



# Sponsorship Information Packet

Support the Playground Build...  
July 26-31, 2016

[www.ValdezPlayground.org](http://www.ValdezPlayground.org)  
visit us on facebook



## TABLE OF CONTENTS

Project Committee Information .....	1
Introduction to Project .....	2
Playground Plan .....	3
Demographic Information .....	4
Budget .....	5
Sponsorship / Partnership Recognition .....	6
Sponsorship / Partnership Recognition Levels .....	7
Component Sponsorship Opportunities .....	8
Remittance Instructions .....	9

# PROJECT COMMITTEE INFORMATION



## General Coordinators

Katey Connell - ValdezPlayground@gmail.com

Kathryn Peltier - KMPeltier\_1@msn.com



## Volunteer Recruitment

Ruthie Knight



## Tools

Angie Christensen & Kim Odell



## Materials

Lindsie King



## Food

Jessica Vincent



## Childcare

Gianna Giusti McCune



## Children's Committee

Leslie Bauman



# INTRODUCTION TO PROJECT

Community-built projects inspire everyone who participates with a sense of ownership, so much so that the projects become a focus of community life. People describe them as the experience of a lifetime, and families who helped build will return for picnics and bring out-of-town guests to show them what the community accomplished together.

We have exciting news to share with you about our project, Valdez Community Playground sponsored by the HHES PTA. Our goal is to create a community-built playground at Hermon Hutchens Elementary School (HHES) that promotes active play, stimulates imagination and is accessible to all children, regardless of ability. We would like to share this incredible opportunity with your business to build community goodwill through sponsorship or partnership.

The Valdez Community Playground Committee is a group working in partnership with the HHES Parent Teacher Association, a non-profit organization. Although the Valdez Community Playground is not funded by Valdez City Schools, it is fully supported by the VCS School Board. We are committed to building an exciting new venue for childhood entertainment, exercise and education right here in Valdez. Our organization is formed exclusively of volunteers. Therefore, 100 percent of all fundraising dollars go directly toward the playground project.

We have chosen to work with Leathers & Associates, a design firm that is a leader in the custom-design community-build playground field. Their mission is to create custom play spaces for children of all abilities. L & A works with their clients to ensure projects are cost effective, safe and provide well-rounded play environments. Leathers has designed more than 3,000 projects throughout the US and ten here in Alaska.

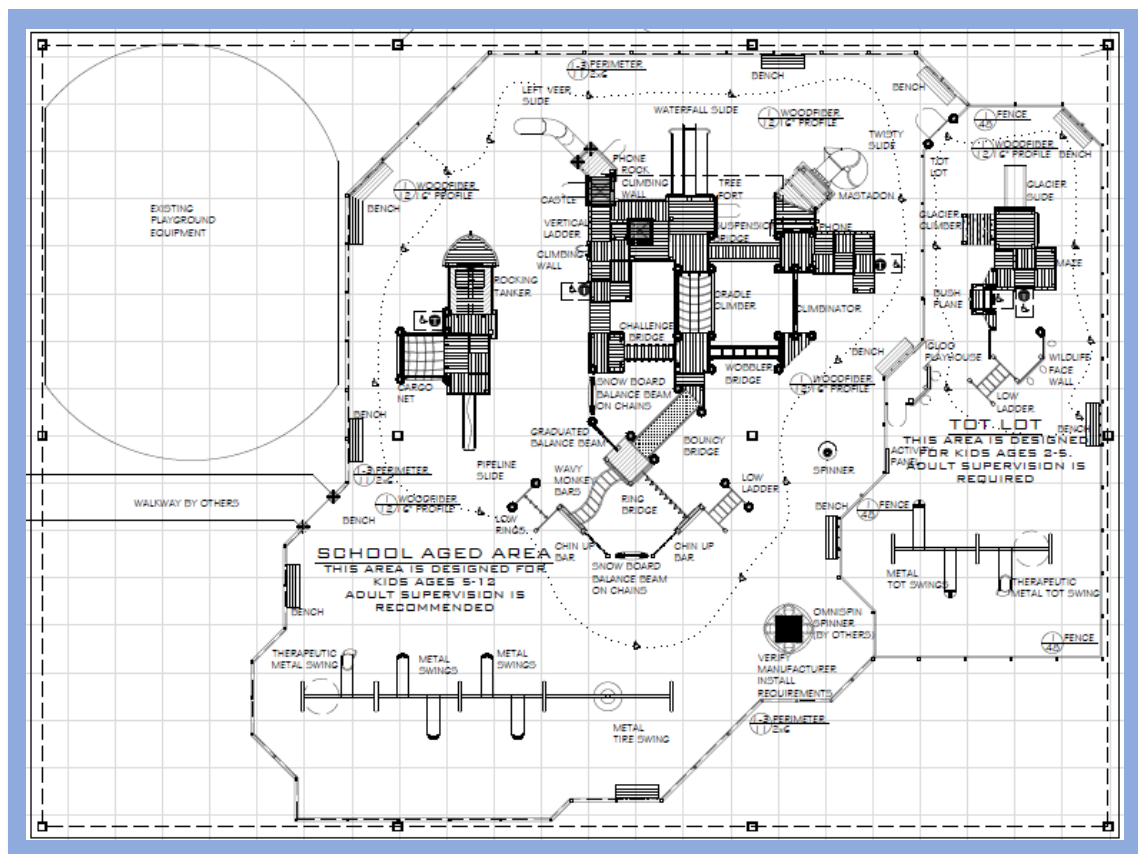
Together, our goal is to build a unique 16,000 square foot playground at HHES. Plans call for an Alaskan themed playground that will be constructed with green materials (95% post-consumer recycled plastic). The playground will be built by hundreds of volunteers from the community on July 26 – 31, 2016. Building the playground with free volunteer labor will save over 25% of the cost compared to a manufactured installed playground. This means every dollar will buy much more fun for the children of our community and all those who visit the park! The total budget for the playground is \$322,000, of which we have raised \$259,056 (as of 05/04/2016). We need the assistance of major corporate sponsors and partners to complete our funding needs and make this dream a reality.

# PLAYGROUND PLAN

We are looking for a sponsorship or partnership, not a handout!

When we offer you a sponsorship or partnership with our organization we are offering more than a place to hang your corporate logo. We will work with you to fully maximize all the community goodwill such a project can generate. Every press release, every interview, and every event is another opportunity for us to show our sincere gratitude to those whose who are willing to help us make this dream come true. Unlike newspaper ads or special events that last a day, your contribution will be immortalized on our donor wall - giving your business a lifetime of recognition for your generosity. We've prepared this sponsorship package that includes a list of suggested donation amounts and various ways in which we can provide recognition. However, you are encouraged to tailor donation amounts and recognition levels to your own needs.

**Be creative: Tell us how we can best fulfill your needs and earn your sponsorship or partnership! Please join us and help Bring to Life a custom playground for Valdez.**



# DEMOGRAPHIC INFORMATION

## Demographic Profile

The Valdez Community Playground is located at Hermon Hutchens Elementary in Valdez, Alaska. The Valdez community has a population of approximately 3,500 year-round residents, with about 700 of those being children. Summers welcome an influx of tourists, seasonal workers and families enjoying all amenities that Valdez has to offer. VCP will serve both the Valdez community as well as families from far and near that often visit through the summer months, adding to the playgrounds usage. Each summer the Valdez Fish Derby is held, which draws visitors from throughout the world. With its unique playground features, we believe the VCP will attract additional visitors from throughout the state.

## Community Input

Pre-school and elementary-age students (as well as some adults) submitted drawings to the designer with ideas for what they would like to have in a playground unique to Valdez. Through interviews with Valdez children, Leathers has created a custom design, which will display the creativity and uniqueness of Valdez. Features, such as therapeutic swings will allow for children of all abilities to play safely.



# BUDGET

## Budget (as of 6/1/2015)

Equipment (slides, swings, monkey bars)	\$50,420
Structural Plastic Lumber (Fiber Force)	\$78,300
Plastic Composite Lumber (Moisture Shield)	\$17,000
Hardware	\$5,200
Tools/supplies	\$3,100
Materials/Supplies	\$2,400
Engineered wood fiber surfacing	\$96,000
Sub Total of Materials	\$252,420
Leathers & Associates (professional fees)*	\$49,580
Contingency	\$20,000
Playground Budget:	\$322,000

## Fundraising Plan (as of 6/1/2015)

Engraved Picket Sales	\$37,000
Hand Print Tiles	\$7,500
Component Sponsorships	\$87,325
Corporate Sponsors/Partners	\$150,000
Grassroots Fundraising Events	\$40,175
Total:	\$322,000

Total Funds Raised as of 05/04/16      \$259,056



\*custom engineering and design ensuring sustainability for year-round Valdez conditions

# SPONSORSHIP / PARTNERSHIP RECOGNITION

## Logo and Message Placement

Our message will be spread throughout Valdez through a variety of media methods. As a sponsor, we will place your corporate name and logo on printed material including:

- Newsletters
- Flyers
- Brochures
- Direct Marketing Mailers
- Invitations
- Signage at events

## Media Coverage

We will take every opportunity to thank our major sponsors through the media to include:

- Identifying major contributors in press releases
- Recognizing major contributors during interviews

## Internet Visibility

All sponsors will be recognized on our website. Depending on contribution level you will receive:

- Logo placement on the homepage
- Cross linking to your homepage
- Inclusion of event photos in our photo gallery

## Visibility of Corporate Representatives

Major sponsors will be invited to participate as an honored guest at all significant events to include:

- Ground breaking ceremony
- Ribbon cutting at grand opening ceremony
- Introduction as an esteemed guest at designated events

## Long Term Recognition

Recognition will not end with the ribbon cutting ceremony. Your sponsorship will be permanently memorialized as part of the playground on our donor board.

## Be Creative

Do you have your own idea on how we can credit your generous contribution?



# SPONSORSHIP / PARTNERSHIP RECOGNITION LEVELS

## Highest Donation - Naming Rights to Rocking Tanker Ship

(Also all recognitions and Invites as King Salmon Level)

## Second Highest Donation - Naming Rights to Castle

(Also all recognitions and Invites as King Salmon Level)

### King Salmon Sponsor \$25,000 and UP

- Highest level recognition permanently placed at site on sponsor wall
- Recognition on website & logo displayed
- Logo included on all printed materials
- Invitation to attend all newsworthy events
- Invitation to ground breaking
- Recognized at ribbon cutting ceremony
- Business name and logo on build t-shirts
- Corporate information included in media/press packet

### Red Salmon Sponsor \$10,000

- Red Salmon level recognition permanently placed at site on sponsor wall
- Recognition on website
- Invitation to attend all newsworthy events
- Invited to ground breaking
- Recognized at ribbon cutting ceremony
- Corporate information included in media/press packet

### Silver Salmon Sponsor \$ 5,000

- Silver Salmon level recognition permanently placed at site on sponsor wall
- Recognition on website
- Invitation to ground breaking

### Chum Salmon Sponsor \$ 2,500

- Chum Salmon level recognition permanently placed at site on sponsor wall
- Recognition on website
- Invitation to ground breaking

### Pink Salmon Sponsor \$500

- Pink Salmon level recognition permanently placed at site on sponsor wall
- Recognition on website
- Invitation to ground breaking

# COMPONENT SPONSORSHIP OPPORTUNITIES

In addition to our recognition levels, we have playground components available for sponsorship. All playground sponsors will be recognized on our website, as well as permanently recognized at the playground site on our donor wall. Component Sponsorship opportunities are listed below and available on a **first-come first-serve basis**. If there is a component that you desire to sponsor, please contact a committee chair as soon as possible to confirm sponsorship and forward your sponsorship form with payment. All component sponsorships are recognized on the donor board at the playground site. Components with an asterisk can be customized by sponsor.

Component	Price	Component	Price
<input type="checkbox"/> Tree Fort --- SOLD ---	\$2,000	<input type="checkbox"/> Single Spinner	\$1,800
<input type="checkbox"/> Omni Spinner	\$5,000	<input type="checkbox"/> Graduated Balance SOLD	\$500
<input type="checkbox"/> Mastodon Twisty Slide	\$3,000	<input type="checkbox"/> Rope Wall Climb	\$1,150
<input type="checkbox"/> Bush Plane*	\$4,000	<input type="checkbox"/> Shaky Bridge	\$1,550
<input type="checkbox"/> Sound Propeller	\$800	<input type="checkbox"/> Mountainside Rock Climb	\$1,750
<input type="checkbox"/> Waterfall Triple Slide	\$4,000	<input type="checkbox"/> Tot Maze	\$1,550
<input type="checkbox"/> Veer Slide	\$2,000	<input type="checkbox"/> Cargo Net	\$1,650
<input type="checkbox"/> Glacier Slide -- SOLD --	\$1,600	<input type="checkbox"/> Climbinator	\$2,250
<input type="checkbox"/> Bouncy Bridge	\$950	<input type="checkbox"/> Cradle Climber	\$2,100
<input type="checkbox"/> Vertical Ladder - SOLD -	\$925	<input type="checkbox"/> Wobbler Bridge	\$2,100
<input type="checkbox"/> Rings	\$2,200	<input type="checkbox"/> Challenge Bridge	\$2,100
<input type="checkbox"/> Low Rings	\$1,900	<input type="checkbox"/> Phones --- SOLD ---	\$550
<input type="checkbox"/> Activity Panel	\$1,000	<input type="checkbox"/> Face Wall (2 avail.)	\$850
<input type="checkbox"/> Low Monkey Bars	\$1,700	<input type="checkbox"/> To-Fro Swings (2 avail.)	\$3,400
<input type="checkbox"/> Low Ladder	\$1,700	<input type="checkbox"/> Tot Swing Set	\$3,400
<input type="checkbox"/> Wavy Monkey Bars	\$1,800	<input type="checkbox"/> Tire Swing	\$3,700
<input type="checkbox"/> Chin Up Bar (1 of 2 left)	\$350	<input type="checkbox"/> Corner Bench* - SOLD -	\$1,600
<input type="checkbox"/> Glacier Climb*	\$2,650	<input type="checkbox"/> Bench* - ALL 7 SOLD -	\$450
<input type="checkbox"/> Snowboard Balance Beam	\$1,500	<input type="checkbox"/> Therapeutic Swing	\$3,500
<input type="checkbox"/> (2 avail.)		<input type="checkbox"/> (2 avail.)	

# REMITTANCE INSTRUCTIONS

Thank you for supporting the Valdez Community Playground Project. When you become a play-ground sponsor, you choose your level of sponsorship by purchasing a playground component or making a donation to the playground fund. Component sponsorship opportunities are listed and available on a first-come first-serve basis.

HHES PTA is a 501(c)(3) non-profit – EIN #92-0127918

Please make donations payable to:

HHES PTA – Project Playground  
PO Box 542  
Valdez, Alaska 99686  
(907) 831-9775

Or visit [www.ValdezPlayground.org](http://www.ValdezPlayground.org) to pay by credit card

Business, Organization, or Name	
Address	
City, State, and Zip	
Phone Number	E-mail
\$ Amount Enclosed	

Level of Sponsorship/Partnership:

- King Salmon Sponsor (\$25,000 and up)
- Red Salmon Sponsor (\$10,000)
- Silver Salmon Sponsor (\$5,000)
- Chum Salmon Sponsor (\$2,500)
- Pink Salmon Sponsor (\$500)
- Component Sponsorship - Name of Component \_\_\_\_\_