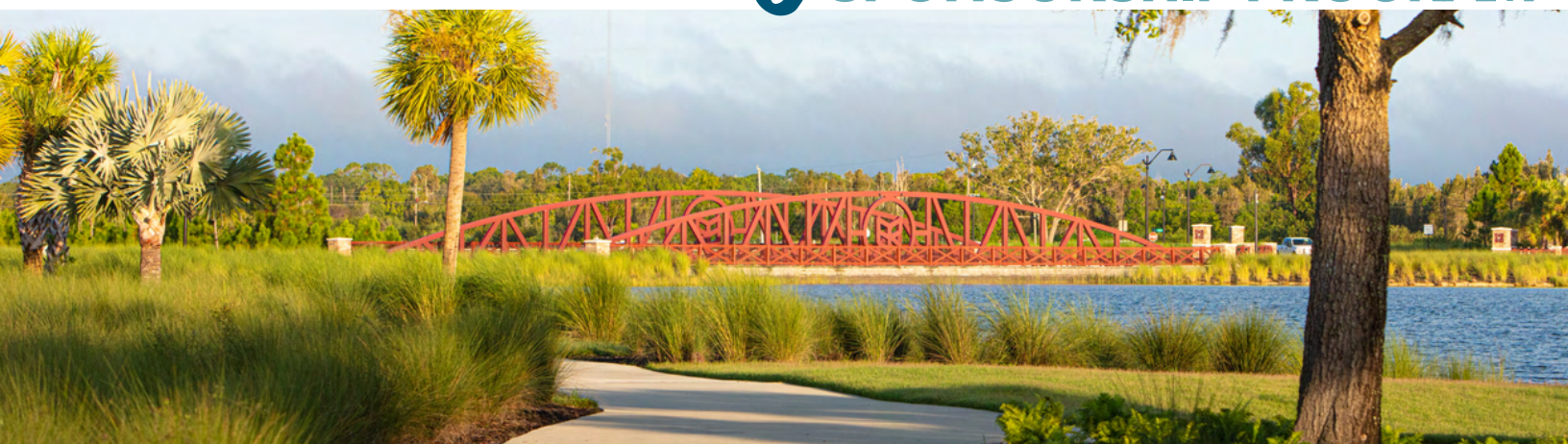




# Babcock Ranch Community Event

SPONSORSHIP PROGRAM





# What is Event Sponsorship?

Babcock Ranch prides itself on hosting fun and engaging events for our residents and the surrounding area. We love having opportunities for our community to come out and spend some time with their neighbors, and it is always more fun if it is free for them to attend!

In order to continue to provide low or no-cost events, we love to partner up with businesses and groups who will benefit by getting their name out there to hundreds of potential clients. By sponsoring an event, you will be sure to get the attention of our guests. Our sponsors are advertised through a variety of outlets, including social media, community news, banners, and more. Additionally, we offer the flexibility to tailor sponsorship packages to align seamlessly with your business objectives.

There are multiple types of ways you can be a partner, from monetary endorsements to product or service donations. If you are a non-profit, ask us how we can partner with you to support your cause at our next event!

## BY THE NUMBERS



**2,100 Facebook  
Follows**



**4500 Email Subscribers  
77% Open Rate**



**13.1 % Population Growth  
in the next five years**

- **37 % of homebuyers are 55 or younger**
- **Families with children living at home make up about 50% of the total population**
- **Nearly 80% report an annual household income of about \$100k**



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# General Event Sponsorships

## NICHE EVENTS

Up to 100  
attendees per event

### PACKAGE CONTRIBUTION

Starts At  
**\$250**

## BENEFITS:

- Logo on printed material and event signage
- At least one social media mention via Babcock Ranch Living Official HOA Facebook page leading up to the event
- Featured in Community Bulletin on the event advertising
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

## EVENT EXAMPLES:

New Resident Orientation, Movie Night, Brunch, Prosecco at the Pier

## MID-SIZE EVENTS

Up to 400  
attendees per event

### PACKAGE CONTRIBUTION

Starts At  
**\$500**

## BENEFITS:

- Logo on printed material and event signage
- At least one social media mention via Babcock Ranch Living Official HOA Facebook page leading up to the event
- Featured in Community Bulletin on the event advertising
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

## EVENT EXAMPLES:

Summer Bash, End of Summer Bash, Safety Day, Labor Day Tailgate, Holiday Event

## SIGNATURE EVENTS

Up to 1000  
attendees per event

### PACKAGE CONTRIBUTION

Starts At  
**\$1000**

## BENEFITS:

- Logo on printed material and event signage
- At least one social media mention via Babcock Ranch Living Official HOA Facebook page leading up to the event
- Featured in Community Bulletin on the event advertising
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

## EVENT EXAMPLES:

Easter, Star Spangled Bash, Founder's Day, Concerts

*In-person event partners are asked to provide a way to engage with attendees in the form of entertainment, a game, etc., and to provide party favors (small branded items, swag) for attendees. Tables and electricity are not provided for events unless specifically stated.*

# General Event Sponsorships

## FOOD & BEVERAGE PARTNER

**In-Kind Food & Beverage Donation**

Show your culinary expertise by providing a food item or a variety of items at our event. Must provide food and/or beverages for guests. Items may be bite-sized or horse d'oeuvre portions. Food and beverage sponsors must be official CCMC Vendors and are required to attend in person and service your booth. Must remove all trash and packaging at the end of the event.

### BENEFITS:

- Logo on printed material and event signage
- At least one social media mention via Babcock Ranch Living Official HOA facebook page leading up to the event
- Event table space and personal exposure of your product and service to event attendees
- Event PA Announcement

## Other Advertising Opportunities

In addition to our in-person events, we offer diverse advertising opportunities such as advertising in our monthly community bulletin or inclusion in our New Resident welcome bags. Choose the option that best aligns with your promotional goals.

### New Resident Welcome Bags

**\$100 monthly**

(3-month commitment is required)

Spread the word about your business through strategic advertising placement in our Resident Welcome Packet. Additionally, take advantage of the opportunity to showcase your brand with a carefully curated brochure, flyer, or promotional item. Please note that all items included in the packet are subject to approval.

Businesses are required to furnish the finalized advertisement for print. Graphic design services are available at an extra cost.

### Advertise in the Community Bulletin

**\$100 monthly**

(3-month commitment is required)

Feature your advertisement in our exclusive community bulletin, reaching a diverse audience of over 4500 active email subscribers with an impressive 77% open rate. Act swiftly as space is limited, and we adhere to a strict one-per-industry policy.

Businesses are required to furnish the finalized advertisement. Graphic design services are available at an extra cost.

# 2023-2024 Event Sponsorship Opportunities

Tentative Date	Event	Type of Event
November 18th	Brunch Around the World: Canada	Niche
December 2nd	Country Line Dancing In the Square	Niche
December 9th	Hot Cocoa & Holiday Lights	Niche
December 13th	New Resident Orientation	Niche
January 12th	Dive In Movie	Niche
January 13th	Babcock Ranch Gala	Contact
January 26th	Prosecco at the Pier	Niche
January 27th	Ben Allen Band	Signature
February 24th	Sangria at Sunset	Niche
February 28th	New Resident Orientation	Nice

Once you have decided what opportunity would work best for your marketing goals, please fill out the attached form. A member from our events team will confirm your participation, send an invoice, and work with you as we finalize the logistics of the event.

***Limited spaces are available and will be honored in order that submission forms are received.***



# Walk & 5k Sponsorships

We proudly organize a series of 5K runs and walks throughout the year. These events are popular among our residents and draw participants across the region. Join us to boost your brand's presence within Babcock Ranch and elevate your company's market appeal.



## 5k Pricing Tiers

### BRONZE LEVEL

**\$250**

#### BENEFITS:

- Company Logo on race t-shirt (1 complimentary shirt)
- 1 Free Race Entry & Race Bib (Unless 5k is a Charity Run)
- Signage at the race start line
- One mention in Community Bulletin highlighting the event
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

### SILVER LEVEL

**\$500**

#### BENEFITS:

- Company Logo on race t-shirt (3 complimentary shirts)
- 3 Free Race Entries & Race Bibs (Unless 5k is a Charity Run)
- Signage at the race start line
- One mention in Community Bulletin highlighting the event
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

### GOLD LEVEL

**\$750**

#### BENEFITS:

- Company logo prominently displayed on race t-shirt (5 complimentary shirts)
- 5 Free Race Entries & Race Bibs (Unless 5k is a Charity Run)
- Signage at the race start line
- At least one social media mention via Babcock Ranch Living Official HOA Facebook page
- One mention in Community Bulletin highlighting the event
- Event table space and personal exposure of your product or service to attendees
- Event PA Announcement

# walk & 5k Sponsorships

## Other 5k Sponsorship Opportunities

### HYDRATION STATION (\$200)

#### 2 SPOTS

- Display signage and banners at a water station.
- Opportunity to provide their volunteers at the water station
- 1 10x10 space – the ability to distribute merchandise/collateral material
- Presence in front of participants, sponsors, and supporters

### VENDOR BOOTH (\$150)

- 1 10x10 event space – the ability to distribute merchandise/collateral material
- Presence in front of participants, sponsors, and supporters

## IN KIND DONATION

Provide the event with products valued at \$200 or greater that are usable at the event. In exchange for sponsor support, you will have a presence at the event.

### PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy Bars or Trail Mix
- Refueling Food (fruit, veggie, bagels, etc.)
- Specialty finish line treats (cupcakes, pizza, cookies)

### You will Receive:

- Business name recognition during the event through PA announcements
- Logo displayed at the food or drink station

*Note: Sponsors are responsible for bringing their own booth, tent, table, to the event. Electricity will not be provided. Wi-Fi is available.*



# walk & 5k Sponsorships

## 2023-2024 5k Sponsorship Opportunities

Tentative Date	Event
November 25th	Thanks 4 Giving
December 16th	Jingle Ball 5k
April 20th, 2024	Run for the Planet 5k
July 4th	4th of July 5k
September 2024	Color Run (Charity)
October 2024	Breast Cancer Walk (Charity)
November 2024	Thanks For Giving 5k
December 2024	Jingle Ball 5k

Once you have decided what opportunity would work best for your marketing goals, please fill out the attached form. A member from our events team will confirm your participation, send an invoice, and work with you as we finalize the logistics of the event.



Babcock Ranch

# Community Event

SPONSORSHIP PROGRAM

## SUBMISSION FORM

Please complete the below information, letting us know which event you would like to sponsor. Our team will review and send you an invoice for the total due.

BUSINESS NAME:

CONTACT PERSON:

*First*

*Last*

EMAIL/PHONE:

*Email*

*Phone*

BUSINESS ADDRESS:

Name of Event Interested	Date	Price

SIGNATURE:

PRINT NAME:

DATE:



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