



## **Apache Junction Dog Park Project**

The Apache Junction Dog Park Project is gaining momentum after being approved by the city council. Now in the funding phase, the City is looking for partners who share in the vision of Apache Junction being a great place to live by enhancing amenities to its residents.

The benefits of a dog park are numerous for both people and animals. Succinctly, dog parks are a great way for our canine friends to get out and enjoy the fresh air while providing much needed exercise and socialization. Also, the benefits of a dog park extend to humans who also benefit from the added physical and mental stimulation provided by the park. Together it translates into a better quality of life for both humans and their canine companions.

# Partnership Benefits

## Benefits of Sponsorship

Marketing is expensive and continued marketing for a business is even more costly. So how can sponsoring the Apache Junction Dog Park project help your marketing strategy?

1. **Put Your Business in the Spotlight:** Having a presence at the dog park positions you and your business to stand out from the pack. As this is an ongoing program your business information will be seen continually throughout the year.
2. **Get Your Brand Noticed:** Having your business name and logo featured at the park, on social media, fliers, websites, banners and newspaper articles are all great ways to leverage your sponsorship dollars to get wider exposure and brand recognition for less overall cost.
3. **Market Inexpensively:** Marketing and advertising is expensive, it can easily run hundreds to thousands of dollars to place an ad in a local publication and then it only has one chance to be seen. Spending much less or even the same amount as an event sponsor is a much wiser investment that can bring wider and extended marketing reach; which can highly improve your return on investment.
4. **New Clients and New Customers:** Not only are dog park patrons potential new clients or customers so are other fellow sponsors and vendors. Being a dog park sponsor can allow for easier access to form business partnerships and expand your corporate market reach.
5. **Good Publicity:** Social responsibility is a hot topic and savvy businesses that engage and partner with organizations uniting and promoting the community can see increased public exposure and community goodwill. In turn, this goodwill can help drive marketing campaigns and increase sales.

**All of these reasons make a Dog Park sponsorship a highly cost effective marketing tool.**

# Corporate Partnership

## Levels

Corporate sponsorships and partnerships allow the city to expand its events and programming while helping businesses reach their target audiences. Thus, the City of Apache Junction is excited to collaborate with companies who share in our passion for the community. Using its assets, the city is working to promote the AJ Dog Park Project in partnership with local businesses to provide a unique program, which also allows for an easy and effective way for partner businesses to get their message and brand out into the community.

### Platinum Partner - \$10,000 or more

- Dedication rights to an amenity of choice\*\* to include a dedication plaque at the amenity
- Partner name and logo on Fence Paneling
- Name on Partnership Signage near front entrance
- Representation/Photo Opportunity at Ribbon Cutting Ceremony – premiere placement
- Opportunity for free booth space/sampling at various City of AJ sponsored events at the Park
- Supporter recognition in print, website, and social media marketing of opening
- \*NOTE: art installations may fall into this category. Please see below.

### Gold Partner - \$5,000 - \$9,999

- Partner name and logo on Fence Paneling
- Name on Partnership Signage near front entrance
- Representation/Photo Opportunity at Ribbon Cutting Ceremony
- Opportunity for free booth space/sampling at various City of AJ sponsored events at the Park
- Supporter recognition in print, website, and social media marketing of opening
- \*NOTE: art installations may fall into this category. Please see below.

### Silver Partner - \$2,500 - \$4,999

- Name on Partnership Signage near front entrance
- OPEN for possibilities
- Representation/Photo Opportunity at Ribbon Cutting Ceremony
- Supporter recognition in print, website, and social media marketing of opening

### Bronze Partner - \$1,000 - \$2,499

- Name on Partnership Signage near front entrance
- Representation/Photo Opportunity at Ribbon Cutting Ceremony
- Supporter recognition in print, website, and social media marketing of opening

**Art Installations** – Note that donations towards our art installations may fall into one or more of the above categories and will additionally involve recognition on a donation plaque at the art pedestal.

#### \*\*Dedication Rights

Corporate Partner dedication plaque on a major amenity such as a pavilion - \$25,000 to \$50,000 depending on the size/location. Must cover the cost of the amenity and partner name will be located on/near the amenity for life of the park.

# Dog Park Partnership

## Company Information

Company Name:

Address:

City:

State:

Zip:

Main Contact:

Title:

Email:

Phone:

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The following are the partnership opportunities available for organizations to invest in their community. Organizations can select more than one event to sponsor.

### Apache Junction Dog Park Project:

Partnership Level:  Bronze  Silver  Gold  Platinum

**Make Checks Payable to:** The City of Apache Junction

**Mail to:**

City of Apache Junction

Attn: Fox Young

300 E Superstition Blvd

Apache Junction, AZ 85119

**Corporate Partnership Office**

**Fox Young**

**Program and Resource Coordinator**

[fyoung@ajcity.net](mailto:fyoung@ajcity.net) Phone: (480) 474-5086