

WAUSAU/MARATHON COUNTY
PARKS, RECREATION, AND FORESTRY

SPONSORSHIPS

2025

Where promoting your business also benefits your community



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Wausau & Marathon County
**Parks, Recreation
& Forestry**

Intro

This guide contains our best and most current opportunities for sponsorship or advertisements within our department and parks system. If you have other ideas on how you would like to partner with our department to support our mission please do not hesitate to reach out.

To learn more about our sponsorship opportunities, contact Mark Dorow, Recreation Superintendent at (715) 261-1559 or mark.dorow@marathoncounty.gov



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Welcome

JAMIE POLLEY

Director of Parks, Recreation,
and Forestry



I want to express my deepest gratitude for your time and interest in partnering with us on our department's initiatives aimed at benefiting children and the community. Your unwavering support and commitment to creating a positive impact to those within our community is truly commendable.

Your generosity has the power to transform our parks into a thriving hub of recreation, education, and community engagement. By investing in our programs and facilities, you are not only increasing just your brand recognition. You are also helping to nurture a sense of belonging and well-being among park goers, especially our children, while fostering a community spirit.

To those past and future sponsors, we are honored to have your partnership, and we sincerely thank you for your willingness to make a difference. Together, we can create a brighter future for all and we look forward to working together.

A Few Reason Why You Should Pick Us

- Sponsoring park and recreation programs and facilities allows your brand to gain exposure and visibility among a diverse audience.
- By being involved in our programs and facilities you demonstrate your commitment to the community, fostering goodwill and building strong relationships with local residents leading to customer support and loyalty.
- Association with good programs and facilities generates positive publicity and media coverage. This positive PR reinforces your brand's reputation and credibility.
- Sponsorship of specific park programs or facilities can enable you to reach a specific target audience aligned with your business objectives. Do you know of a better place to reach soccer moms than a soccer field?

Programs

Financial Assistance Program

PROMOTE TOGETHERNESS

More Wausau/Marathon County residents than you might think are facing financial hardship. The Wausau/Marathon County Parks, Recreation and Forestry Department has hopes to expand its Financial Assistance Program giving those seeking financial support the benefits of recreation access. In 2024 the department provided over \$3500.00 in scholarship assistance to 60 families for their aquatics recreation needs alone.

Funds given by sponsors will directly offset registration fees for local youth and families who come from financially difficult situations. The promotion surrounding this program has been minimal and usage has been high so there is little doubt that there is a much greater demand within the area than we can currently support. By being a supporter of this program you are directly helping those most in need.



Associate \$250

- Name listed as an Associate Sponsor on the county website.
- Listed as sponsor in 2 digital seasonal activity guides.

Friend \$500

- Name hyperlinked to the website listed as Friend Sponsor on the county website.
- One Social Media post recognizing the donor as a partner sponsor.
- Listed as sponsor in 2 digital seasonal activity guides.

Partner \$1000

- Logo hyperlinked to the website listed as Partner Sponsor on the county website.
- Two Social Media posts recognizing the donor as a partner sponsor.
- Listed as sponsor in 2 digital seasonal activity guides.

Events

Slam-O-Rama Pickleball Tournament

August 2025 in Marathon Park

- Target Audience: Active adults 30-70
- Anticipated Participants: 100-200



Title Sponsor \$1,000

- Logo as a title sponsor on all marketing material, including recreation guide
- Recognition post on our social media pages as title sponsor
- Announcements as title sponsor during the event
- Logo on participant T-shirt

Division Sponsor \$300

- Logo as sponsor of either Men's, Women's, or Mixed Double Division
- Announcements as division sponsor during tournament
- Logo on division printed material

Vendor Booth \$25

Businesses are allowed to have a booth on-site during the tournament and sell merchandise.

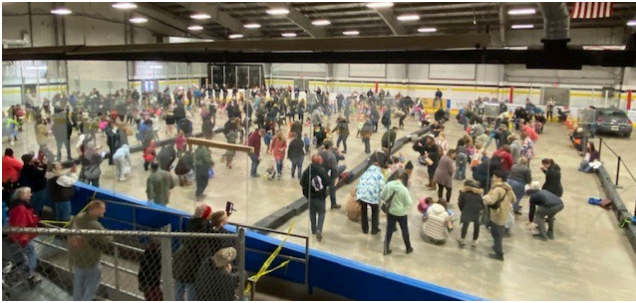


Events

Eggstravaganza Easter Egg Hunt

April 19, 2025 in Marathon Park

- Target Audience: Families
- Anticipated Participants: 1,000



Title Sponsor \$1,500

- Logo as title sponsor on all marketing material, including recreation guide
- Sponsored greeting table
- Recognition post on our social media pages as title sponsor
- Announcements as title sponsor during event
- Includes a booth sponsor package

FILLED

Supporting Sponsor \$250

- Recognition as an event sponsor
- Receive booth to market your agency or business
- Recognition on our social media and website



Events



Move In the Park Series

Summer of 2025 at the 400 Block

- Target Audience: Families
- Anticipated Participants: 300-500 a night.

Series Sponsor \$6,000

- Logo as series sponsor on all marketing material, including recreation guide
- Sponsored greeting and vendor table
- Announcements as series sponsor during all the event
- Recognition post on our social media pages as Series Sponsor
- Two 1-minute video advertisements on screen prior to each movie



Single Night Sponsor \$2,000

- Recognition as the nights sponsor
- Sponsored greeting and vendor table
- Recognition on our social media and website
- 1 minute video advertisement on screen prior to each event

Supporting Sponsor \$500

- Recognition as an supporting sponsor
- Recognition on our social media and website
- 30 second video advertisement on screen prior to event

Events



51st Annual Children's Festival

May 10, 2025 at Marathon Park

- Target Audience: Families
- Anticipated Participants: 3,000-4,000

Title Sponsor \$2,000

- Event presented by your business or organization. Ex. Children's Festival presented by "Your company".
- Logo as title sponsor on all marketing material, including recreation guide
- Sponsored greeting and vendor table
- Announcements as title sponsor during the event
- Recognition post on our social media pages, recreation guide, and website as title sponsor

Zone Sponsor \$1,000

- Logo on all digital and printed material
- Sponsors will have a recognition sign at their zone/area of sponsorship acknowledging them as the zone sponsor
- Acknowledgment throughout the event over the loudspeaker
- Recognition on our social media, recreation guide, and website

Event Sponsor \$500

- Logo on all digital and printed material
- Acknowledgment throughout the event over the loudspeaker
- Recognition on our social media, recreation guide, and website

Supporting Sponsor \$100

- Acknowledgment throughout the event over the loudspeaker

Peoples Sports Complex

Put your name in front of thousands of potential customers with over 155,000 visitors to the Peoples Sports Complex per year.

Facility Naming Sponsor



Playground Sponsor



Field Sponsorships

FULL-SIZE FIELDS:

\$3,000/year, 3-year commitment

Seven, full-sized fields can be used for tournament play, intra-club games, and practice for all ages.

INTERMEDIATE FIELDS:

\$2,000/year, 3-year commitment

Two fields are appropriate for games (and tournaments) for soccer teams ages 10 and under. They are used for intra-club scrimmages, as well as skill development drills by teams of all ages.

SMALL FIELDS:

\$1,000/year, 3-year commitment

Five small fields are sized for soccer players ages 6 and under and are used for tournament games at that level. They are also appropriate for scrimmage games and skill development drills by players of all ages.



- Sponsor signs are mounted on the field marker.
- Name mentions for sponsored fields on maps.
- Online name presence on the Peoples Sports Complex webpage with a link to the sponsor's website.
- Recognition as a sponsor in department activity guides.

Recreation Facilities

Ball Diamond Fence Banner



Youth programs, high school games, and adult leagues in the area all utilize the ball diamonds within our park system. From the fences in Oak Island Park to Sunnyvale Softball Complex, we have space for you and your brand to be seen. By supporting these venues, you demonstrate a genuine commitment to community well-being, youth development, and a healthy, active lifestyle. In doing so, you align your organization with the values of health, sports, and community engagement

\$800/year, 3-year commitment

Pool Fence Banner



Our three pools attract a diverse demographic, ranging from families and fitness enthusiasts to leisure seekers. Placing advertisements at pool facilities provides a strategic way for businesses to reach an engaged audience in a relaxed and recreational setting. Pools serve as social hubs, creating opportunities for brands to build awareness and connect with individuals who value a healthy and enjoyable lifestyle. The visibility gained in these settings can significantly enhance a company's local presence and leave a lasting impression on a demographic that associates the pool environment with relaxation, fun, and well-being.

\$800/year, 3-year commitment

Pickleball Opportunities



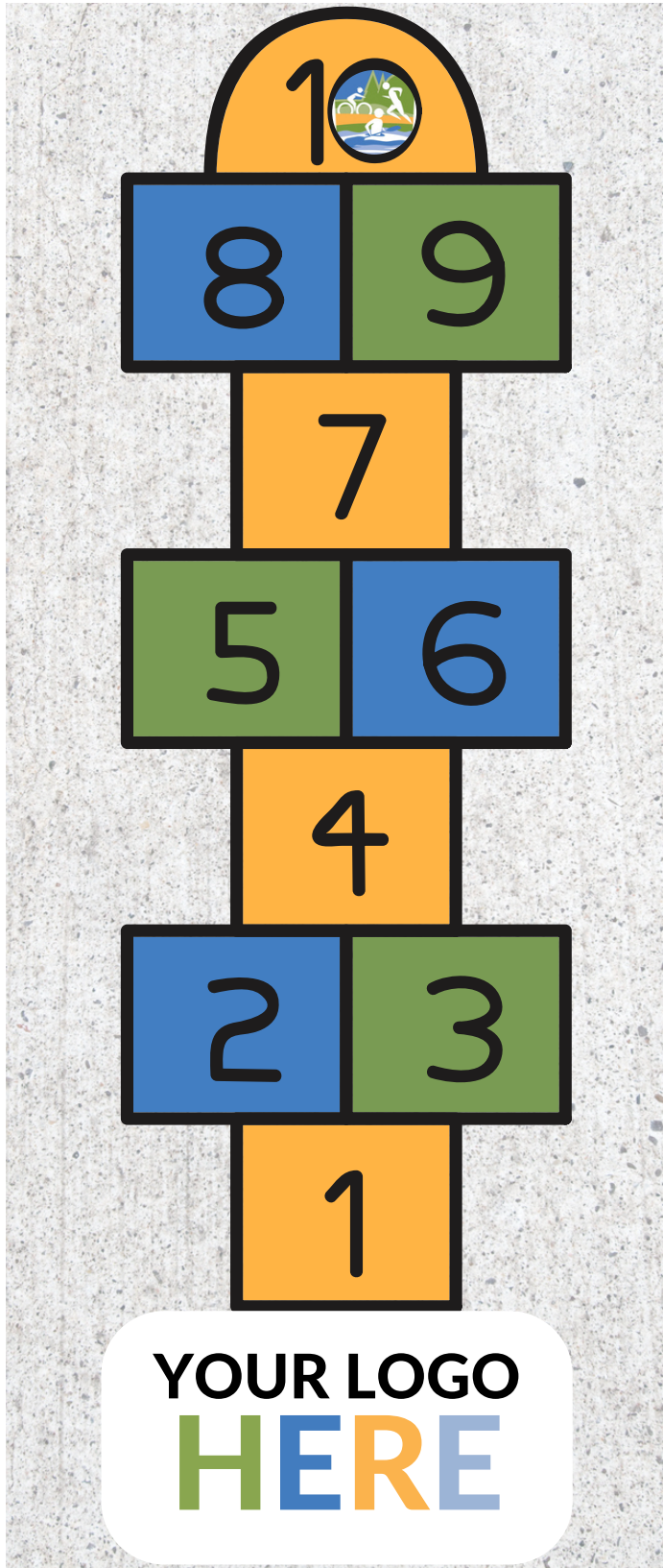
Marathon Park is home to nine highly used pickleball courts. Advertising at pickleball courts is advantageous due to the sport's popularity and engaged demographic. With pickleball's rapid growth, businesses can reach an active and diverse audience. These courts serve as social hubs, offering a unique opportunity for brand exposure in a positive and community-oriented environment. The visibility gained helps enhance local presence and connect with a health-conscious demographic, making it an effective strategy for promoting products or services related to sports, health, wellness and much more..

Court Sponsor: \$1000/year, 3-year commitment

Fence Banner: \$800/year, 3-year commitment



Spaces



Hopscotch Game with **YOUR** Logo

\$1,000.00/year, 3-year commitment

Placed in May and removed in November.

Playground Entrance Locations Available:

Brockmeyer Park (JoJos Jungle)

Marathon Park

Riverside Park

Oak Island Park

Riverlife Park

Contact:

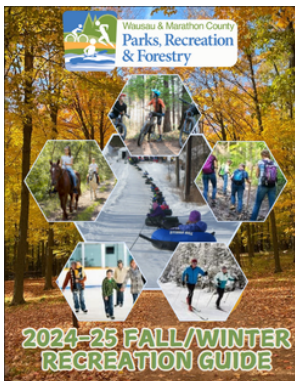
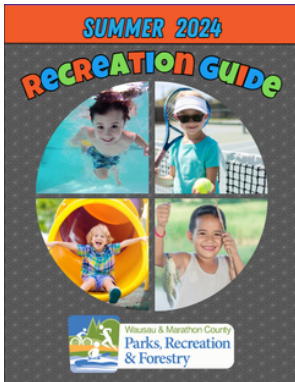
To learn more, please contact Mark Dorow, Recreation Superintendent at (715) 261-1559 or

mark.dorow@marathoncounty.gov



Advertising Options

Biannual Activity Guide



Reach an active and engaged audience. The Department has gone virtual. Your ad will appear in our virtual program guides which receive over 5000 unique views whose average time within the document lasts nearly 17 minutes. The guide is available twice a year and shares updated information on programs and activities as well as things to do. Advertising in the guide will help you build and maintain brand recognition around the community and make residents aware of your business and its products or services. All ads are full color and redirect to your webpage!

1/4 Page: \$125 Per Guide

Half Page Add: \$250 Per Guide

Full Page Add: \$500 Per Guide

Sponsorship Intent

Tell us you're interested!

Click here to connect on an opportunity or contact us at parkforestry@marathoncounty.gov



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