

Tahoe City Public Utility District Parks & Recreation

Sponsorship and Advertisement Guide



*Building a healthy mountain community
through our passion for public service.*

Supporting Tahoe City

Public Utility District Parks & Recreation

The Tahoe City Public Utility District's Parks & Recreation Department welcomes you to be a part of our community through our sponsorship and advertising opportunities. Sponsorships and advertisements provide unique and rewarding ways for local businesses and organizations to partner with us and reach new customers in Tahoe City and beyond. Sponsoring or advertising also plays an important role in supporting us in achieving our mission of serving the people in our community and providing parks and recreation services to enhance the quality of life.

Why partner with TCPUD Parks and Recreation?

- Support programs and operations offered through TCPUD Parks & Recreation.
- Increase exposure of your business or organization within the District's service area.
- Expand your reach! TCPUD Parks & Recreation offers a growing social media base, utilizing multiple platforms to advertise for its programs, events, parks and recreational facilities. We have over 1,400 Instagram followers and growing, and over 4,000 followers across our Facebook accounts.



Athletic Fields

Scoreboard

May to April

Athletic fields in Tahoe City are home to a variety of events, including high school sports, recreation leagues, and tournaments that attract spectators from the Tahoe area and visiting schools and communities.

Upper Field at North Tahoe High School

Option	2 Year	Annual Renewal
2' x 16'	\$2000	\$900

- 2' x 16'
- Business name and logo printed on scoreboard signage
- Business name and logo on social media
- Business name on TCPUD Sponsors and Advertisers webpage with link to website
- Business name or logo printed in Activity Guide



Winter Recreation

Tahoe City Winter Sports Park

The Tahoe City Winter Sports Park Ice Rink offers dasher boards and Zamboni decals for sponsorship or advertising during the winter season. This popular winter recreation spot draws thousands of users each season, including locals and visitors from neighboring communities and from out of the area. Dasher board and Zamboni sponsorships or advertising directly supports your community ice rink and the TCPUD Parks and Recreation youth hockey programs.

November - March



Dasher Board Supporter

1 Season

\$500

Annual
Renewal

\$450

- Full-color 37" x 27" double-sided
- Business name and logo on social media
- Business name on TCPUD Sponsors and Advertisers webpage with link to website
- Business name or logo printed in Activity Guide

Zamboni Sponsorship

1 Season

\$1,000

- 2 Full-color 18" x 18" signs, round or square
- Business name and logo on social media
- Business name on TCPUD Sponsors and Advertisers webpage with link to website
- Business name or logo printed in Activity Guide



Summer Day Camp

Camp Skylandia

A summer tradition! Camp Skylandia continues to be a treasured experience for hundreds of youth ages 3.5 - 14 years old each summer, creating friendships and lasting memories.

June - August



T-Shirt Supporter

\$500

- Four (4) available
- Logo printed on every camp shirt worn on all field trips throughout the summer
- Business name and logo on social media
Business name on TCPUD Sponsors and Advertisers webpage with link to website
- Business name or logo printed in Activity Guide



Youth Sports Leagues

Basketball

January - March

Our youth basketball program offers an opportunity for youth to develop teamwork, skills and confidence. It runs from November to March, and is a collaboration with the Boys and Girls Club of North Lake Tahoe and Incline Village Parks and Recreation.

Team Supporter **\$300**

- Logo printed on one (1) team league jerseys
- Business name and logo on social media
- Business name on TCPUD Sponsors and Advertisers webpage with link to website
- Business name or logo printed in Activity Guide



Hockey at the Tahoe City Winter Sports Park

January - March

Since the youth hockey program was established in 2017, it has grown in popularity and is quickly becoming a treasured program.

Team Supporter **\$300**

- Logo printed on one (1) team league jerseys
- Business name and logo on social media
- Business name on TCPUD Sponsors and Advertisers webpage with link to website
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Other Ways to Support

In-Kind Donation

In-kind donations of goods, services or time can be used to help offset costs of events or programs offered by TCPUD Parks & Recreation. In-kind donations can be offered at events as giveaways or to either start up a brand new program or replace old equipment currently being used in programming. In-kind donations can include, but are not limited to the following:

- Gift Cards
- Basketballs
- Hockey Sticks
- Pinnies
- Arts & Craft Supplies
- Photographer...and more.



Scholarship Fund

\$ Any Amount

The Youth Scholarship Fund was developed by TCPUD Parks & Recreation Department to assist local youth to participate in sports and activities. Funds are available to youth ages 17 years and younger and offers a maximum cash subsidy of 50% per program registration, with a \$150 max per child per year. Any amount is welcome as a donation to the Youth Scholarship Fund.

Please check with TCPUD Parks & Recreation before making an in-kind or scholarship fund donation.

Email us at recreation@tcpud.org

Support Tahoe City Public Utility District Parks and Recreation!

To be a TCPUD Parks & Recreation supporter:

Contact Us!

**(530) 583-3440
recreation@tcpud.org
401 W. Lake Blvd
P.O. Box 5249
Tahoe City, CA 96145**



TAHOE CITY COMMUNITY CENTER
Owned and Operated by the Tahoe City Public Utility District

Visit Us Online!

tcpud.org/sponsors



**Tahoe City Public Utility District
Parks & Recreation**