

Pleasant Valley Recreation & Park District

MARKETING & SPONSORSHIP

B R O C H U R E

—
2023



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PVRPD BY THE NUMBERS



6,500

Monthly Website Visitors



5,300+

@PVRPD Followers



1,900+

@PVRPD Followers



9,000+

Email Subscribers



17,000

Cars Drive by PVRPD
Marquee (during an
average week)



32,000+

Activity Guides Distributed
to Homes

WHO ARE WE?

Pleasant Valley Recreation & Park District, an independent special district, was formed in 1962 to provide the community with a wide range of quality parks, facilities, programs, athletic activities, classes, and special events for residents of the District.

The District is located in and around the City of Camarillo, serving a population of over 70,000 and covers an area approximately 45 square miles. PVRPD maintains 28 parks and over 300 acres.

OUR VALUES

- Commitment to meeting the needs of those we serve.
- Support beneficial investment in new and existing facilities.
- Reflect our commitment to top-quality.
- Support our desire to serve both active and passive uses and all ages.
- Build on and leverage our important partners.
- Support best possible workforce professionals.
- Efficiently utilize public funds in the most cost appropriate manner.





JOIN FORCES!

Be a Pleasant Valley Recreation & Park District sponsor, partner, or volunteer. Giving back to the community not only increases company and self fulfillment, it also targets new engagement to your brand, and strengthens current relationships for those you already serve.

GIVE BACK TO THE COMMUNITY

While giving back to your neighbors and those you serve, you bring light to your community and your business.

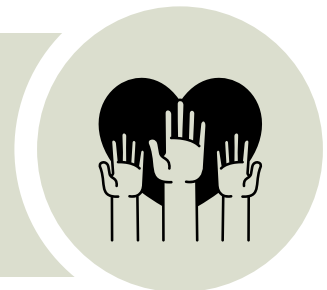


BE A PARTNER

Let's work together to increase business awareness for your company through different marketing and sponsorship levels that best fits your needs.

VOLUNTEER WITH US

We are always looking for volunteers to help with events, and park projects. Volunteer as a company/group! It's a great opportunity to showcase community involvement.



QUESTIONS?

Kaleen Gage
kgage@pvrpd.org
805-482-1196 x117

ACTIVITY GUIDE ADVERTISING



Pleasant Valley Recreation & Park District publishes a full color Activity Guide three times a year. It includes all of our camps, classes, activities, and special events. The guide offers limited advertising space and is a great opportunity for businesses to increase awareness.

CIRCULATION

- 32,000+ mailed to residential households in Camarillo
- 500 distributed in our offices and at special events
- Emailed to 9,000+ email subscribers
- Digital copy available on our website and shared on social media with 7,500+ followers

Guide Season	Dates Covered	Order Due By	Publication Month
Winter/Spring	January - April	October	December
Summer	May - August	February	April
Fall	Sept. - Dec.	June	August

AD Size	Dimensions W x H	Price
Full Page	8.25" x 10.75"	\$1700
1/2 Page	7.50" x 4.57"	\$850
1/3 Page (horizontal)	7.50" x 2.58"	\$600
1/3 Page (vertical)	2.33" x 9.15"	\$600
1/6 Page	2.33" x 4.45"	\$350
1/12 Page	2.33" x 2.11"	\$250

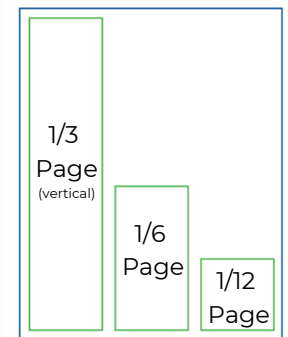
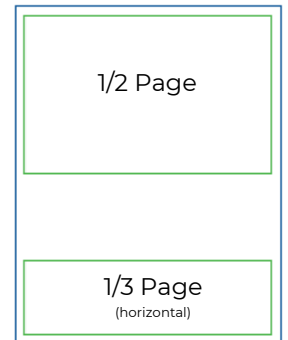
AD FORMAT

Your print-ready ad file must be submitted per below:

- File format: PDF
- Resolution: 300dpi
- Color mode: CMYK

DESIGN OPTION

Ad design is available for an additional fee of \$150. Includes review and one revision.



GET 10% OFF

Prepay for three of the same sized ad for the whole year and get 10% off the listed ad price.

RESERVE YOUR AD

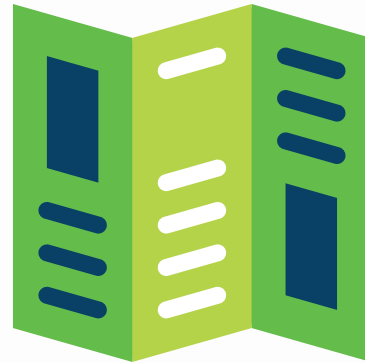
For questions or to submit an order contact marketing@pvrpd.org.

BROCHURE WALL ADVERTISING

Pleasant Valley Recreation & Park District offers a brochure wall at our Senior Center. Our Senior Center is open Monday-Friday to Seniors 50+ who live in Camarillo and surrounding cities in Ventura County. Limited space is available, so reserve your space today and start advertising tomorrow!

Brochure Type	Brochure Space/Size	Price	# of Months
Bi-Fold Tri-Fold	4 1/2" x 10"	\$150	12

Months run from July - June to coincide with the District's fiscal year.



RESTRICTIONS

- Businesses are responsible to replenish brochure space. PVRPD will not accept brochures shipped or dropped off. Spaces can be checked and replenished Monday-Friday between 9am-3pm at the Senior Center.
- Space can be renewed annually every June to begin displaying brochures in July.
- If space is purchased after June, rates will not be prorated.

RESERVE YOUR BROCHURE SPACE

To reserve your brochure wall space contact marketing@pvrpd.org.

SPONSORSHIP OPPORTUNITIES



SWEETHEART DANCE ★

February

Community Center

1605 E. Burnley St., Camarillo

Adults ages 50+ are invited to a Sweetheart dance in honor of Valentine's Day with their loved one or friend. Adults enjoy the evening dancing to live music and refreshments.

Average # of Attendees: 30-50



EASTER EGGSTRAVAGANZA ★

Saturday before Easter

Community Center

1605 E. Burnley St., Camarillo

Families are invited to participate in the Big Egg Hunt with finding giant hidden eggs throughout multiple PVPRD parks leading to our Easter Eggstravaganza event featuring prizes from the Hunt, visits with the Easter Bunny, live music, Touch-A-Truck, crafts, game booths, and food trucks. Vendors are also in attendance for families to enjoy some spring shopping. **This is one of our biggest events of the year!**

Average # of Attendees: 2,500



LOVE YOUR PLANET★

April

Camarillo Grove Park Nature Center

6968 E. Camarillo Springs Rd., Camarillo

Families are invited to join us for an Earth Day celebration at our Nature Center. This event features nature presentations, crafts, food trucks, and vendors.

Average # of Attendees: 150

SENIOR SOCIAL

2nd Thursday of the month

Senior Center

1605 E. Burnley St., Camarillo

Adults 50+ gather to socialize and make new friends while enjoying refreshments. A sponsored business will be a guest to briefly speak on services offered. This is a great opportunity for one-on-one networking.

Average # of Attendees: 10-20

**One sponsor per social. This is a new program. Number of attendees is estimated. Sponsorship options include In-Kind Sponsorship and/or In-Kind Donation of Refreshments.*



SENIORS PROM

May

Community Center

1605 E. Burnley St., Camarillo

Adults ages 50+ are invited to a prom just for them. Adults dress up in formal attire with their loved one or friend and dance to live music and enjoy refreshments.

Average # of Attendees: 30-50



SUMMER PALOOZA

Last weekend in June

Community Center

1605 E. Burnley St., Camarillo

The community comes together with friends and family for a fun-filled weekend to kick off the start of Summer featuring food trucks, live music, lawn games, a beer garden, vendors, and activities.

Average # of Attendees: 1,000

This is a new event.

Number of attendees is estimated.





STAR SPANGLED DANCE ★

July

Community Center

1605 E. Burnley St., Camarillo

Adults ages 50+ are invited to a dance in honor of Independence Day with their loved one or friend. Adults enjoy the evening dancing to live music and refreshments.

Average # of Attendees: 30-50

MOVIES IN THE PARK ★

Every other Friday in June, July, & August*

Community Center Park

1605 E. Burnley St., Camarillo

Our annual Movies in the Park series features new films and old classics that are great for all ages!

Families bring their own chairs and blankets while enjoying lawn games, live music, and food trucks before the featured film on our giant inflatable screen.

of Movies: 4

Average # of Attendees: 300 per movie

*One date per sponsorship



END OF SUMMER CAMPOUT ★

2nd Friday-Saturday in August

Community Center Park

1605 E. Burnley St., Camarillo

Families end the Summer with an overnight campout at our Community Center Park.

Everyone brings their own tent and hangs out friends, family, and the community. At night, a movie is shown in the park on our giant inflatable screen with Smore's, food trucks, crafts, and lawn games.

Average # of Attendees: 700

50 PLUS EXPO ★

September

Community Center

1605 E. Burnley St., Camarillo

Adults 50+, caregivers, and family of seniors are invited an expo just for them. Vendors provide free information on products and services that is distributed to those in attendance ranging from health screenings, home health care information, financial services, health and fitness, demonstrations, and more. Lunch is provided to vendors and sponsors and made available for attendees to purchase.

Average # of Attendees: 500

TRAIL-OR-TREAT ★

October

Camarillo Grove Park Nature Center

6968 E. Camarillo Springs Rd., Camarillo

Families are invited to dress up in a Halloween costume and walk the 1-mile hiking trail at Camarillo Grove Park's Nature Center. While walking the trail, nature questions are asked along the pathway to receive a prize. It's like trick or treating, but with a nature experience! This event features nature presentations, crafts, food trucks, and vendors.

Average # of Attendees: 150

HOWL-O-WEEN ★

October

Dog Park TBD

Camarillo

Dogs and their owners join a Howl-O-Ween event just for them. Dogs dress up in costume and participate in a costume contest, best trick contest, and more. Pet vendors and dog rescue shelters are in attendance along with food trucks.

Average # of Attendees: 500





SPOOKY SWIM ★

October

Aquatic Center

1030 Temple Ave., Camarillo

Families splash into the Fall and Halloween spirit with a fun filled swim day at PVRPD's Aquatic Center. This event features pumpkin painting, goodie bags, and activities inspired by the season.

Average # of Attendees: 50-75

FRANKENSTEIN BALL★

Friday before Halloween in October

Camarillo Community Center

1605 E. Burnley St., Camarillo

Adults ages 50+ are invited to a dress up in a costume for this fun Frankenstein Ball in honor of the Halloween spirit with their loved one or friend. Adults enjoy the evening dancing to live music, activities, and refreshments.

Average # of Attendees: 30-50

HALLOWEEN IN THE PARK★

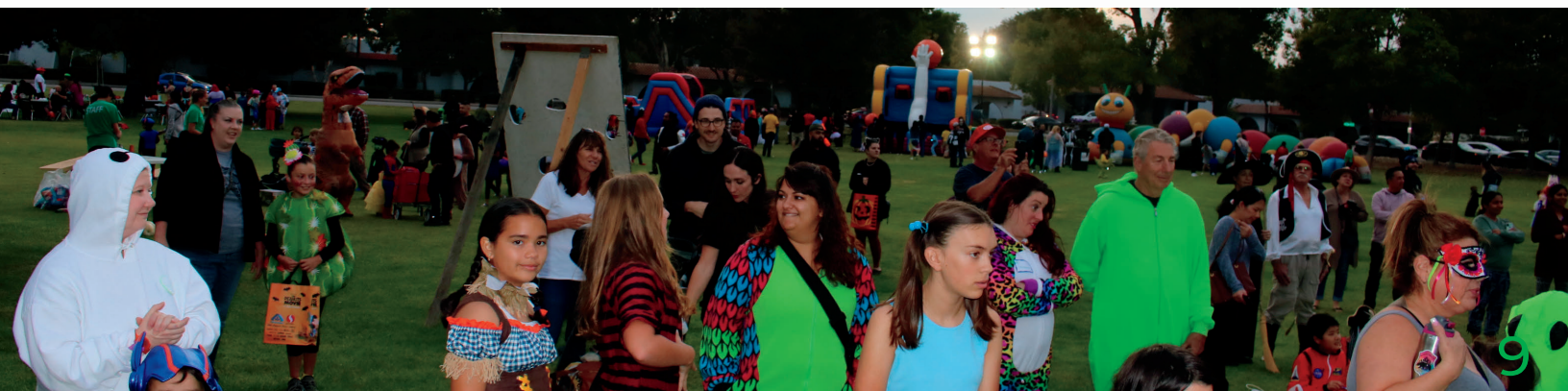
October 31

Community Center Park

1605 E. Burnley St., Camarillo

Families are invited to celebrate Halloween with us and walk through the onsite Trick-or-Treat Village. Attendees dress up and participate in the Halloween costume contest ranging by age groups for a chance to win a prize. This event features music, inflatables, game booths, lawn games, pumpkin painting, crafts, vendors, and food trucks for families to enjoy dinner. **This is one of our biggest events of the year!**

Average # of Attendees: 2,500



COOKIES WITH THE CLAUSES ★

1st Saturday in December

Community Center

1605 E. Burnley St., Camarillo

Guests enjoy decorating cookies with Santa and Mrs. Claus while enjoying live performances from local groups. Crafts, hot cocoa, and coffee are made available. Photos can be taken with Santa and Mrs. Claus!

Average # of Attendees: 300



CAMARILLO CHRISTMAS PARADE & SANTA'S VILLAGE ★

2nd Saturday in December

Community Center

1605 E. Burnley St., Camarillo

This is **our biggest event of the year!** The community lines the streets from Temple & Las Posas all the way down to the Community Center off Carmen Dr. & Burnley St. The parade makes its way through the route leading to the Community Center (also known as Santa's Village for the day). This parade features classic cars, themed floats, equestrian, bands, and so much more. Santa's Village features craft and food vendors, live holiday themed music, visits with Santa and more!



Average # of Attendees:

Parade 6,000 - 8,000

Santa's Village 2,500



SPONSORSHIP LEVELS

BENEFITS	EVENT PARTNER \$3,500 (one per event)	EVENT SPONSOR \$2,000	SUPPORTING SPONSOR \$1,500	FRIEND SPONSOR \$750	IN-KIND SPONSOR \$250
Exclusive Sponsored by Partner	★				
On-Stage Recognition/ Speaking Role at Event	★				
First Right of Refusal for Following Years Event	★				
Sponsor Recognition Certificate	★				
Reserved Event Parking	★	★			
Sponsor Logo/Name on Marquee	★	★			
Sponsor Logo/Name on Display at Event	★	★			
Sponsor Logo on PVRPD Website, Event Banners, Event Flyers, Email Blasts & Lobby TV Slides	★	★	★		
Business Ad in Activity Guide	1/3-page Ad	1/6-page Ad	1/12-page Ad		
Sponsor Tagged on Social Media Event Posts	★	★	★	★	
Sponsor Name on PVRPD Website	★	★	★	★	
Vendor Resource Booth at Sponsored Event	★	★	★	★	

If interested in sponsoring an amount not listed or giving an in-kind donation of goods, contact us to discuss options. Let's work together to fit both our needs!



More
Opportunity!

SUMMER CONCERT SERIES

*Saturdays in June, July & August**

Constitution Park

1287 Paseo Camarillo, Camarillo

This event brings our community together through live music, highlighting and celebrating different music genres that are fun for all ages, families and residents. The series is presented by Pleasant Valley Recreation & Park District and the City of Camarillo.

#of Concerts: 4

Average # of Attendees: 2,500 per concert



CONCERT SPONSORSHIP LEVELS

SERIES SPONSOR

\$5,000

- Listed as a Sponsor for the Whole Concert Series
- Reserved Event Parking
- Sponsor Recognition Certificate
- On-Stage Recognition at all Four Concerts
- Sponsor Logo/Name on Marquee
- Sponsor Logo/Name Displayed at all Four Concerts
- Sponsor Logo on PVRPD Website, Event Banners, Event Flyers, Email Blasts & Lobby TV Slides
- 1/3-page Business Ad in Activity Guide
- Sponsor Tagged on Social Media Event Posts
- Vendor Resource Booth at all Four Concerts

CONCERT SPONSOR

\$1,500

- Listed as a Sponsor for One Concert (select concert of choice)
- Reserved Event Parking
- Sponsor Logo/Name Displayed at One Concert
- Sponsor Logo/Name on PVRPD Website & Email Blasts
- 1/12-page Business Ad in Activity Guide
- Sponsor Tagged on Social Media Event Posts
- Vendor Resource Booth at One Concert

BECOME A SPONSOR!

Below are businesses that have supported PVRPD with a sponsorship, in-kind donation, or partnership. Interested in collaborating with us? Complete the sponsorship form and our staff will contact you to discuss details, followed by a contract agreement. Visit www.pvrpd.org/be-a-sponsor for more information.

DEADLINE

Due to marketing deadlines, sponsorship must be received 6 months prior to the event date to have business logo/name on specific marketing materials. Sponsorships can be accepted less than 6 months in advance, but inclusion of business logo/name on marketing materials will be limited. We will work together and do our best to fulfill your marketing needs.

QUESTIONS?

Kaleen Gage

kgage@pvrpd.org

805-482-1196 x117



SPONSORSHIP FORM

Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
E-Mail: _____ Phone: _____

SWEETHEART DANCE

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

EASTER EGGSTRAVAGANZA

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

LOVE YOUR PLANET

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

SENIOR SOCIAL

- In-Kind Sponsor \$250
- In-Kind Donation of Refreshments

SENIORS PROM

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

SUMMER PALOOZA

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

STAR SPANGLED DANCE

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

MOVIES IN THE PARK

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

END OF SUMMER CAMPOUT

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

50 PLUS EXPO

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

TRAIL-OR-TREAT

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

HOWL-O-WEEN

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

SPOOKY SWIM

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

FRANKENSTEIN BALL

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

HALLOWEEN IN THE PARK

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

COOKIES WITH THE CLAUSES

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

CAMARILLO CHRISTMAS PARADE & SANTA'S VILLAGE

- Event Partner \$3,500
- Event Sponsor \$2,000
- Supporting Sponsor \$1,500
- Friend Sponsor \$750

SUMMER CONCERT SERIES

- Series Sponsor \$5,000
- Concert Sponsor \$1,500

We look forward to partnering with you!

SUBMIT TO

Kaleen Gage, kgage@pvrpd.org

