

YES! WE CAN SPONSOR:

IN-HOUSE TEAMS \$225 per sponsorship

T-Ball \$ _____
(8 sponsorship opportunities)

Pitch Ball \$ _____
(8 sponsorship opportunities)

Dance \$ _____
(2 sponsorship opportunities)

Flag Football \$ _____
(15 sponsorship opportunities)

SEMI-TRAVELING TEAMS \$250 per sponsorship

Spring Academy Soccer \$ _____
(4 sponsorship opportunities)

Track & Field \$ _____
(4 sponsorship opportunities)

TRAVELING TEAMS \$400 per sponsorship

Baseball (8U-14U) \$ _____
(15 sponsorship opportunities)

Softball (8U-14U) \$ _____
(7 sponsorship opportunities)

Volleyball (3rd-6th Grade) \$ _____
(4 sponsorship opportunities)

Basketball (3rd-6th Grade) \$ _____
(4 sponsorship opportunities)

OTHER OPPORTUNITIES

Banner Program 1 Year \$ _____
(\$400 sponsorship)

Banner Program 3 Years \$ _____
(\$600 sponsorship)

Movie / Concert in the Park \$ _____
(\$200 sponsorship)

General Donation \$ _____

TOTAL: \$ _____

CONTACT INFO:

Business Name: _____

Contact Person: _____

Mailing Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Please send current business logo via email to parknrecstaff@westsalemwi.gov

- No sponsorship, but ask us again next year.
- No sponsorship & please remove us from your mailing list.

I'm interested in sponsoring in the following events:

- Easter Egg Hunt (April 2025)
- Trunk-or-Treat (October 2025)

**MOVIE IN THE PARK SPONSORSHIPS
DUE: FEBRUARY 14, 2025**

**BANNER PROGRAM & SUMMER SPORT
SPONSORSHIPS DUE:
APRIL 11, 2025**

2025 ADVERTISING AND SPONSORSHIP OPPORTUNITIES



175 S. LEONARD STREET,
WEST SALEM, WI 54669
OFFICE PHONE: 608-786-0222
WEBSITE: WESTSALEMWI.GOV



TEAM SPONSORSHIPS

Team sponsorships provide participants with a shirt to wear for the duration of their program and keep once the program is completed. Your businesses logo will be placed on the shirt, as well as on league schedules, the WS Park and Rec website, brochure and other seasonal promotional material.

IN-HOUSE TEAMS

Participants practice, perform or play games against each other within the Village of West Salem. Multiple sponsor artwork is placed on the backs of t-shirts for the entire league.

SEMI-TRAVELING TEAMS

Participants practice, perform or play games against other teams within the Village of West Salem, Holmen, Onalaska, and La Crosse. Multiple sponsor artwork is placed on the backs of t-shirts for the entire league.

TRAVELING TEAMS

Participants in these programs travel to other area communities including: La Crosse, Holmen, Onalaska, La Crescent, Bangor, Sparta, Tomah & Caledonia. They may also participate in tournaments across the state of Wisconsin.

In order to fully cover all of our programs and teams, the West Salem Park & Rec reserves the right to use your donation where it is most needed for teams/sports without sponsorship or when programs already have sponsors determined.

Donations for entire league/program sponsorship will be given priority when assigning sponsorships. Returning sponsors will be given first opportunity to retain their sponsorships of specific programs as long as they are received before the program's sponsorship deadline.

BANNER PROGRAM

We are offering businesses the opportunity to advertise their company's logo with a banner placed on the back of a dugout at Riverview Park. The West Salem Park & Rec. Dept. hosts at least one baseball tournament annually. Currently we have thirteen traveling baseball teams and six traveling softball teams of our own who play games at Riverview. Additionally, our academy soccer program uses this space for their practice and game site in the fall. This means your banner will be seen by thousands of fans over the course of the year.

The banners will be installed late spring and remain in place through early fall. Each banner will be made of chloroplast and will measure 3x5 feet.

Banner Program participants need to have art sent to the West Salem Park and Recreation office no later than **April 11, 2025** so banners can be made. Please send electronic art files (Adobe Illustrator or EPS) to:
parknrecstaff@westsalemwi.gov



GENERAL SPONSORSHIP

If you are interested in a sponsorship for the West Salem Parks and Recreation Department, but don't have a specific option in mind, please use this opportunity to give to our general fund and we will use the money for a program, a team or an event in need!

SPECIAL EVENTS

Each year the West Salem Parks and Recreation Department hosts a handful of FREE community events for the Village of West Salem. It is our goal to use these free opportunities to bring the public together and strengthen community ties in the Village of West Salem. Participation by attendance allows your business the opportunity to access potential and current customers, while sponsoring with a donation allows our department to offset the cost of providing quality events at no cost to participants.

Details for each of the following special events will be made available once we get closer to each date. If you are interested in receiving additional information on special event sponsorships, please let us know by checking the appropriate box(es) below.

- Easter Egg Hunt: April 12, 2025**
- Trunk or Treat: October 31, 2025**

MOVIE/CONCERT IN THE PARK

We currently host 1 family friendly Movie in the Park during the summer. We also plan to host 1 summer Concert in the Park in 2025. Your sponsorship will help offset the price of the movie rental or musical performer and provide a free community event.

Your business will receive recognition in all event-related publications & materials including: our brochure, email blasts, and posts on our Facebook page & website. Additionally, sponsors are welcome to attend the event and promote their business during the event.

If you would like your name to be included in our brochure, we must receive payment by **February 14, 2025.**

