



**Goochland County
Parks, Recreation & Facilities**

Recreation Division

1800 Sandy Hook Road
Goochland, VA 23063

Office - (804) 556-5854
Fax - (804) 556-2763

www.co.goochland.va.us



Goochland County
Parks, Recreation & Facilities



Sponsorship
and
Advertising

Advertising Rates

Interested in advertising in “Fun Places & Open Spaces”? Goochland County Parks, Recreation & Facilities offers individuals, companies and organizations opportunities to advertise in its sought after Program Guide.

The guide is distributed to over 4,000 Goochland homes three times per year. Inclusion in the guide is easy, but please be aware that there are deadlines for submission, sizes of approved advertisements and advertising rates that apply.

Size	Qty	Standard Rate	Recreation Rate
1/8 page (3.75 x 2.5in)	1X	\$100	\$65
	2X	\$185	\$120
	3X	\$275	\$175

1/4 page (3.75 X 5in)	1X	\$150	\$125
	2X	\$280	\$240
	3X	\$415	\$350

1/2 page (7.5 x 5in)	1X	\$275	\$250
	2X	\$525	\$475
	3X	\$790	\$700

Full Page (7.5 x10in)	1X	\$375	\$325
	2X	\$750	\$575
	3X	\$1075	\$850

Program Guide Submission Deadlines

Forms, payments, and artwork must be submitted by the following deadlines.

Summer	February 1st
Fall	June 1st
Winter/Spring	October 1st

For more information regarding policy and submission guidelines, see “Terms and Conditions” on page 6, or contact the Recreation Division at (804) 556-5854

Recreation Rates:

Apply to recreation business and/or organizations based in Goochland.

Business must fall into the following categories:

- A) Athletics/Fitness
- B) Cultural Arts
- C) Facility/User Based
- D) Open to the public

Event Sponsorships

Each Sponsorship level amount applies to one Parks, Recreation & Facilities Special Event.

GCPRF also offers opportunities for special event sponsorship. Sponsorships range from “Buddies” and “Friends” all of the way to Gold sponsorship. Collectively, Department sponsored special events serve over an estimated 12,000 people per year.

BUDDY: **Sponsorship Amount \$100**
Business listed on event program and business logo included on event staff shirts (if applicable).

FRIEND: **Sponsorship Amount \$250**

- Includes all Buddy Level Benefits in addition to the following:
Reserved display area at sponsored event
Business listed in event press release or event program
Acknowledgement to event attendees by event emcee

SUPPORTER: **Sponsorship Amount \$500**

- Includes all Friend Level Benefits in addition to the following:
Listed in upcoming event specific “Fun Places Open Spaces” Program Guide
Listed in event advertisements through local media
Listed on sponsorship banner displayed at main stage or event area

BRONZE: **Sponsorship Amount \$1,000**

- Includes all Supporter Level Benefits in addition to the following:
Business Logo included on sponsorship banner displayed at main stage or event area, business listed on Parks, Recreation & Facilities Management Special Events main page county website

SILVER: **Sponsorship Amount \$2,500**

- Includes all Bronze Level Benefits in addition to the following:
Business banner to be display at main stage or event area, business Logo included in event advertisement through local media, business Logo included on PRFM Special Events main page county website, 10 x 10 tent in event area with 2 tables, 16 chairs, Business Logo, tent signage & refreshments & 3 VIP parking passes

GOLD: **Sponsorship Amount \$5,000**

- Includes all Silver Level Benefits in addition to the following:
(2) 10 x 10 tent in event area with 5 tables, 40 chairs, Business Logo, tent signage, refreshments & five VIP parking passes

*Bronze, Silver, or Gold are established as large-scale (over 500 attendees) special event sponsorships based on the calendar year and include exclusive Benefits at Parks, Recreation & Facilities Special Events. *In kind donations of labor or materials may be substituted in lieu of donated monies. Amount must be agreed upon by donating entity and the Department Director prior to approval and acceptance.*

Advertising & Sponsorship Combination Packages

FAIRGROUNDS PACKAGE: \$350

(3) 1/8 page Program Guide Ads \$275

Special Event "Buddy" Sponsor: \$100

- Business listed in event program and event program release
- Business Logo on event staff t-shirts (if applicable)

TOTAL VALUE: \$375

YOU SAVE \$25!

Recreation advertising rates do not apply to combination packages.

JAMES RIVER PACKAGE: \$650

(3) 1/8 page Program Guide Ads \$275

Special Event "Friend" Sponsor: \$250

- Reserved display area at sponsored event
- Business listed in event press release and event program
- Acknowledgement to event attendees by event emcee
- Business Logo on event staff t-shirts (if applicable)

GCPRF Scholarship Sponsor: \$200

Contribution for the financial assistance to qualified families to participate in Recreation Division's numerous community programs

- Business listed in upcoming "Fun Places Open Spaces" Program Guide as a supporter of the scholarship program
- Business listed on each receipt of each participating scholarship

TOTAL VALUE: \$725

YOU SAVE \$75!

COURTHOUSE PACKAGE: \$1,000

(3) 1/4 page Program Guide Ads \$415

Special Event "Supporter" Sponsor: \$500

- Reserved display area at sponsored event
- Business listed in event press release and event program
- Acknowledgement to event attendees by event emcee
- Business Logo on event staff t-shirts (if applicable)
- Business listed in upcoming event specific "Fun Places Open Spaces" Program Guide
- Business listed in event advertisements through local media
- Business logo listed on sponsorship banner displayed at main stage or event area
- Business listed on Parks & Recreation Special Events main page county website

GCPRF Scholarship Sponsor: \$200

Contribution for the financial assistance to qualified families to participate in Recreation Division's numerous community programs

- Business listed in upcoming "Fun Places Open Spaces" Program Guide as a supporter of the scholarship program
- Business listed on each receipt of each participating scholarship

TOTAL VALUE: \$1115

YOU SAVE \$115!

Advertising & Sponsorship Submission Form

Please complete and return with payment to:
1800 Sandy Hook Road
P.O. Box 910
Goochland, VA 23063

Phone (804) 556-5854

Fax (804) 556-2763

Office Use Only

Processed by: _____

Date: _____

Time: _____

Cash Check# _____

In Activenet

Company Name: _____

Contact Person: _____

Address: _____

Phone: (____) _____ Email: _____

Reserve my ad space in the (Circle one)

Summer

Fall

Winter Spring

Advertisement size purchased: _____

I am interested in Sponsoring the _____

In the amount of _____

I would like to purchase the following package (Circle one)

Fairgrounds

James River

Courthouse

I have read and agree to the "Advertising Terms and Conditions."

Signature

Date

Advertising Terms and Conditions

Art Requirements: J-Peg format preferred. Please call to discuss possible options.

Deadlines: Space is limited. If artwork is not submitted appropriately, GCPRF reserves the right to run advertising as it sees fit.

Conditions: The County shall approve all advertising, material, announcements or any other communications displayed and/or exhibited in its Program Guide. No defamatory, libelous, slanderous, obscene, religious or political advertising or other advertising at the County's sole discretion, that fails to meet the County's standards as set forth below, may be accepted for display in the Guide. The Contractor shall comply with generally accepted industry standards with respect to good taste and applicable laws and regulations, including but not limited to, truth in advertising, copy rights and trademarks. The County will not accept advertisements that are deemed unacceptable to the County staff and/or County Administrator, or advertisements that may be categorized as:

False, misleading or deceptive.

Controversial

Obscene or pornographic.

Defamatory or scornful of a particular individual or group of persons.

Inflammatory, or supportive of lawlessness or violent action.

Promoting alcohol, illegal drugs, firearms or tobacco products.

Promoting illegal or destructive behavior.

Reasonable clarification or intent of statements contained in advertisements may be required by the County before approval.

The decision of County staff shall be subject to appeal to the County Administrator. The decision of the County Administrator shall be final.

***For more information, contact the
Recreation Division at (804)556-5854.***