

Sponsorship Opportunities at CHRISTIANSBURG HUCKLEBERRY PARK



Christiansburg Huckleberry Park is a multi-use recreational area for Christiansburg residents and visitors. The approximately 50-acre park featuring all-inclusive amenities, pet-friendly play areas, special event locations, mindfulness relaxation gardens and multi-purpose playing fields. Located between the beautiful Blue Ridge Mountains, Christiansburg Huckleberry Park's state-of-the-art facility brings one-of-a-kind experiences to Southwest Virginia.

Platinum - 5 Year Commitment

Highlight your organization with signage that offers prominent, repeated exposure to visitors on a daily basis. With nearly 22% of Christiansburg's population averaging under the age of 18, Christiansburg Huckleberry Park will serve as a hub for recreation and inspiration to the youth off our community. Christiansburg Huckleberry Park will also welcome tournaments from across the region, including potential teams from North Carolina, Tennessee, Kentucky and West Virginia.

SPORTS COMPLEX \$250,000

The Sports Complex will be the destination for active recreation including amenities such as artificial turf fields for football, soccer, lacrosse, baseball and softball.

INTERACTIVE COMPLEX \$250,000

If you have a passion for interaction, this complex is for you! Highlight your business at the Interactive Complex for visible advertising in areas like the all-inclusive playground, splash pad, challenge course and outdoor fitness space.

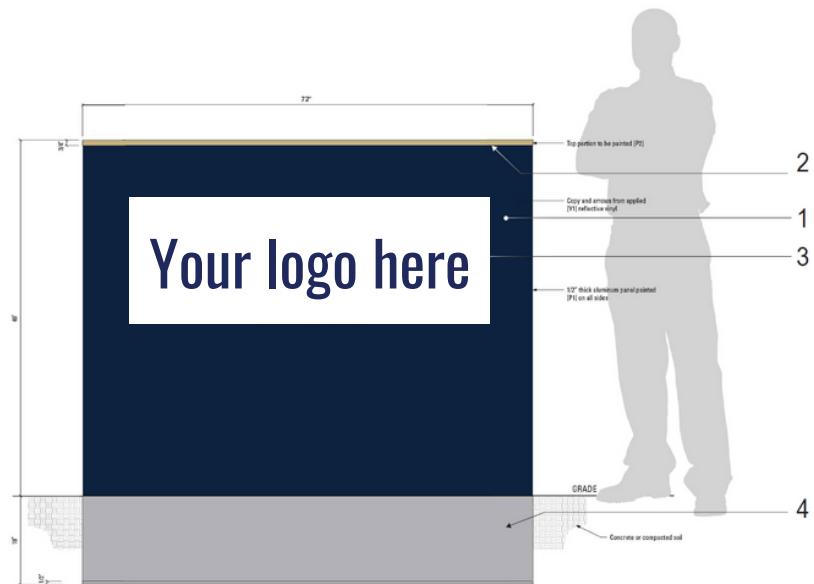
DOG PARK COMPLEX \$250,000

Who are we apart from our furry friends? As the first large and small dog park in Christiansburg, sponsoring this complex means connecting with animal lovers and their pets that feel like family.



What's Included:

- Business name placed on pillar signage
- Digital banner on Parks & Recreation website for 1 year
- Business name on all park marketing (print & digital)
- Opening ceremony and promotional ribbon cutting
- Park rental for business event (half day)
 - Once per year
 - Reserved high top pavilion
 - One reserved field
 - Access to various public park amenities
- Individualized sponsorship page on Town website with link to business
- Various social marketing
- Commemorative plaque & coin



*Image is a proposed rendering. Actual display will be determined upon agreement.



Member Levels at CHRISTIANSBURG HUCKLEBERRY PARK



GOLD - 4 YEARS

- All-inclusive playground & outdoor fitness area | \$100,000
- Splash pad | \$100,000
- Pickleball courts (4-6) | \$100,000
- Small dog area | \$50,000
- Large dog area | \$50,000



SILVER - 3 YEARS

- Premiere hilltop pavilion | \$50,000
- Sports complex building | \$50,000
- Interactive complex building | \$50,000
- Large shelter | \$30,000



BRONZE - 3 YEARS

- Dog park parking lot | \$25,000
- Interactive complex parking lot A | \$25,000
- Interactive complex parking lot B | \$25,000
- Scoreboard (4) | \$25,000 ea. 2' x 16' signage
- Small pavilion shelter | \$10,000 ea.



What's Included:



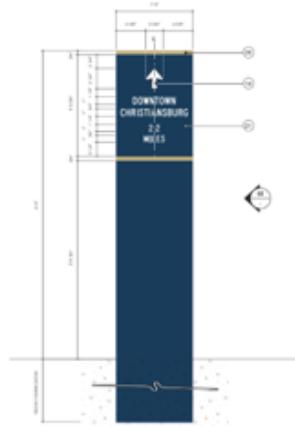
GOLD - 4 YEARS

- Business name placed on freestanding sign
- Invitation to join the Donor Circle at park opening ceremony
- Promotional Ribbon Cutting
- Sponsorship mention on Town website
- Feature mention on Town of Christiansburg social pages
- Homepage mention on Town of Christiansburg website



SILVER - 3 YEARS

- Business name placed on freestanding sign
- Sponsorship mention on Town website
- Feature mention on Town of Christiansburg social pages
- Mention on Town of Christiansburg website
- Framed certificate of sponsorship



BRONZE - 3 YEARS

- Business name placed on freestanding sign
- Mention on Town of Christiansburg website
- Social media mention on Town of Christiansburg social pages

Rendering dependent on item selected

*Images are a proposed rendering. Actual display will be determined upon agreement.



Assorted Marketing



There is a marketing opportunity for **YOU** at
Christiansburg Huckleberry Park.

Huckleberry Heroes - Lifetime of Amenity

- Mindfulness & yoga garden | \$7,500
- Emergency call towers | \$7,500
- Bike shelters | \$6,000
- Hammock stations | \$5,000
- Water stations | \$4,000

Friends - Lifetime of Amenity

- Picnic tables | \$1,000
- Benches | \$700
- Trail mileage markers | \$500
- Bike racks | \$400
- Pet waste eliminator boxes | \$275

Starter - Lifetime of Amenity

- Sponsorship board | \$100

