

Goochland County Parks & Recreation

Advertising Opportunities

Interested in advertising in "Fun Places & Open Spaces"?

Goochland County Parks and Recreation offers individuals, companies, and organizations opportunities to advertise in its seasonal 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 deadlines apply for submission, size of advertisements, and advertising rates.

Program Guide Submission Deadlines

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

Summer	February 1
Fall	June 1
Winter/Spring	October 1



Size	Qty	Std. Rate	Rec. 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

Recreation Rates:

These discounted rates apply to recreation businesses and/or organizations. To qualify, an organization must meet **all** of the following criteria:

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

Advertising & Sponsorship Packages

FAIRGROUNDS PACKAGE: \$350

(3) 1/8 page Program Guide Ads \$275
Special Event "Buddy" Sponsor \$100

TOTAL VALUE: \$375 **YOU SAVE \$25!**

JAMES RIVER PACKAGE: \$450

(3) 1/8 page Program Guide Ads \$275
Special Event "Friend" Sponsor \$250

TOTAL VALUE: \$525 **YOU SAVE \$75!**

COURTHOUSE PACKAGE: \$800

(3) 1/4 page Program Guide Ads \$415
Special Event "Supporter" Sponsor \$500

TOTAL VALUE: \$915 **YOU SAVE \$115!**

For the details of each Sponsorship level, see the following page.



For more information, please contact Parks and Recreation at 804-556-5854.

Goochland County Parks & Recreation

Sponsorship Opportunities

Collectively, Department-sponsored special events serve an estimated 15,000 people each 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 Program Guide
 - Listed in event advertisements through local media
 - Listed on sponsorship banner displayed at main stage or event area

The following sponsorship levels are available for large-scale special events (over 500 attendees):

BRONZE Sponsorship Amount: \$1,000+

- Includes all Supporter Level Benefits in addition to the following:
 - Logo included on sponsorship banner displayed at main stage or event area
 - Business listed on Parks and Recreation 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
 - Logo included in event advertisement through local media
 - Logo displayed on Parks and Recreation website,
 - 10 x 10 tent in event area with 2 tables, 16 chairs, business logo, tent signage, refreshments, and 3 VIP parking passes

Each Sponsorship amount applies to one Parks and Recreation Special Event.

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 and 5 VIP parking passes

TITLE Sponsorship Amount: \$10,000+

- Includes all Gold Level Benefits in addition to the following:
 - 30 x 30 tent in event area with 8 tables, 64 chairs, business logo, tent signage, refreshments and 10 VIP parking passes
 - Organization shares in the name of an established large-sale special event

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.



For more information, please contact Parks and Recreation at 804-556-5854.

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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

Company Name: _____ Contact Person: _____

Address: _____

Phone: (____) _____ (____) _____ Email: _____

Advertising: Reserve my ad space in the: Summer Fall Winter/Spring

Advertisement size purchased: _____

Sponsorship: I am interested in sponsoring the: July 4th Fireworks Fall Festival

In the amount of: _____

Package: I would like to purchase the following package: Fairgrounds James River Courthouse

Advertisement period: _____

Special Event Sponsorship: _____

By signing below, I affirm that I have read and agree to the Advertising Terms and Conditions.

Signature

Date

Advertising Terms and Conditions

Art Requirements: .jpg, .png, or high-res PDF format preferred. Please call to discuss possible options.

Deadlines: Space is limited. If artwork is not submitted appropriately, GCPR 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, copyrights, 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 County Administrator's decision shall be final.

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Office Use Only

Date Received: _____ Date Approved: _____ Staff Sign-off: _____ Cash Check (#: _____)