

SPONSORSHIP OPPORTUNITY GUIDE

CALENDAR YEAR 2019

FLOYD COUNTY



PARKS & RECREATION AUTHORITY

WELCOME!

The Floyd/Floyd County Parks and Recreational Authority (FCPRA or “Recreation Authority”) was created by members of the Town of Floyd and Floyd County in December 1984 with the intent that it would operate independently of local governments.

The Recreation Authority’s daily operations are managed by the FCPRA Director with oversight and governance from seven (7) Board Members. Five (5) of these Board Members are appointed by The Floyd County Board of Supervisors while the other two (2) are appointed by the Town Council. The FCPRA Board of Directors is a volunteer Board and therefore do not receive any monetary reimbursement for their time.

Classified as a 509 (a)(1), the Recreation Authority receives funding and support each year from the Town and the County. Because the Recreation Authority is not a department of the Town or County, the Recreation Authority is not fully funded. Therefore, we have to ask for private donations and corporate sponsorships, charge participation fees for our programs, hold fundraising events, and rely on volunteerism from our citizens. In short, we would not be where we are today without the generous support from our wonderful community. Thank you!!

FOR BUSINESSES AND ORGANIZATIONS

Within this guide you will find information about our current (and planned) program offerings, insight into our reach for advertising your business, and how your money can be best put to use to make long-lasting positive impacts to enhance not only the facilities and programs FCPRA offers, but ways to make a difference in our community as a whole.

FOR INDIVIDUALS

If you are not part of a bigger organization but want to help us strengthen the Recreation Authority’s capabilities, we identify ways you can support FCPRA. As the saying goes, “it takes a village,” and we’re so happy you want to be involved!

EXPERIENCE THE DIFFERENCE

In case you missed it, the Recreation Authority is undergoing major changes! Our top priority is overhauling the way we operate so that our guests (program participants, sports teams, players, and coaches, facility visitors, volunteers, and spectators) walk away at the end of each FCPRA game/event/season with an experience that makes them want to return (with friends). That means our Board and staff will be implementing policies and procedures, committing to ensuring our mission, vision, and core values emanate from everything we do, and hold ourselves accountable by increasing communication and transparency to our valued customers – Floyd’s finest!

MISSION, VISION, & CORE VALUES

Mission:

The Floyd County Parks and Recreation Authority (FCPRA) is on a mission to enrich Floyd County's community by creating meaningful experiences through our public spaces, promoting cultural activities, and creating and maintaining quality recreational programming for the citizens and visitors of Floyd County.

Vision:

We will improve the well-being of every person in our community by connecting them to each other and their environment.

Core Values:

- **Equity.** We are committed to equitable access to parks, facilities, and programs.
- **Exceptional Customer Experiences.** We provide service that is fair, courteous, professional, responsive, and accountable.
- **Safety.** Our parks and facilities are safe, clean, and accessible.
- **Continuous Learning.** We believe in lifelong learning for ourselves and our community.
- **Integrity.** We are honest, fair, and respectful in all interactions.
- **Civic Responsibility.** As public servants, we strive to better the world around us.

Customer Service Guarantee:

FCPRA is committed to delivering a consistently superior customer experience to all who participate in our programs or visit FCPRA parks and facilities. Our goal is to deliver service that is:

- Fair,
- Courteous,
- Professional,
- Responsive, and
- Accountable.

OVERVIEW OF PROGRAMS

Current Programs:

Highlights of Past Athletic Programs:

Year	Reservations	Soccer	Fall Football	Basketball	Tball/Baseball/Softball	Coed Volleyball	Adult Volleyball
2018	4*	180	134	224	411	106	86
2017	No data	196	154	253	497	138	45
2016	No data	No data	196	265	No data	No data	No data

Program Enhancements:

In addition to the traditional team sports programming offered by FCPRA, 2019 will bring about new strategic enhancements to our offerings. Each quarter (winter, spring, summer, and fall) FCPRA will reach out to the community for proposals and ideas to develop quality programming that the community and visitors will enthusiastically embrace. Proposals will be reviewed by the FCPRA director and programming committee and assembled into a printed/digital publication that will be sent to Floyd/Floyd County residents.

Athletics: In the past, the core of FCPRA athletic programming has encompassed youth sports. For a number of years FCPRA also offered adult and senior programs. Beginning in 2019, we will be reviving the efforts to provide opportunities for adults and seniors to participate in athletic programs in the form of leagues and special tournaments.

Workshops/Training: From sports camps, to safety training and beyond, FCPRA is in the process of identifying partners and opportunities to offer a wide variety of Sports, Health, and Recreation-focused workshops and training to be held throughout the year.

Special Events and Activities: Festivals, events, fairs, you name it, FCPRA has a great space to offer community togetherness at our Recreational Park. Special Use permits can be obtained to schedule events that speak to the heart of our community and generate excitement for being outside.

Trips and Excursions: Sometimes it is nice to just get out and about for a while. Beginning in 2019 FCPRA will be offering small day- and weekend-trip opportunities for Floyd residents to regional destinations. These opportunities are fantastic for our community members who may have the desire to travel with some friendly familiar faces.

Clubs and Meetups: There are many groups in Floyd County with interests in recreational activities and are seeking a way to reach out to new members. From chess, to hiking, to gardening and more, FCPRA wants to support community groups in their growth and development.

Park Rental:

Park & Shelter Reservations

The Park and Picnic Shelter at the playground may be reserved for your outside event! The Playground shelter has 8 tables, a bathroom facility, and grills for cooking.

	Floyd County Resident	Non-Resident
Shelter – Full Day	\$60	\$70
Shelter – Half Day	\$35	\$45

Please note:

- Between November 1 and March 15, the shelter will be reserved for the full day at a discounted rate.
- Beginning the Friday of Memorial Day weekend through Labor Day, only full day shelter reservations are accepted on Fridays, Saturdays, Sundays, and holidays

Picnic Shelter Reservation hours:

Half Day:

9:00 am – 1:00 pm

2:00 pm – 6:00 pm before posted park closing time*

Full Day:

9:00 am – 6:00 pm

How do I make a reservation?

To reserve the picnic shelter, please call (540) 745-9363, Monday – Friday 9:00 am – 5:00 PM or make your reservation online.

Payment is due in full at the time of the reservation.

Do I Need a Permit?

Permits must be secured no less than 30 days prior to event date and require a paid shelter reservation. Items requiring a permit include but are not limited to:

Amplified sound | Commercial cookers | Showmobile | Live entertainment | Amusements | Food vending | Staging | Non-food vending | Generator | Merchandise sales | Mechanical rides | Raffles | Pony rides | Petting Zoo

Fill out our [Event Permit Interest Form](#) to give us a better idea of your event needs.

Park Land Use

\$100 Small

\$250 Medium

\$500 Large

Event Permits (with paid shelter or land use reservations only)

\$75 Neighborhood Park Permit

\$125 Special Use Permit Fee (1-2 items)

\$250 Event permit fee (3-4 items)

\$350 Large event permit fee (5 or more items)

Note: There will be an additional charge for those patrons wishing to enter the park before or after normal operation hours.

Refunds/Cancellation Policy:

Cancellations received 21 days or more prior to the event will be charged a 10% cancellation fee.

Cancellations received less than 21 days prior to the event will be charged a 25% cancellation fee. All permit fees associated with your reservation are non-refundable.

For more information on the cancellation policy, please contact the Floyd County Parks and Recreation Authority office at: (540) 745.9363.

Rain Date

Reservations will not be refunded or rescheduled based on the weather forecast. If your event is rained out, please call (540) 745.9363 within seven (7) business days after rental date to reschedule or request a refund. At the time of your call your shelter reservation must be rescheduled within the current calendar year or a full refund will be processed.

CUSTOMER PROFILE

To provide and promote participation by all Town of Floyd and Floyd County citizens through educational, park, recreational and leisure opportunities. Benefits are endless, and we can prove it!

The Floyd/Floyd County Parks and Recreational Authority is responsible for 42 acres of park land. The Authority also oversees recreational and/or sports activities for the youth, adults, and seniors of the Floyd Community.

SPORTS LEAGUE INFORMATION:

Youth Sports:

FCPRA youth sports programs involved 1,283 participants in 2017. The Athletics Program includes the following sports: t-ball, baseball, softball, soccer, co-ed basketball, co-ed volleyball, flag and tackle football.

- Average number of visitors/players per day/sport
- Estimated number of visitors/players per year FY17
- Tournament visitors/players per year

Adult Sports:

The Floyd/Floyd County Parks and Recreation Authority provides adult sports leagues and tournaments throughout the year. Adult leagues include men's co-ed softball, men's/co-ed volleyball. Adult sports programs are offered at the Floyd Recreation Park, and several of the local school gymnasiums.

- Average number of visitors/players per night
- Estimated number of visitors/players per year FY17
- Tournament visitors/players per year

RECREATION CLASSES & WORKSHOPS:

New to the upcoming year! The FCPRA will offer a wide range of year-round recreational classes for all ages.

COMMUNITY & SPECIAL EVENTS:

One excellent feature of the Town of Floyd/Floyd County is **community involvement**, and this is where everyone can get involved. Through our community involvement programs, citizens can help FCPRA reach new heights by becoming a volunteer. FCPRA collaborates with several organizations to make these special events happen within the community for our stakeholders.

- Average number of special events each year
- Average total number of participants per year

SPONSORSHIP OPPORTUNITIES

AUTHORITY FAN-CLUB SPONSOR

\$250 ANNUALLY

Benefits of being an “Authority Fan-Club” Sponsor:

- Your company logo is placed on the “Sponsorship” page on the FCPRA website.
- One (1) “shout out” on our social media page expressing our gratitude for your support and tag you/your company’s business page.
- Company logo of choice will also be included in one (1) Monthly Memo (our Parks and Rec newsletter).

SPORTS TEAM SPONSOR

\$500 PER SEASON

Benefits of being an “Sports Team” Sponsor:

Youth Team Sponsors:

- Opportunity to insert promotional items/coupons in youth packets.
- Company name/logo printed on team schedule for the season.
- Sponsor plaque/certificate for your office.
- Company name/logo recognition on the FCPRA website during the season.
- One (1) “shout out” on our social media page expressing our gratitude for your support and tag you/your company’s business page.

Adult Team Sponsors:

- Opportunity to display promotional items at coaches’ meeting.
- Company name/logo printed on team schedules.
- Getting your company/business involved in the end of season awards.
- Sponsor plaque/certificate for your office.
- Company name/logo recognition on the FCPRA website.
- One (1) “shout out” on our social media page expressing our gratitude for your support and tag you/your company’s business page.

SPORTS LEAGUE/SPECIAL EVENTS SPONSOR

\$1,000 ANNUALLY

Benefits of being an “Sports League” or “Special Events” Sponsor:

- Sponsor a sports league or one (1) special event with your Company name/logo on the league of your choice (youth/adult).
- Display banners and promotional items at the Recreation Park kiosk.
- Sponsor name on program marketing items and league schedules.
- Company name recognition on the FCPRA website & two (2) FCPRA Program guides per year.
- Company logo of choice will also be included in six (6) FCPRA Monthly Memos (newsletters).
- One (1) “shout out” on our social media page expressing our gratitude for your support and tag you/your company’s business page.

RECREATION PARK OUTFIELD SPONSOR

\$2,500 ANNUALLY

Benefits of being an "Recreation Park Outfield" Sponsor:

- One (1) "shout out" on our social media page expressing our gratitude for your support and tag you/your company's business page.
- Two (2) 4-x-6 banners displayed on the outfield fencing at the Floyd County Recreation Park.
- Your company name/logo is included in all sports-related marketing flyers for leagues, camps, and clinics.
- Company name/logo of choice placed on the FCPRA website,
- Company name/logo included in three (3) program guides per year.
- Company logo of choice will also be included in all FCPRA Monthly Memos (newsletters).

SPORTS CHAMPION SPONSOR

\$5,000 ANNUALLY

Benefits of being an "Sports Champion" Sponsor:

This package allows for a combination of sports team/league sponsorship levels for greater company exposure.

- Display banners and promotional items at the Park Kiosk and Recreation Office.
- Sponsorship of two (2) Athletic programs
- Company name/logo printed in all four (4) program guides per year.
- Company choice of sports league/special event sponsorship
- Company name/logo on all FCPRA athletic advertising
- Logo of choice on ALL website pages, visible to all that view the site
- Company name recognition in news articles and media releases as a corporate sponsor.

EXCLUSIVE SPONSORSHIP?

Need more exposure? Want to make a long-lasting impact?

Exclusive sponsorship packages with naming rights are available. If you are interested, please send us an email at: fcparcs@swva.net

ADVERTISING OPPORTUNITIES

To help offset the costs to the production of program guides and to support our operational costs, the FCPRA offers the opportunity for local and regional businesses to advertise in our quarterly program guides and on our website. If your company/organization has a need for reaching a broader audience, consider purchasing an ad through FCPRA!

Program Guide Advertising:

Pricing for one (1) quarterly program guide (2,000 print and +1,400 digital subscriptions)

Full page ad: \$100
Half page ad: \$50
Quarter page ad: \$25

Website Advertising: Pricing good for 3 month-duration.

Home page banner ad: \$100
Banner ad on 1st level sub-page: \$50