



**2008
GIFT
CATALOG**



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A gift or memorial to our parks and recreation department is a wonderful way to honor a loved one, celebrate significant events and occasions in your life or simply say thank you for the parks, trails, trees, and programs that you have enjoyed over the years.

Forward

The Whitewater Parks and Recreation Department is responsible for providing the community with a wide variety of recreation programs, planning new park facilities, and managing City open space.

The Parks and Recreation Department offers customer driven services that are responsive to the needs of the public and promote wellness and human development through leisure pursuits. Department staff manages a wide variety of individual and group activities. These include but are not limited to:

- Senior population activities and special events
- Adult based sports leagues and instructional classes
- Rental of indoor and outdoor recreation facilities that provide citizen opportunities to pursue recreation activities in diverse, well-maintained and appealing settings
- Youth sport leagues and instructional classes

Enhancement of the program and facilities currently available to the community represents a sizeable financial commitment. To help bridge the gap between available public resources and the cost of needed and/or desired improvements, community-based support plays an increasingly important role. Hence the advent of the "Gift Catalog". As the City strives to meet the wide range of citizen interests, needs and ideas, donations and support will serve to augment and improve the recreational experiences provided.

Parks and Recreation Mission Statement

The mission of the City of Whitewater Parks and Recreation Department is to provide exceptional park and recreation services that enhance the livability of our community.

2008 MAJOR OBJECTIVES/GOALS:

- 1) Complete State of Wisconsin accreditation process for Seniors In the Park program and facility by November 30, 2008.
- 2) Identify, promote, and organize 4 fundraising opportunities that generate \$15,000 for purchase of a new Senior Van.
- 3) Select and implement a new registration software program that will allow the department to offer on-line registration by August 1, 2008.
- 4) Enhance Parks and Recreation Department marketing efforts through the reformat of the program brochure and by creating a minimum of 2 visual presentations to the Parks and Recreation Board, and/or community groups/organizations.
- 5) Introduce a minimum of four initiatives to introduce healthy lifestyle information to the community by September 1, 2008.
- 6) Create end of program reports within 30 days of program completion to ensure that programs meet the financial requirements of the Recreation Program Fee Policy.
- 7) Initiate 1st year of a 3 year plan (1st year will include improvements to no less than 2 park sites) to improve the accessibility and playability of our playgrounds.
- 8) Achieve budgeted sponsorship goal of \$17,500 by December 31, 2008.

What can we do for your business?

The Whitewater Parks and Recreation Department is giving area businesses the opportunity to help promote the parks and recreation programs within the community. For the price of a newspaper ad, area merchants and businesses can invest in the “gem” of our park and recreation system while receiving exceptional local recognition.

Whether you would like to sponsor an item or enter into a corporate partnership, we have a plan to fit every budget. We also are searching for corporations to provide goods and services in exchange for sponsorships. Creative opportunities are available that could increase your sales.

Why become a sponsor or corporate advertising sponsor with the Whitewater Parks and Recreation Department?

- **Exposure to the entire community as a “Friend of Parks and Recreation”**
- **Recognition in three program brochures available throughout the community**
- **Your company’s name or logo on or near your sponsored item.**
- **Souvenir photo and certificate for display at your place of business.**
- **The right to list your sponsorship on your written or display material for the year or the duration of the agreement.**
- **Your business will be seen as part of the “Parks and Recreation” excitement and as being involved and supportive of the youth programs and the parks within the community.**

These partnership opportunities are available on a first-come, first-serve basis, so don’t delay. Other types of creative partnerships are available for goods, services, and special events. If you have any idea, contact us, we are ready to listen.

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NOTE: Signage will be based on what is aesthetically pleasing as well as easy to maintain.

What is a Gift Catalog?

The Gift Catalog provides potential donors with a menu of donation opportunities regarding specific Parks and Recreation department needs. These needs are provided in an easy-to-read format and present options for direct monetary donations. Donations of any size or scale are welcome; whether you wish to meet a portion of, or an entire, need from the catalog. All donations will receive the appropriate recognition for the level of donation.

TAX STATUS OF CITY: The City of Whitewater is an organization described in Section 501(c)(3) of the Internal Revenue Code, to which contributions are deductible for Federal Income tax purposes to the extent provided in Section 170 and all other applicable section of the Code. Please check with your tax advisor.

Starin Park Playground Improvements - \$90,000 – \$127,000

New Equipment w/ Installation	\$51,000 - \$80,000
Rubberized Surfacing	\$39,000 - \$47,000

The 2-5 year old play structure located on the northwest corner of the current playground is in need of replacement. This structure was originally installed in the late 1980's and has served its purposeful life.



The plan is to replace this piece of equipment with fully accessible equipment that accommodates children with disabilities, allowing both disabled and non-disabled children to play together. In addition to the new equipment, a rubberized surface is planned to assist in making this truly an accessible playground.

Playground Equipment Replacements – (\$20,000 - \$100,000)

The residents of Whitewater place a high value on safe playgrounds. The Parks and Recreation Department employs a staff member who is certified as a playground safety inspector through the National Playground Safety Institute. The Parks and Recreation Department is developing a policy for playground equipment replacement. Equipment is replaced based upon length of service, accessibility standards, and safety compliance. Donors can participate in the design of the playgrounds along with the residents of the neighborhood where the equipment is located.

Playground Accessibility Improvements – (\$1500 - \$5000)

2008 will mark the first year in a 3 year process to improve the accessibility and playability of our community's playgrounds. This process includes more accessible friendly features such as improved transitional features, inclusive swing seats, etc.



Starin Park Entrance – unknown expense

When the entrance to Starin Park was reconfigured the stone pillars were left behind and are now “out of place”. The Parks and Recreation Department is interested in relocating these pillars to the current entrance of the park.



Trippe Lake Shelter & Restrooms - \$200,000

The Parks and Recreation Department has plans to replace the Beach House at Trippe Lake with a new building. The current building is no longer used by the department and has exhausted its life cycle. A new building is planned to be more inviting and will be ADA accessible. The new shelter will be an open air shelter with enclosed bathroom facilities and a storage area for recreation program needs. This facility will serve as a trailhead and gathering point ensuring Trippe Lake Park as a recreational destination.

The Whitewater Lions Club has pledged \$5,000 towards the completion of this project.



Recreation Program Brochure - \$700 per issue or \$2,000 for an entire year

The Recreation Program Brochure has recently switched from a newsprint media format to a full color glossy front with a two color inside print. This change has led to an increase in expense of producing this brochure. The brochure is created three times a year (Winter/Spring, Summer, Fall). By sponsoring a brochure your company receives the entire back cover for an advertisement and the satisfaction of assisting the department produce this high quality brochure for the community.

Recreation Sunshine Fund

This fund has been established to offer everyone an opportunity to participate in our programs, regardless of financial status. This fund will follow the United States Department of Health & Human Services Poverty Guidelines and approved applicants will need to pay half of the program cost with the other half of the cost covered by donations made to the "Recreation Sunshine Fund".

Special Event & Staff Uniforms (T-Shirts) - \$750.00

The Whitewater Parks and Recreation Department hires part-time volunteer, special events and recreation individuals to work the department's summer and school year recreation programs and special events. It is a vital necessity to have the staff identified while working in these areas. The staff members are required to wear their staff shirt at all times while on duty.

Sponsorship of the staff shirts includes a one color printing of the company's logo on the shirts for the entire year on all staff shirts for programs, special events and volunteers.

Youth Baseball & Softball Program - \$3,000

The Whitewater Parks and Recreation Department offers youth baseball for children ages 5-12 and youth softball for children ages 5-14. The department will offer in-house instructional leagues for children ages 5-8 and traveling instructional leagues for the older participants. Over 200 children will participate in these programs. Your sponsorship will be recognized by:

- Banner placement including your companies logo at the location of the fields these youth games are played on
- Inclusion of your company name/logo on all program correspondence

Concerts In The Park & Family Fun Nights - \$600 Single Night Sponsor \$200 Partial Night Sponsor

Family Fun Nights and The Concerts in the Park series is entertainment that is provided to the community during the summer months on Thursday nights in Cravath Lakefront Park. Entertainment ranges from local bands to traveling magicians and family style programs. Community members bring their blankets or lawn chairs and enjoy an evening with friends and family. Sponsors will receive their business name advertised on the Concert in the Park and Family Fun Night banner, on the city website, posters, feature articles, and radio announcements. Sponsors will be individually mentioned at each event.

Program Sponsorships – determined on individual basis

Year-round activities target all age groups in the following program categories: arts, instruction, sports, special events, wellness/fitness, hobby and entertainment. Approximately 10,000 individuals (adults and children) register for Recreation Activities in a given year. Thousands more visit our Parks during all of the various seasons of programs. Businesses have various opportunities to promote their products and services throughout the year.

- Field Sponsorships
- T-Shirt Sponsors
- Equipment Sponsors
- Shelter Sponsors
- Facility Sponsors
- Program Sponsors
- First Aid
- Team Sponsors
- Trophy Sponsors
- Playground Partnerships
- Memorial
- In-Kind Services

Product Endorsements and Service Endorsements

Sponsorship Alternatives: With your creativity and products, we are available to discuss any ideas that you may have. “Official Product” endorsement as well as “Official Services” endorsements are welcome.

The Whitewater Parks and Recreation Department reserves the right to refuse sponsorship or advertising deemed unacceptable for the site. No alcohol or tobacco related endorsements will be accepted.

* NOTE: Signage will be based on what is aesthetically pleasing as well as easy to maintain. Signs will be placed on or near item that was donated or at entrance of park.

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