



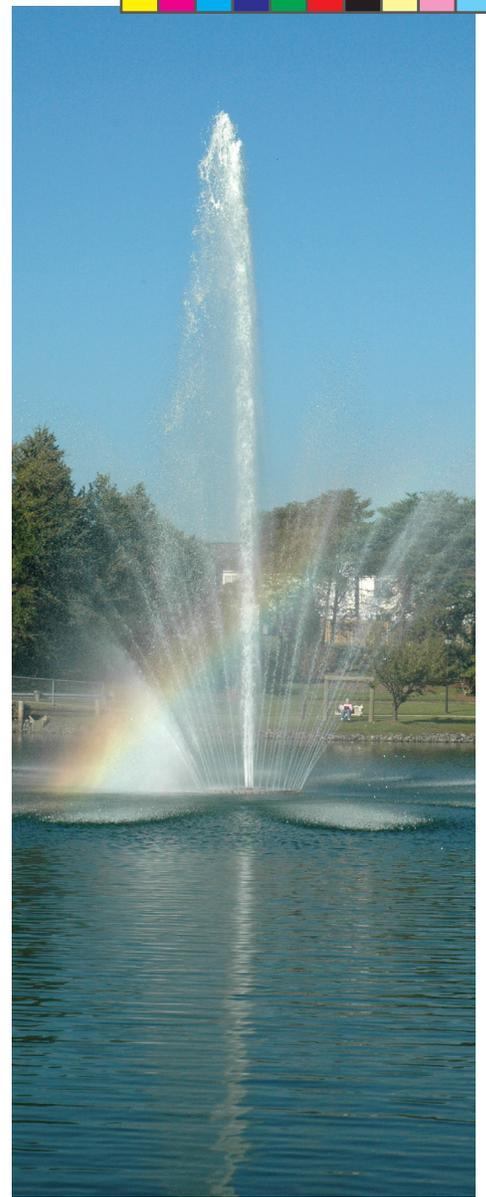

**Pineville**  
 PARKS AND RECREATION  
**PARTNERSHIP  
 GUIDE**



**Help Build Your Community and Sponsor an Event**

1000 Johnston Drive, Pineville, NC 28134 | 704-889-2400 | [www.pinevillenc.gov](http://www.pinevillenc.gov)





# OUR MISSION

## Our Mission Statement:

The mission of Pineville Parks and Recreation is to provide diverse year round leisure opportunities by developing an array of affordable programs and events that promote a healthy lifestyle and meet the ever-changing needs of our community.



# OUR VISION

## Our Vision Statement:

The department strives to develop and maintain safe, attractive Park and Recreation areas. In a joint venture with other town departments, area agencies, sponsors and organizations we are able to meet the leisure needs of residents in the most cost-effective manner.



# SOCIAL MEDIA



**Facebook**  
**1,374** Total Page Likes  
**1,406** Total Page Followers



**Instagram**  
**227** Total Page Followers



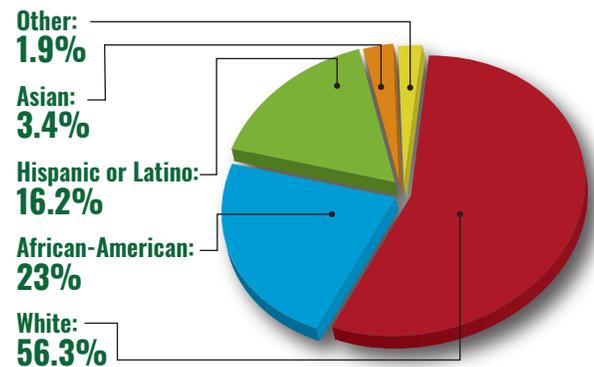
# DEMOGRAPHICS

## A SNAPSHOT OF PINEVILLE

**Population:**  
**8,244**

**Median Age:**  
**36.6**

**Average Household Income:**  
**\$40,597**



\*Based on 2016 information on datausa.io



# PARTNER WITH US



## Christmas Tree Lighting

- Let it Snow Level - \$3,000
- Christmas Tree Level - \$1,000
- Jingle Bell - Band - \$1,000
- Elf - Characters (4) - \$500
- Polar Express Train - \$500
- Santa's Workshop - \$250
- Candy Cane Level - \$150
- Average Attendance - 1,500+**

## Senior Citizen's Valentine Banquet

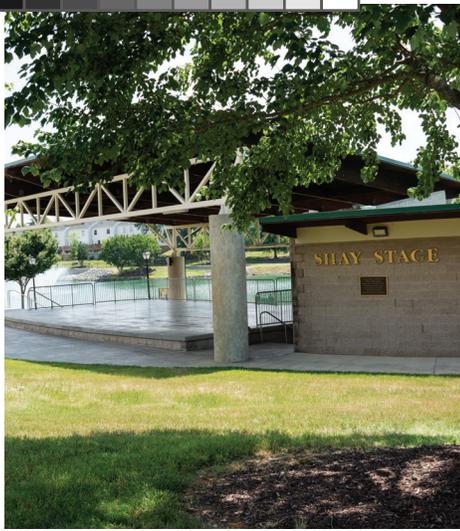
- Life of the Party - Entertainment \$3000
- Meal Sponsor - \$2,000
- Social Butterfly - Door Prizes \$250 (8)
- Crowning Sponsor Goodie Bags \$150
- Average Attendance - 200**



## Easter Egg Hunt

- Bunny Level - \$500
- Egg Hunt Level - \$500
- Colored Egg Level - \$250
- Average Attendance - 200 +**

## Family Game Night - Winner Winner Chicken Dinner \$300 (8)



# ANNUAL EVENTS



## Pineville Fall Fest

Main Stage - \$5,000 • Family Stage - \$2,500  
 Associate Sponsor/Ride - \$1,500 (8)  
 Children's Art Show Sponsor - \$1,000  
 Chili Cook Off Sponsor - \$300  
 Pie Eating Contest Sponsor - \$200  
**Average Attendance - 10,000 +**

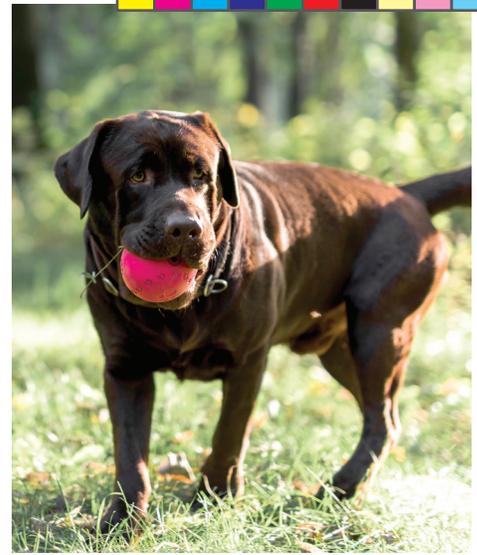
## Rockin' n Reelin' Movie & Concert Series

Band Sponsor - \$3,000  
 Movie Sponsor - \$500 (2)  
 Fun Zone Sponsor - \$1,500 (5)  
 Venue Sponsor - \$350 (7)  
**Average Attendance - 3,000+**



## Halloween Bash

Spooktacular Sponsor \$1,500  
 Ghost Sponsor (Inflatables) - \$1,000  
 DJ Sponsor \$450  
 Scarecrow (Carnival Games) (6) - \$300  
 Pumpkin (Costume Contest) - \$100  
**Average Attendance - 500**



# CANINE COMMONS

## Sponsorship Levels

### PLATINUM PAW \$500

4' x 8' Color Banner for fence in prominent location

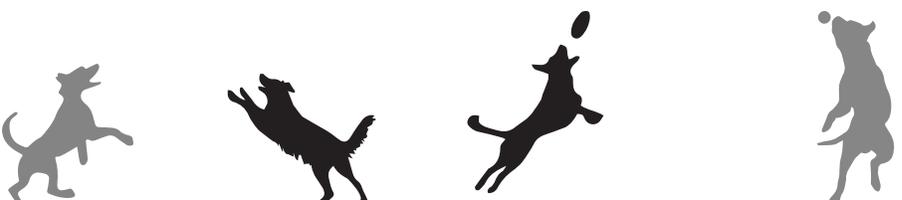
- \* Logo and name on a sponsor sign at the entrance of the dog park
- \* Sponsorship plaque at park amenity (bag station, bench, water station)
- \* Logo and hyperlink listed on K-9 Commons website page

### GOLD BONE \$250

- \* Name on a sponsor sign at the entrance of the dog park
- \* Sponsorship plaque at park amenity (bag station, bench, water station)
- \* Logo and hyperlink on the Town's dog park page/website

### SILVER COLLAR \$100

- Name on a sponsor sign at the entrance of the dog park
- Logo and hyperlink on the Town's dog park page/website



# LAKE PARK CANINE COMMONS

meet  chase  play





## JACK HUGHES MEMORIAL PARK

Annually Jack Hughes Memorial Park holds 25-31 Tournaments/Events

**Jack D. Hughes Park** was opened in the early 1960s and in 2005 the Town decided to renovate this park to host tournaments. From February through November we fill the grandstands with thousands of visitors who stay, shop, dine and play in Pineville.

### Park Features-

- Multipurpose Field (soccer/Lacrosse/ Football)
- 2 softball fields
- 250 seat collegiate size baseball stadium
- 2 batting cages
- 2 restroom/Concession Buildings
- Playground
- 3 picnic shelters
- 1.5 mile walking trail





# WALL OF FAME

## Wall of Fame Signage:

- Show your support of the community and become a member of the “wall of fame” with your company’s name and logo on the outfield fence.
- Banner dimensions approximately 5' high X 25' wide  
\$800 first year  
\$400 to renew yearly

## In-Kind Donations

Varying levels of recognition will be determined based on the value of the donation and will receive all benefits of the qualifying level.

**Your support is instrumental in helping us meet our mission by providing affordable or free innovative activities and entertainment for our community.**

BENEFITS OF BECOMING A PARTNER	SPONSORSHIP LEVEL			
	\$100-\$300	\$500-\$1,000	\$1,500-\$2,500	\$3,000-\$5,000
Website Link	★	★	★	★
Yard Sign at Event		★	★	★
Social Media Thank You		★	★	★
Table at Event			★	★
Banner and Name Mention on Stage Throughout Event			★	★
Name on All Promotional Materials				★