

FISHERS **PARKS** 2025 SPONSORSHIP



FISHERS
PARKS

2025 Events Presenting Sponsor

(multiple available)

\$5K-\$10K

contribution

100K-200K

estimated impressions

\$0.05

per impression

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING & PROMOTION

- Named as the presenting sponsor for one Fishers Parks signature event:
 - Monsoon Madness (\$5,000)
 - Fishers Lū'au (\$5,000)
 - July 4 Fireworks (\$5,000)
 - Glow in the Park (\$10,000)
 - AgriPark Fall Festival (\$10,000)
 - Boo Bash (\$7,500)
 - Nickel Plate Trail Night Lights (\$5,000)
- Logo on all promotional print materials (fliers, posters, etc.)
- Logo and hyperlink on event web pages
- Name recognition in Fishers Parks social media posts (3 posts)
- Listed as a co-host on official Facebook events (for events included in sponsorship)
- Named as presenting sponsor in City of Fishers and Fishers Parks press releases and e-newsletters (2 emails)

AT EVENT

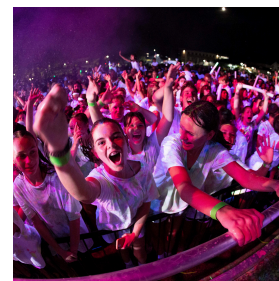
- On-stage recognition via announcements during event
- 10'x10' booth and activation space at event with the opportunity to distribute promotional materials



**MONSOON
MADNESS**



**JULY 4
FIREWORKS**



**GLOW IN
THE PARK**



**AGRI-PARK FALL
FESTIVAL**



**MONSOON
MADNESS**



**NPT NIGHT
LIGHTS**



2025 Summer Camp Presenting Sponsor

(2 available)

\$10,000

contribution

250,000

estimated impressions

\$0.04

per impression

ADVERTISING & PROMOTION

- Named as presenting sponsor of 2025 Fishers Parks Summer Camps
- Logo and hyperlink on summer camp web pages
- Name recognition in Fishers Parks social media posts related to summer camp (2 posts)
- Named as presenting sponsor in City of Fishers and Fishers Parks press releases and e-newsletters (2 emails)

AT CAMPS

- Logo included on all 2025 Fishers Parks Summer Camp participant and staff/counselor T-shirts (required to be worn each day at camp)

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.





**2025
SPONSORSHIP**





2025 Presenting Sponsor

(1 available)

\$20,000

contribution

500,000

estimated impressions

\$0.04

per impression

ADVERTISING & PROMOTION

- Named as exclusive presenting sponsor of the Fishers Farmers Market
- Logo on pole banners located throughout downtown Fishers during the 2025 market season
- Logo on all promotional print materials (fliers, posters, etc.)
- Logo and hyperlink included on Fishers Farmers Market website
- Mentioned as presenting sponsor in the event of paid advertising
- Name recognition in Fishers Farmers Market, Fishers Parks, and City of Fishers social media posts related to the Fishers Farmers Market (15 posts)
- Listed as a co-host on official Fishers Farmers Market Facebook events
- Named as presenting sponsor in City of Fishers and Fishers Parks press releases and e-newsletters (10 emails)

AT EVENTS

- Premier 10' x 10' booth space at every market with the opportunity to distribute promotional materials
- On-stage recognition during market announcements when applicable

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.





2025 Booth Sponsor

(multiple dates available)

\$2,500
contribution

40,000
estimated impressions

\$0.06
per impression

ADVERTISING & PROMOTION

- Logo and hyperlink included on Fishers Farmers Market website

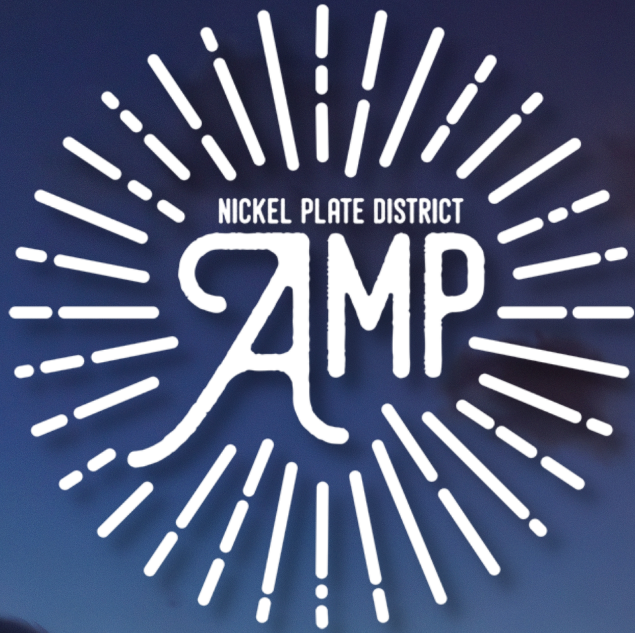
AT EVENTS

- Premier 10' x 10' booth space at 1 market

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.





2025 SPONSORSHIP



2025 TICKETED CONCERTS PRESENTING SPONSOR

(1 AVAILABLE)

\$20,000
contribution

500,000
estimated impressions

\$0.04
per impression

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING + PROMOTION

- Named as the exclusive presenting sponsor of all Fishers Parks-presented 2025 ticketed concerts at the Nickel Plate District Amphitheater (3 concerts guaranteed)
- Logo included on all promotional marketing materials (fliers, posters, website graphics, etc.) related to ticketed concerts presented by Fishers Parks
- Logo and hyperlink included on NPD AMP website(s)
- Name recognition/mentioned in NPD AMP social media posts related to ticketed concerts presented by Fishers Parks (15 posts)
- Listed as a co-host on all NPD AMP official Facebook events of ticketed concerts presented by Fishers Parks
- Named as presenting sponsor in NPD AMP, City of Fishers, and Fishers Parks press releases and e-newsletters related to ticketed concerts presented by Fishers Parks (10 emails)

AT EVENTS

- Opportunity to have prominent activation space at all Fishers Parks-presented 2025 ticketed concerts at the Nickel Plate District Amphitheater (3 concerts guaranteed)
- Dedicated sponsor shout-out banner at all ticketed concerts presented by Fishers Parks (3 concerts guaranteed)



2025 FREE TUESDAYS PRESENTING SPONSOR (1 AVAILABLE)

\$30,000
contribution

750,000
estimated impressions

\$0.04
per impression

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING + PROMOTION

- Named as the presenting sponsor for the entirety of the Free Tuesdays concert series on the following dates:
 - June 3, 10, 17 (No June 24 due to Spark!Fishers)
 - July 1, 8, 15, 22, 29
- Logo and hyperlink included on NPD AMP website(s)
- Name recognition/mentioned in NPD AMP social media posts related to “Free Tuesdays” concerts (2 posts per week, 16 posts across sponsorship)
- Listed as a co-host on all NPD AMP official Facebook Free Tuesday concert events
- Named as presenting sponsor in NPD AMP, City of Fishers, and Fishers Parks press releases and e-newsletters related to “Free Tuesdays” concerts at the NPD AMP (2 emails)

AT EVENTS

- Opportunity to have 10'x10' prominent activation space at event
- Opportunity to speak from the stage prior to the start of event



2025 FREE TUESDAYS SHOW SPONSOR

(2 AVAILABLE PER DATE)

\$5,000

contribution

125,000

estimated impressions

\$0.04

per impression

ADVERTISING + PROMOTION

- Named as a show sponsor for one “Free Tuesdays” concert event on the following dates:
 - June 3, 10, 17 (No June 24 due to Spark!Fishers)
 - July 1, 8, 15, 22, 29
- Logo and hyperlink included on NPD AMP website(s)
- Name recognition/mentioned in NPD AMP social media posts related to “Free Tuesdays” concerts (2 posts)
- Listed as a co-host on all NPD AMP official Facebook events of “Free Tuesdays” concerts
- Named as presenting sponsor in NPD AMP, City of Fishers, and Fishers Parks press releases and e-newsletters related to “Free Tuesdays” concerts at the NPD AMP (2 emails)

AT EVENTS

- Opportunity to have 10'x10' prominent activation space at event
- Opportunity to speak from the stage prior to the start of event

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits. Sponsorship agreements received after this deadline may receive lower impressions.



SPARK!

FISHERS★

2025 SPONSORSHIP OPPORTUNITIES



2025 PRESENTING SPONSOR

(1 AVAILABLE)

\$50,000
contribution

1.5 M
estimated impressions

\$0.03
per impression

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING & PROMOTION

- Exclusive presenting sponsor of week-long 2025 Spark!Fishers Festival
- Mentioned as presenting sponsor in promotional event advertising
- Logo and hyperlink on event website(s)
- Logo recognition as presenting sponsor promotional marketing collateral (pre-event banners, posters, signage, etc.)
- Name recognition in Fishers Parks and City of Fishers social media posts related to Spark!Fishers (20 posts)
- Listed as a co-host on all Spark!Fishers official Facebook events
- Named as presenting sponsor in Fishers Parks and City of Fishers press releases and e-newsletters related to Spark!Fishers (10 emails)

AT EVENTS

- Opportunity to have prominent activation space at all Spark!Fishers events
- Stage recognition at all Spark!Fishers events, including, but not limited to, Tuesday- and Friday-night concerts, Wednesday 5K events, Thursday Car & Art Show, and Saturday Street Fair
- VIP experience at the Friday-night concert
- Complimentary parade entry and float in preferred location in parade
- Logo on official Spark!Fishers T-shirt
- 10 parking passes for Saturday Street Fair





2025 PLATINUM SPONSOR

(1 AVAILABLE PER EVENT)

\$15,000
contribution

375,000
estimated impressions

\$0.04
per impression

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.



ADVERTISING & PROMOTION

- Exclusive platinum sponsor of one of the following 2024 Spark!Fishers events
 - Tuesday Concert (June 24)
 - Wednesday 5K (June 25)
 - Thursday Car & Art Show (June 26)
 - Friday Concert (June 27)
- Logo and hyperlink on event website(s)
- Logo recognition as presenting sponsor promotional marketing collateral
- Name recognition in Fishers Parks and City of Fishers social media posts related to Spark!Fishers (6 posts)
- Listed as a co-host on official Facebook event
- Named as a platinum-level sponsor in Fishers Parks and City of Fishers press releases and e-newsletters related to Spark!Fishers(6 emails)

AT EVENTS

- Opportunity to have 10'x10' prominent activation space at event
- Mentioned as platinum sponsor in event announcements
- Complimentary parade entry and float in preferred location in parade
- Logo on official Spark!Fishers T-shirt
- Logo on sponsor thank-you banner at events throughout the week
- 5 parking passes for Saturday Street Fair



**TUESDAY
CONCERT**



**WEDNESDAY
5K**



**THURSDAY CAR
& ART SHOW**



**FRIDAY
CONCERT**



2025 PARTNER SPONSOR (MULTIPLE AVAILABLE)

\$5,000
contribution

125,000
estimated impressions

\$0.04
per impression

ADVERTISING & PROMOTION

- Logo and hyperlink on event website(s)
- Name recognition/mentioned in Fishers Parks and City of Fishers social media posts related to Spark!Fishers (2 posts)
- Named as sponsor in City of Fishers and Fishers Parks e-newsletters (2 emails)

AT EVENTS

- Mentioned during Spark!Fishers event announcements
- 1 parking pass for Saturday Street Fair

Sponsorship agreements must be received by March 1, 2025 in order to receive all of the included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.

