

city of  
**KIRKSVILLE**  
Parks & Recreation

# Sponsorship Opportunities 2025



FOR MORE INFORMATION E-MAIL:  
[LCALLAGHAN@KIRKSVILLE.GOV](mailto:LCALLAGHAN@KIRKSVILLE.GOV)



CALL 660.627.1485

# Sponsorship Opportunities 2025

*The City of Kirksville's Parks and Recreation Department is proud to offer a wide variety of programs and special events for the citizens of Kirksville. To keep registration fees low, the Department relies on partnerships with local businesses and community organizations. Consider utilizing one of the following sponsorship offerings to promote your business or organization while supporting recreational opportunities for thousands of individuals each year. Ten percent of all program sponsorships will go directly to the Kirksville Parks and Recreation scholarship fund to help reduce financial barriers in our community.*

*Please note, sponsors from the previous year will be given first right of refusal, and remaining sponsorships will be filled on a first come, first served basis. For more information on how you can participate, please contact Luke Callaghan at [lcallaghan@kirksville.gov](mailto:lcallaghan@kirksville.gov), or by calling 660.627.1485.*

## Aquatic Center Events

### **Cardboard Boat Race Naming Rights (sole sponsorship) - \$500 Sunday, January 12<sup>th</sup>, 2025**

The Cardboard Boat Race is the perfect way to beat the winter blues. This event is offered free of charge to the community, and includes free admission to the Kirksville Aquatic Center.

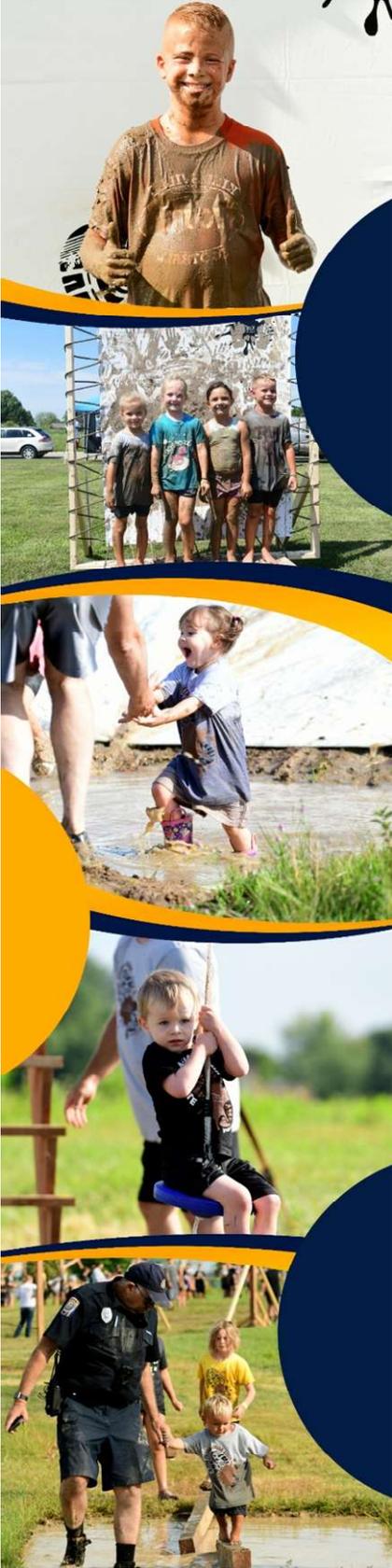
The sponsor's logo will appear on all promotional materials including social media postings. The sponsor is welcome to hang a banner and host a table at the event to hand out information and giveaways. The event will also be promoted using the sponsor's name on the Splash Radio Network that is broadcast at the Kirksville Aquatic Center.

### **Dollar Swim Nights - \$600 per event June 14<sup>st</sup>, June 28<sup>th</sup>, July 26<sup>th</sup>, and August 9<sup>th</sup>, 2025**

Dollar Swim Nights in 2024 had an average of over 300 attendees at each event. A reduced admission price of one dollar will be offered to all attendees from 6:00 pm - 9:00 pm.

The sponsor's logo will appear on all promotional materials and social media postings. The sponsor is welcome to hang a banner and host a table at the event to hand out approved information and giveaways.





## Community Events

### **Egg Hunt Naming Rights (sole sponsorship) - \$1500 per event**

With over 1000 participants annually, these events are the perfect way to show your community spirit. As the sole sponsor, the event will be named after the organization and the sponsor logo will appear on all flyers, banners, signage, and social media postings. The sponsor is welcome to attend the event and hand out information or lead activities. Both egg hunts will remain Kirksville Parks and Recreation operated events.

#### **Children's Easter Egg Hunt | Saturday, April 19<sup>th</sup>, 2025**

The 47<sup>th</sup> annual Easter Egg Hunt will be held on the Truman State University Quad.

#### **Halloween Eggstravaganza | Saturday, October 25<sup>th</sup>, 2025**

The 9<sup>th</sup> annual Eggstravaganza will be held at North Park, where children will hunt for 12,000 candy and toy filled eggs using a flashlight!

### **6<sup>th</sup> Annual Kids Mini Mud Mile | Saturday, August 16<sup>th</sup>, 2025**

Our most anticipated annual event! The Kids Mini Mud Mile is a 1-mile mud run obstacle course at the North Park. Over 500 kids have taken to the course each year to test their resilience on our 15 mud run obstacles.

#### **Gold Sponsorship (limited availability) - \$500**

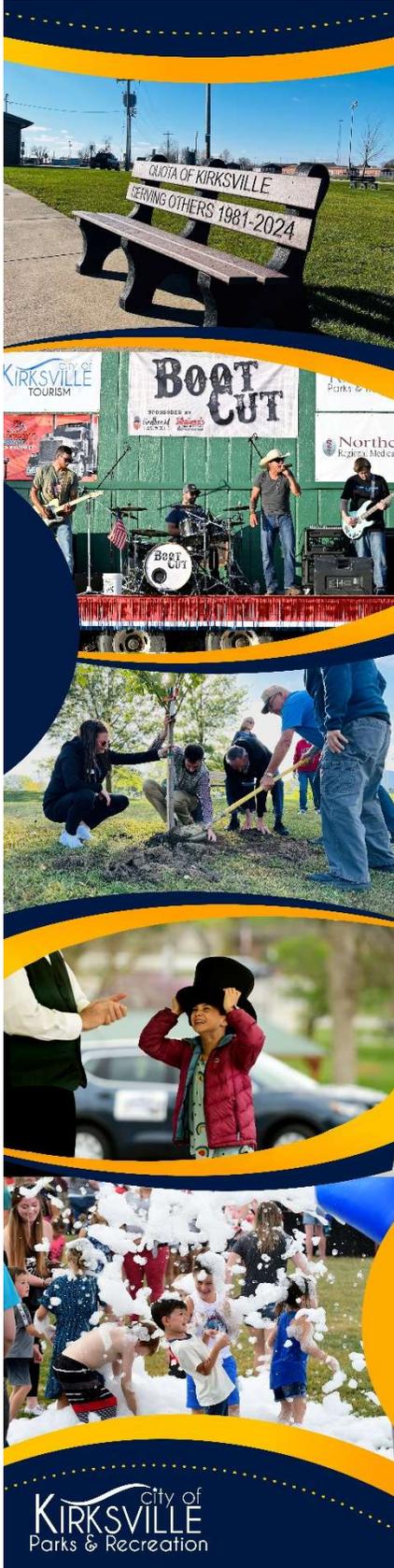
Sponsor logo will be on featured on participant t-shirts, flyers, and on a full color sign at the start/finish line and at the sponsored obstacle. Sponsor will receive race day recognition and the opportunity to hand out approved information prior to the event.

#### **Silver Sponsorship - \$250**

Sponsor logo will be on featured on participant t-shirts and on a sign at the start/finish line. Sponsors will receive race day recognition and the opportunity to hand out approved information at the event.

#### **Bronze Sponsorship - \$150**

Sponsor logo will be featured on participant t-shirt.



# Community Events, Benches & Trees

## Week of the Young Child Touch A Truck & Magic Show

**Friday, April 25<sup>th</sup>, 2025**

Help us celebrate Week of the Young Child with a huge Touch A Truck event, topped off with a mind-blowing kids magic show.

### **Gold Sponsorship (limited availability) - \$500**

Sponsor logo will be on featured on flyers, and on a personal full color 3ft x 5ft banner at the event displayed at the entrance to the Touch a Truck event. Sponsor will receive recognition on social media and have the opportunity to hand out approved information and/or giveaways at the event.

## Red, White, and Blue Festival Community Concert and Fireworks

**Saturday, July 5<sup>th</sup>, 2025**

Join us as we paint the town red, white, and blue at our annual Red, White, and Blue Community Concert and Fireworks display. This annual event features free kids' games and giveaways, food trucks, multiple live bands, and a fireworks display.

### **Gold Sponsorship (limited availability) - \$500**

Sponsor logo will be on featured on flyers, and on a personal full color 3ft x 5ft banner at the event displayed directly behind the band. Sponsor will receive recognition at the event and the opportunity to hand out approved information prior to the event.

### **Silver Sponsorship - \$250**

Sponsor logo will be on featured on a double-sided full color shared 3ft x 5ft banner located behind the band. Sponsor will receive recognition on Kirksville Parks and Recreation social media accounts.

### **Bronze Sponsorship - \$150**

Sponsor logo will be featured on a double-sided full color yard sign at the entrance to the event.

## Community Benches & Trees

Did you know that you can memorialize a relative, friend, or employee through our Community Tree and Bench program? For more information please contact Robin Harden at [rlharden@kirksville.gov](mailto:rlharden@kirksville.gov).

### **Memorial Bench - \$1500**

### **Memorial Tree - \$350**

# Sports Programs

## Kirksville Baseball and Softball League Team Sponsorship - \$250 (formerly KBSA)

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will be listed on our league website with a direct link to their website.

## Little Sluggers Tee Ball - Team Sponsorship - \$250

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will be listed on our league website with a direct link to their website.

## New Banner Sponsorship - \$450 - (\$350 renewal)

The business or organization will have a 4 ft x 8 ft full color banner on display on the outfield fence of your choice at the North Park Sports Complex from May 1<sup>st</sup> - September 1<sup>st</sup>.

## Team Sponsorship with new Banner - \$625 - (\$500 renewal)

The sponsor's logo will be featured on the team uniforms, and the sponsor selected team name will appear on all game schedules. This sponsorship includes end of season recognition on social media, and the sponsor will receive a commemorative team photo plaque. Banner sponsorship also includes a 4 ft x 8 ft full color banner on display on the outfield fence of your choice at the North Park Sports Complex from May 1<sup>st</sup> - September 1<sup>st</sup>.

## Tiny Tykes Soccer Naming Rights (sole sponsorship) - \$800

Spring and fall sessions of Tiny Tykes Soccer will be named after the sponsor, and the sponsor logo will appear on shirts of all participants, flyers, signage, and social media postings for the program. Tiny Tykes Soccer will remain a Kirksville Parks and Recreation operated program.

## Disc Golf Hole Sponsor - \$100 per year

The Fall of 2022 welcomed a new Disc Golf Course in Rotary Park. As a hole sponsor, a 5in. x 3in. full color business logo will be placed at the tee pad of your choice, and on the kiosk at the start of the course. This 12-hole course is used year-round and welcomes thousands of players annually.

