



# Pearland Parks & Recreation Sponsorship Opportunities 2024



Pearland Parks & Recreation  
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**Our Vision** We're building a healthy, connected, and vibrant community that enriches lives through exceptional experiences.

**The Opportunity...** Pearland Parks & Recreation facilities and programs provide residents and visitors of all ages the ability to enjoy an active lifestyle through early childhood and senior adult programming, health and fitness courses, youth and adult sports, cultural arts, special events and a robust volunteer program. Every year, more than 450,000 people visit Pearland parks, recreation facilities, events, and programs.

**Pearland Parks & Recreation...** is committed to health & wellness, cultivating experiences, environmental stewardship, and social equity. Because the department adheres to high standards through the delivery of excellent customer service, quality parks, facilities, programs and events, residents have come to depend on Pearland Parks and Recreation. If history is any teacher, today's consumers trust in the brands they can count on. What better time to tap into the emotion of our community participants to make a positive impression with your company? Partnering with Pearland Parks and Recreation makes good business sense!

**Partner with us? ...** We are confident that the available sponsorship, advertising, and volunteer opportunities will encourage customer loyalty to your organization while demonstrating your commitment to community involvement. Pearland Parks & Recreation offers a unique opportunity for civic-minded organizations to give back to the community and reach an audience you may not usually have access to. By partnering with us, you will have the opportunity to expose your brand to the Pearland Community and beyond through an extensive selection of events, advertising opportunities and programs throughout the year.





## About Pearland Parks & Recreation - By the Numbers...

### Parks and Facilities

547	Parkland acres
18	Miles of trail
14	Parks
16	Softball & baseball fields
10	Basketball courts
2	Dog parks
14	Playgrounds
2	Splash pads
39,000 sq. ft.	natatorium w/ 2 pools
11	Multipurpose sports fields
4	Recreation centers



### Impact

95,000 +	Event attendees
20+	Events per year
18,000	RCN & Knapp visits per year
4,000	Volunteer hours annually
19	Tournaments 2022 - 2023
20,000 +	Customer service calls a year

### Parks & Recreation Website Home Page

469,462 pageviews

### Pearland In Motion Print/Digital

6,000 Distributed to 60 locations  
12,00 online pageviews

### Rec Report E-Newsletter

3500 distribution  
50% open rate

### Social Media

Facebook Followers	22,000
Twitter Followers	5000
Instagram Followers	200

### Recreation Center & Natatorium

Membership	6,000
Daily Use	1,000

### Natatorium Use FY 22

Activity Pool participants	12,000
Activity Pool spectators	4,000
Competition Pool participants	22,500
Competition Pool spectators	10,000

### City Events – expected attendance

Trick or Treat Trail	8,000
Sunset Cinema	500
Run for All	500
Hometown Christmas Festival	7,000
Parade	10,000
Lights Display	50,000
Springfest	6,000
Concerts In the Park	500
Celebration of Freedom	15,000

### Forever Parks Foundation Events – expected attendance

Pearland Turkey Trot	1,200
Tour De Lites	300
Pearland ½ Maration	1,200
Mayor Cole’s Golf Tournament	300

### Marketing Partners

Forever Parks Foundation of Pearland  
Pearland Chamber of Commerce  
Pearland CVB  
Pearland ISD  
VIC Coppinger YMCA  
Houston Running Company

## Our Audience

As the fastest growing city in the Houston region, Pearland has everything your company needs to be successful. Affordable housing, outstanding schools, safe neighborhoods and superb quality of life has led to tremendous growth in Pearland. With millions of square feet of retail, office and residential construction completed in the past 10 years, Pearland is on its way to becoming the next major employment center in the Houston region. Our close proximity to Houston, just a short 20 minute drive to downtown, allows you to experience all the city has to offer including professional sports, world-class cultural amenities and recreation.

The current population is 126,000.

More than 49% of Pearland's residents have a bachelor's degree or higher. With a highly educated workforce and a median age of 35 Pearland is primed to become Houston's next employment center.

*(2020 US Census/American Community Survey)*

### Racial Diversity

- White 39%
- Hispanic 25%
- African American 19%
- Asian 14%
- Gender
- Female 51%
- Male 49%

According to the 2020 Census

The median household income is \$107,000

According to Houstonproperties.com

The average home sale price is 336,700

According to the 2020 Citizen Survey

80% positively rated services provided by City of Pearland





# City of Pearland Parks & Recreation 2024 Sponsorship Opportunities Events, Programs, Advertising and Community Engagement

Reach your target audience while creating exceptional event and program experiences through Parks & Recreation sponsorships and advertising opportunities. Sponsor a specific program or event or become a part of all of them! Our sponsorships are customized to fit your community engagement priorities. Visit <https://www.parks.pearlandtx.gov/special-events> to learn more.



## Spring Fest

Date/Time: April 6, 2024, 10 a.m. to 5 p.m.  
Location: Independence Park  
Anticipated Attendance: 4,000

## Forever Parks Foundation Events

(Visit [foreverparksfoundation.org](http://foreverparksfoundation.org) for details)



## Pearland Half Marathon

Date: February 25, 2024  
Location: Independence Park

## Mayor Cole's Golf Tournament

Date/Time: April 15, 2024, 10 a.m. – 7 p.m.  
Location: Golfcrest Country Club  
2509 Country Club Dr  
Anticipated Attendance: 150

## Pearland Turkey Trot

Date: November 28, 2024  
Location: Independence Park

## Tour De Lites

Date/Time: December 14, 2024, 6:00 – 8:00 p.m.  
Location: Independence Park  
Anticipated Attendance: 150

## Recreation Programs:

Adaptive Recreation Programs  
Miracle League  
Aquatics  
Athletics  
Knapp Senior Center  
Delores Fenwick Nature Center Programs  
Youth Development Programs  
Youth Action Council  
Financial Assistance Program



## Advertising:

Digital Display Advertising  
Pearland In Motion  
Rec Report  
Scoreboard



Sponsorship opportunities include naming rights, presenting rights, experiential marketing, digital and print advertising, commercials, social media engagement, lead generation, product sampling, speaking opportunities, in-kind donations, volunteer activities and more. See the following event pages for event specific details.



## Concerts in the Park

Date: Every Friday in May 3 – 31, 2024  
Location: Southdown Park  
Date: Every Friday from June 7 – 28, 2024  
Location: Independence Park  
Time: 7 to 9 p.m.



## Celebration of Freedom

Date: July 4, 2024  
Time: 6 p.m. to 10 p.m.  
Location: Independence Park  
Anticipated Attendance: 10,000



## Sunset Cinema

March 14, 2024 – Independence Park  
July 19, 2024 – Location TBD  
October 2024 – Date TBD  
Time: 7 p.m. to 10 p.m.  
Anticipated Attendance: 350



## Run for All

Date/Time: November 2, 2024, 6 a.m. to 10 a.m.  
Location: Independence Park,  
Anticipated Attendance: 250



## Hometown Christmas Festival

Date/Time: December 6, 2024, 6 p.m. to 9 p.m.  
Location: Independence Park  
Anticipated Attendance: 4,000

## Parade

Date/Time: December 7, 2024, 6 p.m.  
Location: Old Alvin Rd to Pearland Pkwy  
Anticipated Attendance: 8,000

## Hometown Christmas Lights Display

December 1 – 31, 2024  
Location: Independence Park

# Sponsorship Opportunity 2024 Miracle League



**Game Days:** SPRING: February 24, March 2,9,16,23  
FALL: September / October – dates pending

**Location:** Miracle League Field, Sports Complex at Shadow Creek Ranch  
13050 Shadow Creek Pkwy, Pearland, TX 77584

**Game Times:** 9 am, 10 am, 11 am and 12 pm

**Participants:** 80 Players plus approximately 2 buddies per player

Miracle League removes the barriers that keep children with mental and physical disabilities off the baseball field and lets them experience the joy of America’s favorite pastime. Since the main barriers for these individuals arise from the natural grass fields used in conventional leagues, Miracle League teams play on a custom-designed, rubberized turf field that accommodates wheelchairs and other assertive devices while helping to prevent injuries. Miracle League will play two seasons a year, in Fall and Spring. Each one of our athletes will be provided with their own uniform, which will include a shirt and hat, and a trophy at the end of the season.

Miracle League	Presenting	Uniform	Dugout	League	Backstop Banner	Baseline Banner
	\$10,000	\$6,500	\$4,000	\$2,000	\$1,000	\$500
<b>General Terms</b>						
Presenting Sponsor Custom Recognition Plan	✓					
Uniform Sponsor Custom Recognition Plan		✓				
Presenting Sponsor Recognition on all uniforms	✓					
Sponsor Logo on back of all uniforms		✓				
Permission to use the event logo in any Sponsor created marketing	✓	✓	✓			
<b>Advertising</b>						
Sponsor recognition on digital & print flyers (min. 300)	✓	✓	✓	✓		
Sponsor Recognition Facebook post (22,000 followers)	2 posts	1 post	✓	✓	✓	
Sponsor Recognition in Rec Report E-Newsletter	✓	✓	✓	✓	✓	✓
Sponsor Logo on event webpage for 1 year	✓	✓	✓	✓	✓	✓
<b>On-site</b>						
Banners displayed at field for 1 year (Dugout )			2 Dugout			
Banners displayed at field for 1 year (infield and outfield visibility)	✓	✓		✓	2 Backstop	2 Baseline
Audio recognition of during each game	✓	✓	✓	✓	✓	✓
Opportunity to provide promotional materials to hand out at games	✓	✓	✓	✓	✓	✓





# Spring Fest



**Event Date:** April 6, 2024  
**Location:** Independence Park  
**Time:** 10 a.m. to 5 p.m.  
**Expected Attendance:** 4,000

Spring Fest is an all day family oriented festival celebrating springtime in Pearland with live music on stage, vendor market, food trucks, inflatables, rides and other exciting attractions and activities to fill the day.

Spring Fest	Presenting \$15,000	Zone \$8,000	Activity \$4,000	Attraction \$1,500	Supporting \$1,000	Booth \$500
<b>General Terms</b>						
Presenting naming rights over the event	✓					
Category Exclusivity	✓	✓				
Naming Rights for one (1) sponsored zone/activity	Zone	Zone	Activity			
Right of first refusal	✓	✓	✓			
Permission to use the event logo in any sponsor created marketing	✓	✓	✓			
<b>Advertising / Internet</b>						
Sponsor recognition in all event marketing media	✓					
City will produce 1 personalized video with Sponsor Employees to include in pre-event social media post	✓					
Sponsor recognition in pre-event press release	✓	✓				
Sponsor logo recognition included in 1 edition of Rec Report e-newsletter	✓	✓	✓	✓	✓	
Sponsor recognition on digital & print flyers (min. 300)	✓	✓	✓	✓	✓	
Sponsor logo on event webpage for 1 month	✓	✓	✓	✓	✓	
Sponsor recognition on Facebook (22,000 followers)	10 posts	2 posts	1 post	1 post	1 post	
<b>On Site / Signage</b>						
Presenting Sponsor recognition and logo on promotional items distributed at event provided by the city (1,000)	✓					
Opportunity for Sponsor spokesperson to address the crowd from the main entertainment stage.	2x	1x				
Opportunity for Sponsor to provide a door prize and representative to assist with the drawing from the main stage during intermission	✓	✓				
Custom Banners displaying sponsor logo in prime location	4	2	2			
Opportunity to provide sponsor banners to display in sponsored area	5	5	2			
Custom banners displaying sponsor logo in sponsored area	4	2	2	1		
Opportunity to bring out sponsor mascot to interact with event participants	✓	✓	✓	✓		
Promotional booth space in prime location	10x20	10x10	10x10	10x10		10x10
Opportunity to have street team interact with event participants	✓	✓	✓	✓		✓
Audio recognition from the main entertainment stage	✓	✓	✓	✓	✓	✓
Custom banners displaying sponsor logo throughout event	4	2	2	1	1	1
<b>Hospitality</b>						
Complimentary Kidzone Tickets	25	20	4	4		



# Concerts In the Park Series



**Event Date:** Fridays in May & June 2024  
**Location May:** Southdown Park, 2150 Country Place Parkway  
**Location June:** Independence Park, 3449 Pearland Parkway  
**Time:** 7 p.m. – 9 p.m.  
**Expected Attendance:** 350+ per concert

Come out and relax to the tunes of a live band every Friday night during the months of May and June. Food vendors will be on hand selling a delicious variety of foods while the playground will be available for the kids. Bring your blankets, lawn chairs and picnic baskets then sit back and enjoy an evening of fun and family entertainment.

Concerts in the Park	Concert Series (9 Concerts)	Concert Series Supporting Sponsor	Individual Concert (1 concert)	Door Prize Sponsor
	\$2,500	\$1,000	\$350	In Kind
<b>General Terms</b>				
Permission to use the event logo in any sponsor created marketing	✓			
<b>Advertising</b>				
Sponsor Recognition in Facebook Event listing	✓	✓		
Sponsor recognition and logo on all event digital & print flyers	✓	✓		
Sponsor Recognition Facebook post (22,000 followers, min. 2 posts)	✓	✓		
Sponsor Logo on event webpage for duration of series	✓	✓		
<b>On-site</b>				
One 10 x 10 Promotional booth space	✓		✓	
Opportunity to provide door prize to be raffled at event	✓	✓	✓	✓
Audio recognition of during the event	✓	✓	✓	✓





# Celebration of Freedom



**Event Date:** July 4, 2024  
**Location:** Independence Park, 3449 Pearland Parkway  
**Time:** Gates open at 6pm, Concert at 6:30pm  
**Expected Attendance:** 10,000 +

Our Celebration of Freedom is a spectacular family event that continues to grow in popularity each year. This family-friendly event will feature live entertainment, interactive attractions, a spectacular fireworks display, local food/beverages and more.

Celebration of Freedom	Zone	Activity	Attraction	Commercial	Supporting	Booth
	\$10,000	\$5,000	\$2,500	\$2,000	\$1,000	\$500
General Terms						
Naming Rights over the sponsored area	✓					
Category Exclusivity	✓					
Right of first refusal	✓	✓				
Permission to use the event logo in sponsor created marketing	✓	✓				
Advertising / Internet						
Sponsor recognition on all event promotional media	✓					
Sponsor logo in Pearland in Motion summer edition	✓					
Sponsor recognition in pre-event press release	✓	✓				
Sponsor logo recognition in Rec Report e-newsletter	✓	✓	✓	✓	✓	
Sponsor recognition on digital & print flyers (min. 300)	✓	✓	✓	✓	✓	
Sponsor logo on event webpage for 1 month	✓	✓	✓	✓	✓	
Sponsor recognition on Facebook (22,000 followers, min. 1 post)	✓	✓	✓	✓	✓	
On Site / Signage						
Spokesperson to address the crowd	✓					
Spokesperson Present door prize from stage	✓					
Custom Banners - prime location	2	1				
Sponsor provided banners	2	2	2			
Custom Banners in sponsored area	2	1	1			
Provided 30-60 second commercial displayed during event	✓	✓	✓	✓		
Opportunity to bring out Sponsor mascot	✓	✓	✓	✓		
Promotional booth space in prime location	10x20	10x10	10x10	10x10		10x10
Opportunity for street team to interact with crowd	✓	✓	✓	✓		✓
Audio recognition from main stage	✓	✓	✓	✓		✓
Custom Banner displaying sponsor logo - throughout event	2	2	1	1	1	1
Hospitality						
Reserved Seating area near stage	10					





# Sunset Cinema

## 4 Sponsorship Dates Available

**Event Dates:** Thursday, March 14, 2024  
 Friday, July 19, 2024  
 Saturday, October 12, 2024  
**Location:** Independence Park, 3449 Pearland Parkway  
**Time:** 7 – 10 p.m.  
**Expected Attendance:** 500+

Pearland Parks & Recreation is excited to host 4 FREE outdoor movie nights in the park this year. Movies will be projected on our super-sized screen with incredible movie-sound coming through our large speakers. Food trucks and outdoor activities round out the night for a fun family experience in the park. Sponsorship opportunities are listed for each separate movie night.

Sunset Cinema	Presenting	Supporting	Booth
	\$1,500	\$1,000	\$250
<b>General Terms</b>			
Presenting rights over the event	✓		
Name/logo featured in the event title on all event marketing media	✓		
Participate in movie selection	✓		
Permission to use the event logo in any sponsor created marketing media	✓		
Industry exclusivity for at the event	✓		
<b>Advertising</b>			
Sponsor Recognition in Facebook Event listing	✓	✓	
Sponsor recognition on digital & print flyers (min. 300)	✓	✓	
Sponsor Recognition on event Facebook post (22,000 followers, min. 1 post)	✓	✓	
Sponsor Logo on Sunset Cinema webpage for one (1) month	✓	✓	
<b>On-site</b>			
Sponsor logo displayed on screen before the movie	✓		
Opportunity to provide 30 - 60 sec. commercial to be shown before the movie.	✓	✓	
Opportunity to conduct a drawing and announce door prize at end of movie	✓	✓	
One (1) promotional booth space in prime location	10x20	10x10	10x10
Audio recognition of during the event	✓	✓	✓



# Outdoors for All - Run for All Hosted by REI



**Event Date:** Saturday, November 2, 2024  
**Location:** Independence Park, 3449 Pearland Parkway  
**Time:** Run for All: 6 a.m. – 10 a.m.  
 Outdoors for All: 10 a.m. - 2 p.m.  
**Expected Attendance:** 200+

Run For All, hosted with REI, is an inclusive race with a distance option for everyone! The run will feature a 5K for avid runners, a 3K for those looking for a more intermediate run, and a 1K for those looking for a shorter distance. Stick around post-race for Outdoors For All, a free event designed to help connect the community with various ways to get outdoors. Interested in running, BMX, disc golf, gardening, nature centers, or looking to chat with gear vendors? Outdoors For All has these vendors and more. The event will also have food trucks and entertainment at the stage.

Run for All	Race Sponsor	Booth Sponsor	Goodie Bag Sponsor
	\$500	\$150	In Kind
<b>Advertising</b>			
Sponsor Recognition in November Rec Report E-Newsletter	✓		
Sponsor recognition event Facebook post (22,000 followers, min. 1 post)	✓		
Sponsor Recognition on event T-Shirt (logo due by 10/16/23)	✓		
Sponsor Logo on event webpage for 1 month	✓		
<b>On-site</b>			
Logo on lawn sign along route	✓		
Logo displayed on custom event banner	✓	✓	
10 x 10 Promotional booth space in prime location	✓	✓	
Audio recognition of during the event	✓	✓	
Opportunity to provide materials for race bag	✓	✓	✓





# Hometown Christmas Festival



**Event Date:** Friday, December 06, 2024  
**Location:** Independence Park, 3449 Pearland Parkway  
**Time:** 7 - 10 p.m.  
**Expected Attendance:** 5,000+

Feel the Christmas Spirit come alive as Pearland Parks & Recreation kicks off the Hometown Christmas Festival. Join us for an evening of holiday entertainment, shopping, music, lights, food trucks and much more. The lively stage program will feature a visit from City Council, community leaders, Santa Claus and Mayor Cole as they come together to spread Christmas cheer for Pearlanders far and near.

Hometown Christmas Festival	Presenting	Festival Zone	Light Display Section (month)	Festival Attraction	Commercial	Community Sponsor	Booth
	\$15,000	\$8,000	\$5,000	\$2,500	\$2,000	\$1,500	\$500
<b>General Terms</b>							
Presenting Rights of Event	✓						
Presenting Rights for Zone	✓	✓					
Category Exclusivity	✓	✓					
Right of first refusal	✓	✓	✓	✓			
Permission to use the event logo in any sponsor created marketing	✓	✓	✓	✓			
<b>Advertising / Internet</b>							
Presenting Sponsor recognition in Event Marketing Materials.	✓						
Sponsor Logo Recognition on Livestream of performances	✓						
Personalized videos to be included in pre-event social media post	2						
Sponsor logo recognition on Special Events webpage for 1 year	✓	✓					
Sponsor logo recognition included on event ad in Pearland In Motion for 1 edition	✓	✓	✓	✓			
Sponsor Level Recognition in pre-event Press Release	✓	✓	✓	✓			
Sponsor logo recognition included in Rec Report e-newsletter	✓	✓	✓	✓	✓	✓	
Logo recognition on event digital/print flyers (min. 300)	✓	✓	✓	✓	✓	✓	
Sponsor logo on Event webpage for 1 month	✓	✓	✓	✓	✓	✓	
Sponsor recognition on event Facebook posts	10 posts	10 posts	2 posts	1 post	1 post	1 post	
<b>On Site / Signage</b>							
Sponsor spokesperson to address the crowd	✓	✓					
Sponsor door prize drawing with stage announcement	✓	✓					
Custom Banners displaying Sponsor logo in prime location	4	4	1				
Custom Banners displaying Sponsor logo throughout event	4	4	2	1			
Opportunity to provide Sponsor banners to display in sponsored area	5	5	2	2			
Custom Banners displaying Sponsor logo in sponsored area	4	4	1	1			
Community Sponsor Lawn Sign display at lights section for month	✓		✓			✓	
Provided 30-60 second commercial displayed during event	✓	✓	✓	✓	✓		
Opportunity to bring out Sponsor mascot to interact with crowd	✓	✓	✓	✓	✓		
Promotional booth space in prime location	10x20	10x20	10x10	10x10	10x10		10x10
Opportunity to have street team interact with event participants	✓	✓	✓	✓	✓		✓
Audio recognition from the main entertainment stage	✓	✓	✓	✓	✓		✓
Audio recognition included in parade announcements	✓	✓	✓	✓	✓		✓
<b>Hospitality</b>							
Reserved Seating Area near stage	20						



# Hometown Christmas Parade



**Event Date:** Saturday, December 07, 2024  
**Location:** 518 - Old Alvin Rd to Pearland Pkwy  
**Time:** 6 pm  
**Expected Attendance:** 12,000+

The City of Pearland is excited to host the 41<sup>st</sup> annual Hometown Christmas Parade on Saturday, December 2, 2023 at 6 p.m. The evening parade brings out dozens of floats and walking groups decked out in lights and holiday spirit. Spectators will see marching drill teams, unique classic cars, dazzling floats and so much more!

Hometown Christmas Parade Sponsorship Benefits	Presenting Sponsor \$10,000	Community Sponsor \$1500	Friend of the Parade \$500
<b>General Terms</b>			
Recognition as Presenting Sponsor on all event media	✓		
Right of first refusal	✓		
<b>Advertising</b>			
Digital and Print Flyers	✓	✓	✓
Sponsor logo on event webpage for one (1) month	✓	✓	✓
Sponsor recognition on event Facebook posts	✓	✓	✓
<b>On Site</b>			
Pearland TV Interview	✓		
Presenting Sponsor recognition on livestream video	✓		
Presenting Sponsor recognition on Parade Banner	✓		
Recognition on Announcer Booth	✓		
Bleacher Seating Area in prime location	1		
Promotional booth space in prime location	10x20	10x10	
30-60 second-to commercial at Hometown Christmas	✓	✓	
Company Mascot interaction	✓	✓	
Street team interaction	✓	✓	
Prime float placement in the Parade line up	✓	✓	✓
Hand out items along parade route	✓	✓	✓
Audio Recognition - Pearland TV	✓	✓	✓



## Additional Opportunities to Connect with the Community

### Advertising

- Pearland In Motion Digital and Print Magazine
- Rec Report E-Newsletter
- Score Board – Centennial Park, Sports Complex at Shadow Creek Ranch, Recreation Center and Natatorium
- Digital Display Boards at Recreation Center and Natatorium

### Program Sponsorships or In-Kind Donations

Our Parks and Recreation department offers a wide range of activities and programs that offer great sponsorship opportunities in addition to our special events.

- Adaptive Recreation – Cooking, Basketball, Kayaking, Bowling, and more...
- Miracle League – Equipment, Uniforms, and more...
- Youth Development – Summer Camp, Youth Action Council, Early Childhood programs and more...
- Knapp Senior Center – snacks, programs, supplies, trips, events and more...
- Athletics – youth jerseys, equipment, supplies and more...
- Fitness Programs – equipment, supplies, and more...
- Natural Resources and Outdoor Education – planting, nature camp, outdoor education, nature exhibits, and more..
- Recreation Center – hand towels, lockers, first aid, and more...
- Aquatics – pool supply branding – life jackets, kickboards, and more...

### Volunteer

Our active volunteer program provides a rewarding opportunity to demonstrate your organizations commitment to the Community. Join our volunteer team and make a difference while reaching your target audience through your service.





**Contact us to customize your plan today!**

## **Sponsorship Interest Form**



Pearland Parks & Recreation  
Special Events and Development Manager  
[sponsorships@pearlandtx.gov](mailto:sponsorships@pearlandtx.gov)  
281-412-8927