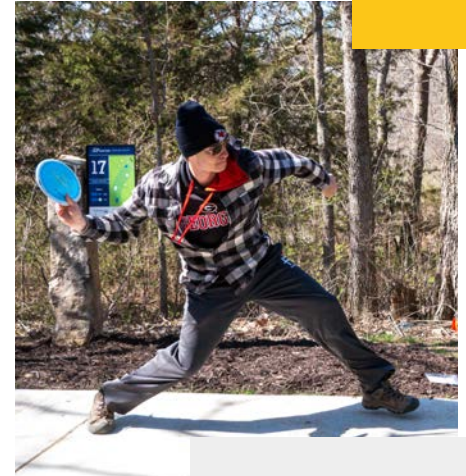
**Benefits:**

- Branding on one (1) bike (logo on basket).
- Inclusion on promotional materials.
- Mention on City website.

For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).

# BLACK HOOF DISC GOLF SPONSORSHIPS

Black Hoof Disc Golf has two premier courses. The 18-hole 10,000 feet long timber course is a challenging layout with something to offer to each skill level. Each hole has 2 tee pads and 2 baskets to cater to the layout that best suits your skill level. It is complimented by a 9-hole “family friendly” course. Located in Black Hoof Park, we have mixed one of the fastest growing sports with natural beauty for a truly unique experience.



Sponsorship	Rate	Benefits
Hole Sponsor	\$1,500	Branding on hole signage located at tee box. Five-year warranty on signage. Recognition on City website. Sponsorship Renewal Option: After five-years.
Bench Sponsor	\$1,300	Bronze plaque located on bench pad. 20-year warranty. Sponsorship Renewal Option: After 20-years.
Trash/Recycling Station Sponsors	\$650	Branding on station (installed in pairs). Five-year warranty. Sponsorship Renewal Option: After five-years.
Walking Path & Accessibility Sponsors	TBD	Branding signage near improvements. Recognition on City website. Recognition on course promotional materials.

For more information or to express your interest, email [mshartzer@lenexa.com](mailto:mshartzer@lenexa.com).

# PUBLIC MARKET SPONSORSHIPS

## Rates:

- Wednesday Family Night
  - \$100/Night
- Special Event or Friday Night Sound Bites
  - \$300/Event
  - \$1,000 Public Market Bundle (four events)

## Benefits:

- 10x10 booth space at event.
- Website recognition.
- Announcement Recognition.
- Opportunity to place company promotional items in participant bags (if applicable).



Event	Date
Wednesday Night Family Night*	Every Wednesday
Friday Night Sound Bites*	Every Friday
Themed Nights:	April 26-October 25, 2024
<ul style="list-style-type: none"> <li>• 4/26: Uteplis</li> <li>• 5/3: Cinco De Mayo</li> <li>• 9/12: Red Friday</li> <li>• 10/25: Halloween</li> </ul>	
Lunar New Year Celebration	February 11, 2024
Global Neighbors & Flavors Fest	June 1, 2024
PAWtriotic Pet Parade	June 29, 2024
Kids Marker Market*	July 27, 2024 November 19, 2024
Sip, Mingle & Jingle	November 22, 2024
Meet & Greet with Santa	December 14, 2024

\*Sponsorship rate per each event.

For more information or to express your interest, email [aalbert@lenexa.com](mailto:aalbert@lenexa.com).

# We look forward to working with you!

## Assumptions and Agreements

The City offers sponsorship opportunities as an important tool to enhance and improve the quality of life for the citizens and visitors of Lenexa while helping to offset the costs. In addition, these sponsorships provide opportunities for community involvement by local businesses who desire to support and be associated with City programs and events. Prior to submitting a proposal, interested individuals or entities are advised to read the City Sponsorship Policy, Governing Body Policy Number GB-Gen-1, in its entirety. A copy of the City Sponsorship Policy can be found at [Lenexa.com/Sponsorship](http://Lenexa.com/Sponsorship). The City is not obligated to review any proposal submitted and may accept or reject any proposal which does not meet the criteria of the City Sponsorship Policy.

Sponsors must execute the City's standard form sponsorship agreement and said agreement must be approved by the Lenexa Governing Body, or as required by policy, before sponsorship is accepted. The contract states it shall not be assigned, transferred, or sold, or services sublet to any other person, in whole or part, by the Sponsor, except with the express written consent of the City.

Sponsors must agree to indemnify and hold harmless the City, its employees and agents from any and all loss, claims, settlements, or judgments for any injury or damage whatsoever including those for personal injury, bodily injury, property damage, and/or death arising out of the negligence of other actionable fault of Sponsor, its affiliates, subsidiaries, subcontractors, agents, servants, and/or employees in the performance of this Agreement. Sponsors will be required to secure and maintain throughout the duration of the Sponsorship term insurance, as stated in the City's standard form sponsorship agreement.

**For more information or to express your interest, email [mshartz@lenexa.com](mailto:mshartz@lenexa.com).**