



Continuous Improvement -
Customer Service

2006

Partnership Opportunities

- ◆ Facility Partnerships
- ◆ Program Partnerships
- ◆ Special Event Partnerships
- ◆ Publication Advertising



Creating Healthy Lives, Happy People & A Strong Community

About Partnership Opportunities

The Medford Parks and Recreation Department has developed a unique way for your business to partner with us in providing quality programs and services to the community. Parks and Recreation provides a wide range of benefits based services to youth and families. Many of those benefits can be found in the programs, events, publications and facilities that are part of the Partnership Opportunities in the pages to follow.

This publication provides general information regarding each of the partnership opportunities that are currently available. Once you have identified an opportunity within this guide, our staff will customize a proposal for you. These proposals will also allow for changes to any promotional plan and pricing as well.

Through your participation in this program, Medford Parks and Recreation will be able to provide those particular programs at little to no cost. By helping to eliminate or reduce barriers for participation, we hope to increase recreational opportunities for everyone. Please take a moment to review the possibilities of becoming one of our community partners. Medford Parks & Recreation - Creating Healthy Lives, Happy People & A Strong Community.

Thank You - Brian Sjothun, Director

Partnership Opportunities - Staff Contacts

Sue McKenna - Recreation Supervisor	774-2510
Donovan Reyna - Activities Coordinator	774-2511
Bev Power - Customer Services Specialist	774-2405
Brian Sjothun - Director	774-2400

Please contact us today in order for us to develop a customized proposal for your consideration.

Index of Partnership Opportunities



EVENT PARTNERSHIPS

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4	Arbor Day Event	\$150 - 500
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OTHER PARTNERSHIPS UNDER DEVELOPMENT

Volunteer Opportunities
Adopt a Park Program
Gifts to Parks & Recreation

Creating Healthy Lives, Happy People & A Strong Community

City Hall 411 W. 8th Street, Rm 225 Medford, OR 97501 (541) 774-2400 Fax (541) 774-2560
www.ci.medford.or.us/parks parcs@cityofmedford.org



EVENT PARTNERSHIPS

- ◆ Enhance your image by becoming a partner with the many choices available for Special Events
- ◆ Repeated name and product exposure for your business

FUN FACTS ABOUT OUR EVENTS

- ◆ Daddy Daughter Dinner Dance has ***Sold Out*** each year offered
- ◆ Summer Concert Series has averaged attendance of around 400 per show
- ◆ Back to School Fair will provide free back packs and school supplies
- ◆ Candy Cane Hunt & Marshmallow Roast had over 500 participants in 2004
- ◆ Youth New Year's Party has been an annual event for 16 years

“Relaxation, rest, and revitalization through the opportunity of leisure s essential to stress management in today’s busy and demanding world.”

Creating Healthy Lives, Happy People & A Strong Community

Daddy Daughter Dinner Dance

When: Annually in February

Where: Red Lion Hotel Ballroom

Demographics: The Daddy Daughter Dinner Dance is a special evening out for young ladies and their fathers. Ages range from 5 to 14 years of age.



About our Special Night

This special night out for many young ladies is their first social dance, and who better to spend it with than their father or in some cases their grandfather. The night includes dinner, dancing to a professional DJ, a rose for the young lady and a picture to remember the special night. This event has been expanded to two nights due to its popularity. Each of the previous years evenings sold-out with over 300 in attendance.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special listing in the Fall & Winter Community Connection Guide (delivered to 24,000 homes and agencies)
- Special flyer listing event sent home with every young lady in K-6th grade in the 549C School District
- Special mailing to past participants announcing this years special event
- Extensive coverage on the Parks & Recreation Web site

PARTNERPARTSHIP CATEGORIES

Grand Ballroom Sponsor \$2,500 1 Available

Exclusive event sponsorship for both nights

Cinderella Supporter \$1,750 1 Available

Exclusive provider of the memory pictures provided to each participant for both nights

Dance Floor Supporter \$ 600 1 Available

Exclusive supporter of dance floor for both nights

Glass Slipper Supporter \$ 250 1 Available

Exclusive provider of flowers for both nights

Partnership Benefits	Grand Ballroom Sponsor	Cinderella Supporter	Dance Floor Supporter	Glass Slipper Supporter
Community Connection Program Guide	Logo & Name	Name	Smaller Name Listing	Smaller Name Listing
Event Pictures	Logo & Name	Logo & Name	-	-
Web Site Listing	Logo & Name	Name	Smaller Name Listing	-
Banners @ Event	Up to 3	1	1	-
Company Information	Logo & Name	-	-	Attached to Flowers
Complimentary Tickets	6	4	2	-

Arbor Day Event

When: April (Annually)

Where: Alba Park

Demographics: This community event provides local businesses the opportunity to partner in providing community educational materials and a commemorative tree planting event.



About Our Event

The City of Medford has been celebrating Arbor Day for many years. Each year we collaborate with the Oregon Department of Forestry and a local elementary school as well as community sponsors to provide a community tree planting event. In the weeks leading up to the event we provide educational materials about Arbor Day to the school. The event is designed to increase community awareness and education regarding the importance of trees.

Promotional Plan

This event is promoted via a vigorous campaign that includes:

- Listing in the Community Connection Guide (delivered to 24,000 homes and agencies)
- Coverage on the City of Medford Parks and Recreation Web site
- Educational materials with sponsor information provided to an elementary school class in the days leading up to event
- Age appropriate promotional materials may be handed out at the event to participants
- Event promotional materials will include sponsor information
- Sponsor banners may be posted at the event

PARTNERPARTSHIP CATEGORIES

Tree Partner	\$500	1 Available - Provider of trees planted at Alba Park
Educational Partner	\$200	1 Available - Provider of educational materials
Arbor Day Partner	\$150	1 Available - Provider of trees given to students
School Partner	None	1 Available - Elementary school class to participate

Support Benefits	Tree Partner	Educational Partner	Arbor Day Partner
Community Connections Program Guide	Logo & Name	Name	Name
Company Name or Logo on educational materials	Name	Logo & Name	Name
Web Site Listing	Logo & Name	Logo & Name	Logo & Name
Posting of Business Banner/Sign at Event	Yes 1	Yes 1	Yes 1
Arbor Day Stickers distributed at event	Logo & Name	No	No
Company name or Logo on plant containers	Name	Name	Logo & Name

Bear Creek Amphitheater Concerts

Outdoor Summer Concert Series

When: June-August (Sunday Evenings)

Where: Bear Creek Park Amphitheater

Demographics: Concert-goers include community members within a 30-mile radius. People of all ages attend this annual series; however, the majority of attendees range from 20-50 years old. Attendance numbers average 400 per concert.



Cultural Arts in Medford

You are invited to become a partner with our department in providing the Bear Creek Amphitheater summer concert series. Each of the eight community concerts are offered free of charge to the public. By providing a quality family program that is accessible to everyone in our community, we are able to enhance the lives of everyone that attends through the appreciation of musical arts.

Local and regional performers will be featured at this year’s Sunday evening concerts. With many of our acts having local ties, the possibility for larger crowds exist. In addition, our regional artists are well-known and will provide an excellent opportunity for local residents to listen to their performances that they may not have been able to attend. The Bear Creek Amphitheater provides an excellent outdoor venue for this series. With the Bear Creek Greenway in the backdrop, concert goers enjoy the expansive lawn area to sit and/or dance the evening away.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special page in the Summer Community Connection Guide (delivered to 24,000 homes and agencies).
- Special flyer in the June water bills (delivered to 26,000 homes and agencies).
- Advertising in local newspapers.
- News releases and listings in area music guides.
- Extensive coverage on the Parks & Recreation Web site.
- Concert promotions on radio through our media partnership with Clear Channel Radio.

PARTNERPARTSHIP CATEGORIES

Concert Sponsor \$1,000 8 Available - Exclusive for one evening

Concert Supporter \$ 500 16 Available - Co-Sponsor for one evening

Support Benefits	Concert Sponsor	Concert Supporter
Community Connections Program Guide	Logo & Name	Name
Water Bill Flyers	Logo & Name	Name
Advertising in Local Newspaper	Logo & Name	Name
Web Site Listing	Logo & Name	Name
Reserved, Covered viewing Area	Yes	Yes
Reserved Parking Spaces	4	-
Company Literature at Info Booth	Yes	Yes
Stage Banners	Yes	Yes

Back to School Fair

When: Annually in August (Third Saturday)

Where: Hawthorne Park Aquatic Center

Demographics: This annual event targets elementary age children that will be heading back to school after Labor Day.



Back to School

2006 will mark the first year for what hopefully will become an annual event. Our department will coordinate important programs and services that are available to families whose children will soon be heading back to school or attending school for the first time. The program will target low income families and provide free school supplies, information about after school programs, youth sports opportunities and valuable school district information.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special listing in the Summer Community Connection Guide (delivered to 24,000 homes and agencies).
- Special community service announcement on Cable Access Television
- Public service announcements through our radio media partners
- Banners at each of our two aquatic centers
- News releases regarding the event
- Extensive coverage on the Parks & Recreation Web site

PARTNERPARTSHIP CATEGORIES

Full Sponsor \$2,500 1 Available

Exclusive event sponsor

Partial Supporter \$ 250 8 Available

Partial event sponsor - \$100 of total could be in product giveaways at the event

Support Benefits	Full Sponsor	Partial Supporter
Community Connections Program Guide	Logo & Name	Name
Posting of Business Banner	June 1st - September 1st	Day of Event
Web Site Listing	Logo & Name	Name
Display Booth @ Event	Yes	Yes
Listing on all Flyers & Posters	Logo & Name	Name

Dog Days at Hawthorne Aquatic Center

When: Annually in September

Where: Hawthorne Park Aquatic Center

Demographics: This annual event targets pet owners who wish to provide an opportunity for their dogs to swim at this season ending party.



Dog Days

This popular event allows pet owners the opportunity to have their pets swim inside one of our two outdoor seasonal pools. The water level is lowered to allow for easy access for the dogs. This has become a department tradition of providing this opportunity for dogs and their owners as the aquatic center closes for the season. This event is offered for a very small fee and provides enjoyment for about 60 participants annually.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special listing in the Summer Community Connection Guide (delivered to 24,000 homes and agencies).
- Special flyer listing event placed at Bear Creek Dog Park and at local pet stores
- News releases regarding the event
- Extensive coverage on the Parks & Recreation Web site

PARTNERPARTSHIP CATEGORIES

Full Sponsor \$450 1 Available

Exclusive event sponsor - \$100 of total could be in product giveaways at the event

Partial Supporter \$100 5 Available

Partial event sponsor - \$50 of total could be in product giveaways at the event

Support Benefits	Full Sponsor	Partial Supporter
Community Connections Program Guide	Logo & Name	Name
Posting of Business Banner	June 1st - September 10th	Day of Event
Web Site Listing	Logo & Name	Name
Display Booth @ Event	Yes	Yes
Listing on all Flyers & Posters	Logo & Name	Name

Candy Cane Hunt and Marshmallow Roast

When: Annually in November

Where: Hawthorne Park

Demographics: This family event kicks off the Holiday Season and provides families an opportunity to spend time together.



Family Holiday Event

This popular event brings kids of all ages together to hunt candy canes then try their hand at roasting marshmallows over hot coals. Over 500 youth and family members attend this annual kick-off to the holiday season that concludes just a few blocks away with the City tree lighting ceremony that takes place in Vogel Park.

This event is offered free of charge to those that attend and is a great start to the holiday season. Children are placed in groups according to their ages and go searching for candy canes. The evening continues with an old fashion marshmallow roast that is supervised by parents and Recreation Division staff.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special listing in the Fall Community Connection Guide (delivered to 24,000 homes and agencies).
- Special flyer listing event sent home with every K-6th grade student in the 549C School District
- News releases regarding the event
- Extensive coverage on the Parks & Recreation Web site.

PARTNERPARTSHIP CATEGORIES

Full Sponsor \$300 1 Available - Exclusive for the event

Partial Supporter \$175 2 Available - Co-Sponsor for event

Support Benefits	Full Sponsor	Partial Supporter
Community Connections Program Guide	Logo & Name	Name
Company Listing on all School Flyers	Logo & Name	Name
Web Site Listing	Logo & Name	Name
Posting of Business Banner @ Event	Logo & Name	Name
Company Booth @ Event	Yes	Yes

Youth New Year’s Party

When: Annually each December 31st 6:00-8:00p.m.

Where: Southern Oregon Gymnastics Academy

Demographics: This event provides youth ages 2 to 12 an opportunity to celebrate New Years in a positive and safe environment.



Annual Family Tradition

This event began in 1989 and has become one of the most attended events for youth during the busy holiday season. Youth enjoy carnival games, jump houses, and other fun filled activities, that concludes with a prize giveaway and a special count down to mid night (8:00p.m.) Many parents stay and enjoy this fun activity with their children making it a family event.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special listing in the Fall Community Connection Guide (delivered to 24,000 homes and agencies).
- Special flyer listing event sent home with every K-6th grade student in the 549C School District
- News releases regarding the event
- Extensive coverage on the Parks & Recreation Web site.

PARTNERPARTSHIP CATEGORIES

Full Sponsor \$400 1 Available

Exclusive provider of all prizes and treats given away at the event.

Facility Sponsor \$400 1 Available

This is an in-kind amount for providing facility and volunteer assistants to host event

Support Benefits	Full Sponsor	Partial Supporter
Community Connections Program Guide	Logo & Name	Logo & Name
Company Listing on all School Flyers	Logo & Name	Name
Web Site Listing	Logo & Name	Logo & Name
Posting of Business Banner @ Event	Yes	Yes
Company Booth @ Event	Yes	Yes



PUBLICATIONS & FACILITIES PARTNERSHIPS

- ◆ **Direct-mail access to every household in Medford**
- ◆ **Department mailing lists are generated from class registrations and subscription requests. We do not sell these lists, but an ad placed in our Community Connection Guide will get your company name out to this select group.**

FUN FACTS ABOUT OUR PUBLICATIONS & FACILITIES

- ◆ We have 31,000 visits annually to our aquatic centers
- ◆ Park facilities see over 900,000 visits annually
- ◆ Program guide is mailed three times a year and reaches all addresses within the 97501 and 97504 mailing codes
- ◆ We print and distribute over 150,000 program guides a year
- ◆ Recreation program participation is up over 40% since our program guide was developed and mailed

“Parks and recreation programs provide opportunities for community involvement and shared management and ownership of resources.”

Creating Healthy Lives, Happy People & A Strong Community

Community Connection Program & Services Guide

Department resources for promoting programs & Services offered

Demographics: The Guide is printed three times each year and has information used by every demographic group: toddlers, youth, teenagers, adults and Active Adults (Over 50) about our programs and services that are available. Over 24,000 of the guides are direct mailed to every resident and business address within the 97501 and 97504 mailing codes. In addition, and additional 16,000 guides are hand-delivered to libraries, schools, city facilities and area agencies for each of the three mailings annually.



Guide Information

The Community Connection is our department’s main avenue for distributing information to the Medford community. This 32 page guide is a useful resource in listing adult and youth activities that are offered by the Parks & Recreation Department and our partners. After school programs, special events, swim programs, facility maps, enrichment classes, facility rentals, and registration information are just a few examples of information contained in this guide.

The Community Connection is an excellent way for your business to support Parks and Recreation. By advertising your business in this Guide, you will be able to help provide additional programming support funds in order to keep our registration costs for participants at an affordable level for all socio economic groups.

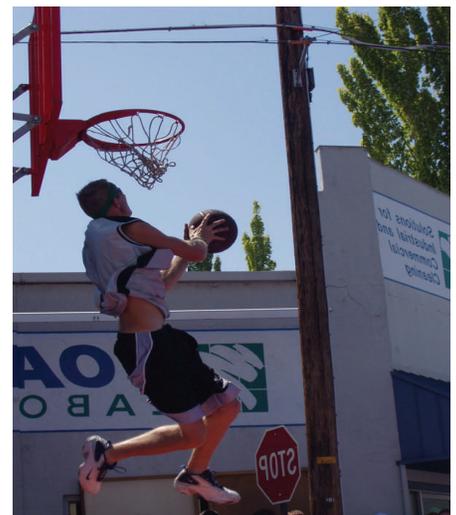
Benefits for advertising in the Community Connection

- More complete coverage of Medford than the *Mail Tribune*
- Each guide covers four months of programming that is used and reused by readers, giving patrons repeated exposure to your message
- Each issue is unique to the season with information about concerts, softball leagues, summer camps, park reservations and holiday happenings

PARTNERPARTSHIP CATEGORIES

Ad Size	Ad Rates
Full-Page	\$600
Half-Page	\$450
Quarter-Page	\$300

NOTE: Program Guide advertising is subject to availability. Prices quoted are per guide, multiple guide discounts are available. Call to find out more information.



Aquatic Partners

When: Summer 2006 (June through Labor Day)

Where: Hawthorne and Jackson Aquatic Centers

Demographics: During the summer months Jackson and Hawthorne Aquatic Centers average over 30,000 visits during open swim, over 2,000 swim lessons participants, plus over 1,000 visitors during private pool rentals. Each facility is over 50 years old and provide a great outdoor public pool experience for those that attend both facilities.



Banner Program

Your organization has the unique opportunity to place a company banner at Jackson and Hawthorne Aquatic Centers for the summer of 2006. With over 33,000 visits per summer your cost to advertise is approximately two cents per visit, not including people using the park who will also have the opportunity to view your banner.

BANNER PROGRAM PARTNERPARTSHIP CATEGORIES

Aquatic Partner \$500 10 Available

Banner placed at both Jackson & Hawthorne Aquatic Centers

Aquatic Supporter \$300 10 Available

Banner placed at either Jackson or Hawthorne Aquatic Center

Open Swim Coupon Book Program

Each year, our department provides open swim coupon books that provides admission into our aquatic facilities at a discount. This year, we are expanding the program to provide not only discounted open swim rates, but a chance for local organizations to sell these books as a fundraiser. These coupon books are a great way to expose your company to the many families that purchase them from our department of through the fundraising program.

COUPON BOOK PARTNERPARTSHIP PROGRAM

Lifeguard Partner \$750 1 Available

Partnership Benefits	Coupon Book Lifeguard Partner
Community Connections Program Guide Listing (Summer)	Company Logo & Name
Company Banner & Both Aquatic Centers	Yes
Web Site Listing	Company Logo & Name
Listing on the Cover and Back Cover of Each Coupon Book	Company Logo & Name





PROGRAM PARTNERSHIPS

- ◆ Youth that enjoy full and active lives are much less likely to turn to self-destructive behavior
- ◆ The provision of meaningful and involving activities for young people deters negative social behavior
- ◆ Recreation activities help adults lead more active lives and reduces the risk of sickness and disease

FUN FACTS ABOUT OUR PROGRAMS

- ◆ Over 56,000 individuals participated in recreation programs during 2005
- ◆ Participation in youth programs doubled in 2005
- ◆ Over 300 children participated in the Junior Giants program in 2005
- ◆ Recreation division offered 60 new programs and classes for 2005

“Leisure opportunities for youth provide positive lifestyle choices and alternatives to self-destructive behavior.”

Creating Healthy Lives, Happy People & A Strong Community

Medford Arts Commission Public Art Cart (MAC-PAC) Arts in the Park Program

When: June-August (Monday-Thursday) **Where:** Various Parks in Medford

Demographics: Participants include community members within a 30-mile radius. Children of all ages attend this daily event. Attendance numbers average 100 per day during the 2005 season



Cultural Arts in Medford

Fun-filled summer days are being offered by the City of Medford Parks and Recreation Department in partnership with the Medford Arts Commission as we bring to you the Medford Arts Commission Public Art Cart. This summer program offers a variety of arts and craft activities and experiences designed to foster creativity and encourage artistic awareness. The **MAC PAC** mobile art and recreation vehicle brings fun and exciting programs to the playgrounds and parks in our community. Projects include paper plate butterflies, friendship bracelets, key chains and other various paper crafts, painting activities, and the occasional aerobic outdoor game.

Our portable playground and craft art cart is available for rentals to companies, neighborhood associations, parties in our parks, community organizations, religious groups and local events.

MAC PAC is open to youth of all ages.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special page in the Summer Community Connection Guide (delivered to 24,000 homes and agencies).
- Advertising in local newspapers.
- Special flyers just for the MAC PAC program that is delivered to every school aged student.
- News releases and listings in area arts and cultural guides.
- Extensive coverage on the Parks & Recreation Web site.
- MAC PAC trailer decorated with works of art and sponsor logos.

PARTNERPARTSHIP CATEGORIES

MAC PAC Sponsor \$3,500 **Exclusive sponsor for one year**

MAC PAC Supporter \$1,750 **2 Available for one year**

Partnership Benefits	MAC-PAC Sponsor	MAC-PAC Supporter
Community Connections Program Guide	Logo & Name	Name
Special School Flyers	Logo & Name	Name
Advertising on Trailer	Logo & Name	Name
Web Site Listing	Logo & Name	Name
Free Rental Days	4	2
Company Literature at Program Site	Yes	Yes

Junior Giants Program

When: July-August (Annually)

Where: Bear Creek Little League Fields

Demographics: The Junior Giants program is a summer baseball/t-ball league, offered at a very low cost for children ages 5-10. Giving children an opportunity to play baseball, interact with other local youth and most of all have fun.



Junior Giants Mission & Program

The Junior Giants baseball league is unique; emphasis is not placed on winning games, but on building character and self-esteem. Coaches teach values such as teamwork, confidence, integrity and leadership to players in hopes of helping the children to make smart decisions, and to keep them active and off the streets. Junior Giants baseball began in 1994 and has grown to include over 500 teams in more than 65 cities, ranging from San Luis Obispo to Medford, Oregon. In 2002, the Junior Giants were inducted into the World Sports Humanitarian Hall of Fame as the “Best Single Program” in all of pro sports. Last year over 350 youth participated in our local program.

Promotional Plan

The program is promoted via a vigorous campaign that includes:

- Special page in the Summer Community Connection Guide (delivered to 24,000 homes and agencies).
- Advertising in local newspapers.
- Special flyers just for the Junior Giants program sent to every child in grades K-5 in the 549C School District
- News releases regarding the program.
- Extensive coverage on the Parks & Recreation Web site.
- Postcard reminders to all participants in the target age group that have registered for a previous program.

PARTNERPARTSHIP CATEGORIES

Home Run Sponsor \$1,000 **Exclusive sponsor for the season**

Base Hit Supporter \$ 400 **3 Available**

Partnership Benefits	Player of the Year Sponsor	Assist Supporter
Community Connections Program Guide	Logo & Name (Summer Guide)	Name (Summer Guide)
League T-Shirts	Logo & Name	Name
End of Season Medals	Logo & Name	-
Web Site Listing	Logo & Name	Name
Posting of Business Banner at games	Yes	Yes
Information on League Schedule	Logo & Name	Name

Tot Indoor Soccer League

When: October-December (Fall Session)
January-February (Winter Session)

Where: Santo Community Center

Demographics: The Tot Soccer League is for children ages 3 to 5 years. This program is an introduction to youth sports and provides a great opportunity to become recreationally active.



Tot Indoor Soccer Leagues

This program is a low cost introduction to soccer and youth sports. Children ages 3 to 5 are placed onto teams with volunteer coaches. Each team is provided with practice time during the week at the Santo Community Center. Each of our volunteer coaches are trained and certified through the National Youth Sports Coaches Association. Just like the youth participating in this program, many of our coaches are having their first experience with a youth sports program. This league does not keep score or standings and provides children a chance to interact and meet other children their own age. This is a great experience about working with others and teamwork prior to entering school.

Promotional Plan

The program is promoted via a vigorous campaign that includes:

- Special page in the Summer & Winter Community Connection Guide (delivered to 24,000 homes and agencies).
- Advertising in local newspapers.
- Special flyers just for the Tot Indoor Soccer Leagues that is displayed at all of our department sites.
- News releases regarding the program.
- Extensive coverage on the Parks & Recreation Web site.
- Postcard reminders to all participants in the target age group that have registered for a previous program.

PARTNERPARTSHIP CATEGORIES

Player of the Year Sponsor \$1,500 **Exclusive sponsor for both sessions**

Assist Supporter \$ 850 **2 Available**

Partnership Benefits	Player of the Year Sponsor	Assist Supporter
Community Connections Program Guide	Logo & Name (Fall & Winter Guides)	Name (Fall & Winter Guides)
League T-Shirts	Logo & Name	Name
End of Season Trophies	Logo & Name	Name
Web Site Listing	Logo & Name	Name
Posting of Business Banner at games	Yes	Yes
Information on League Schedule	Logo & Name	Name

Medford Parks and Recreation Youth Activity Center

When: 6-8 Grade Monday- Friday 2:30 - 7:00 p.m
 9-12 Grade Friday & Saturday 7:30-10:00 p.m. (For special event evenings)
 Facility operates during school year and for camps during the summer program season



Demographics: Program is for youth in grades 6 through 12. Most participants are from the Medford School District. Youth from surrounding areas have attended events and dances held for this target age group.

Why the need for a Youth Activity Center

Most participants come to the Youth Activity Center to feel safe, to draw, to express their identities, or to share their lives with their friends and staff. An after school and weekend program of this nature allows youth to have a positive environment to participate in recreational and fun activities. Activities for this program are planned by professional staff and are posted on a monthly basis.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special page in the Community Connection Guide (delivered to 24,000 homes and agencies three times a year)
- Special flyers distributed to local schools, and other youth programs in Medford.
- Company banner at Youth Activity Center site for top level sponsors.
- News releases and listings in area.
- Extensive coverage on the Parks & Recreation Web site.

PARTNERPARTSHIP CATEGORIES

We have developed a unique opportunity for your business to become a partner in providing activities and recreational equipment. Choose the package that best represents your needs and desires for supporting this great community program.

Youth Activity Center Sponsor \$500 (1 year contract) - 2 Available

Youth Activity Center Supporter \$250 (1 year contract) - 8 Available

Partnership Benefits	Youth Activity Center Sponsor	Youth Activity Center Supporter
Community Connections Program Guide Listing (3 seasons)	Company Logo & Name	Company Name
Company Banners at Youth Activity Center	Yes	No
Web Site Listing	Company Logo & Name	Company Name
Listing on all Program Flyers	Company Logo & Name	Company Name

Buddy Bear Travel Companion

When: On-Going Program

Demographics: Participants include children of all ages who would like to have a friend along when they go on a vacation.



Travel Companion for Young Children

This program allows children to check-out one of three Buddy Bears to travel with them. The Buddy Bear comes with their own backpack that holds the bear, travel journal and small games/activities to play for those long trips.

Children are asked to chronicle the adventures of Buddy Bear in the travel journal and bring back a picture that shows where he has traveled to. This is a great promotion for a business, as company information will be provided in the backpack.

Promotional Plan

The event is promoted via a vigorous campaign that includes:

- Special page in the Community Connection Guide (delivered to 24,000 homes and agencies).
- Special flyer distributed to local schools, daycares, and other youth activities.
- Advertising in local newspapers.
- News releases and listings in area arts and cultural guides.
- Extensive coverage on the Parks & Recreation Web site.
- Web page designed to record and share pictures, journal, maps, destinations.

PARTNERPARTSHIP CATEGORIES

Buddy Bear Sponsor \$200 3 Available - Exclusive for one year

Support Benefits	Buddy Bear Sponsor
Community Connections Program Guide	Logo & Name
School & Daycare Flyers	Logo & Name
Name on Buddy Bear Shirts	Logo & Name
Web Site Listing	Logo & Name



Parks & Rex Mascots

When: On-Going Program

Demographics: Provide valuable branding of products and services that are offered by the Parks & Recreation Department as well as our business partners.



Parks & Rex Partners

Parks and Rex will create an identity for both the City of Medford Parks and Recreation Department as well as your business while also being able to relate to families of all walks of life. Our partnership will yield extensive positive exposure for our business partners while creating a great public image. Visits will include but not be limited to, special events, special interest programs, sporting events, birthday parties and more. These mascots will also appear on department flyers, web site and signs at our Aquatic Centers.

PARTNERPARTSHIP CATEGORIES

Parks & Rex Family Pack \$2,000 1 Available

Exclusive provider of both mascots for a two year period

Parks or Rex Experience \$1,200 2 Available

Exclusive provider of either mascot for a two year period

Partnership Benefit	Parks & Rex Family Pack	Parks Or Rex Experience
Community Connection Program Guide	Logo & Name (Six publications)	Name (Six publications)
Company Name and Logo on All Mascot Attire	Yes	Yes
Web Site Listing	Logo & Name	Name



PARTNERSHIPS UNDER DEVELOPEMENT

Our department is constantly looking to improve the quality of programs and services that we provide. Continuous Improvement - Customer Service is the mission statement for the City of Medford. In order to continually improve, we will be making adjustments, changes and additions to this guide. Additions to this guide that we will add during the 2006 are:

- ◆ Volunteer Opportunities
- ◆ Adopt a Park Program
- ◆ Gifts to Parks & Recreation
- ◆ Additional Programs and Services

Please check our web site at www.ci.medford.or.us for updates to this document during the course of 2006.

Medford Parks & Recreation Foundation

For more information regarding this non-profit organization, please contact Brian Sjothun at 774-2401. The Foundation raises funding for programs, scholarships and facility development.

The park and recreation benefit statements in this guide are from *A Catalogue of the Benefits of Parks and Recreation*. A list of references can be provided upon request.

Creating Healthy Lives, Happy People & A Strong Community

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