



WHO WE ARE



COMMUNITY FOCUSED

We strive to give back to our community and its citizens.



GOAL DRIVEN

Our focus is to help our citizens reach their goals through various health and wellness opportunities.



SUPPORT HEALTHY LIFESTYLES

We aim to provide opportunities to stay active at any age and ability.

OUR MISSION

Crafting healthy lifestyles through high quality recreation programs, events, parks and facilities.

POTENTIAL OUTREACH

DIGITAL MEDIA

We will promote your organization through various media outlets, including Facebook, Instagram, E-mail blasts, City website, and radio announcements.



IN-PERSON INTERACTIONS

Get to know your potential customers at events or programs. Display who you are, what you do, and how you can help them. Putting a face to a name can help create community partnerships.



PRINTED ADVERTISEMENTS

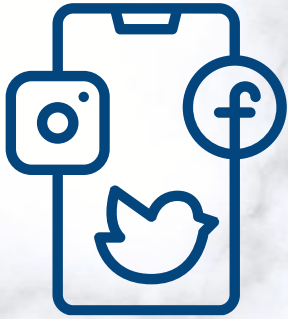
Printed materials such as banners, flyers, and signage also have the ability to reach large amounts of people. Having your logo in a high traffic area at an event, park or recreation center can help lead to new business.



WHAT YOU CAN EXPECT

Our team will work with you to put together a plan of how your organization will be publicized, and what best fits your desires.

COMMUNITY ENGAGEMENT



9,500

Facebook & Instagram followers

We engage our followers on a regular basis providing them with information on events, programs and other updates.



1,450

E-Newsletter subscribers

Newsletter subscribers stay up to date each month with the highlights of departmental news.



38,000

Yearly website views

Our website is where citizens go to find up to date information on all City programs and activities.



4,700

Average monthly visitors to Highland Recreation Center

Members and guests will be exposed to flyers, bulletin boards and other advertisements regarding programs and events.



1,600

Kids that participated in Youth Sports in 2025

Participants and spectators will see your company name on jerseys and banners.

YOUTH SPORTS SPONSORSHIP

\$2,349 All Star Level

- All Silver Level Benefits +
- League sponsor naming rights (Up to 4 additional teams)
- League Skills Assessments presented by your organization
- Opportunity to start Championship game & present trophies to 1st and 2nd place teams
- Company Banner (provided by your organization) displayed during championship games
- Organization logo on the PRST website page for one year



\$1,249 Championship Level

- All Bronze Level Benefits +
- Official sponsor for two additional teams
- Opportunity to set up booth at gameday site on 2 dates during season
- Free entry into City of Hickory Christmas Parade



\$699 Game Winner Level

- Official sponsor for two teams
- Team pictures posted on department Facebook Page recognizing sponsorship
- Company logo included in monthly E-newsletter
- One free use of a park shelter or room rental
- Three months free usage of Highland Fitness Center



EVENT SPONSORSHIP LEVELS

Investments are estimates & may vary per event

Presenting Sponsor - \$2,349

Limited to 1 Organization Per Event

- All Gold Level benefits +
- "Event Presented by" Your Company Name on all printed flyers
- Organization logo on the PRST website page for one year
- Verbal mention of sponsorship on WHKY radio station during "Parks and Play" segment (2 times prior to the event)
- Speaking opportunity at event
- 1 "Sponsor Highlight" Facebook post on the PRST page with referral to your organizations website or Facebook page

Gold Sponsor - \$1,249

- All Silver Level benefits +
- Co-host on Facebook Page (event is shared to your organizations page)
- 1 Free entry into City of Hickory Christmas Parade
- Banner with company logo displayed for 2 weeks leading up to event in Highland Recreation Center

Silver Sponsor - \$699

- All Bronze Level benefits +
- Recognition in monthly Department E-newsletter and press releases (1 Month prior to the event)
- Recognition in post event pictures on Department Facebook page

Bronze Sponsor - \$350

- Logo on all printed flyers
- Tent and booth set up at event
- Company name recognized during event announcements
- Option to place company materials in giveaway bags (if applicable)

Donor - In-kind or monetary

- Recognition during event announcements

Deadline for sponsorship is 90 days prior to event in order to receive full benefits

2026 SPECIAL EVENTS

Children's Easter Egg Hunt | Week before Easter

Annual Easter Egg Hunt at Henry Fork River Park including games, prizes and of course, the Easter Bunny.

Unifour Senior Games | April-May

An Arts & Athletics competition for anyone ages 50 and above.

Autism Awareness Walk | April

Help bring awareness about autism and raise funds for local organizations.





Summer Track Series

A 4 week track series for all ages held in partnership with Lenoir Rhyne University.

Back to School Bash

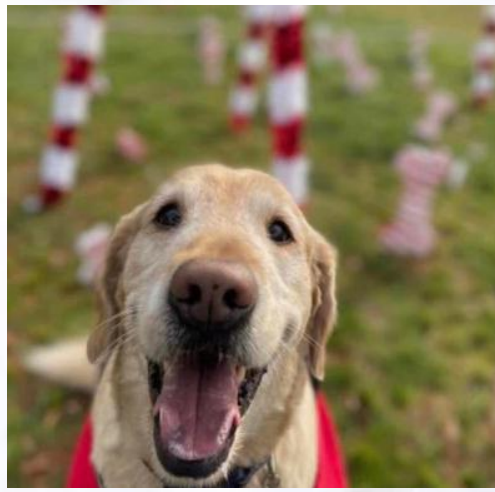
Children receive free school supplies and resources to prepare them for a successful school year.



Saturday Screenings

Sit back, relax, and enjoy free movies shown on Union Square in Downtown Hickory.





Kidfest | September

If you are a kid, this event is for you! Games, activities, arts & crafts and more make up this fun-filled, day of play.

Trunk or Treat | October

A spooky good time! Kids will enjoy trick or treating, Halloween games and lots of candy!

Lunch with Santa | December

A children's favorite! Each kid ages 3-5 gets to take a picture with Santa, receive a free meal and toy, and play holiday games!

Dog Walk & Pictures with Santa | December

Bring your furry friends out to enjoy the Island of Misfit Dog Toys and get pictures made with Santa!



Hickory 5K Series

Easter Egg Scramble

Saturday, March 28th at 9:00 AM
Hickory Riverwalk Trail

Aviation 5K

Saturday, May 23rd at 9:00 AM
Winkler Park/Aviation Walk

Lightning Bug Boogie

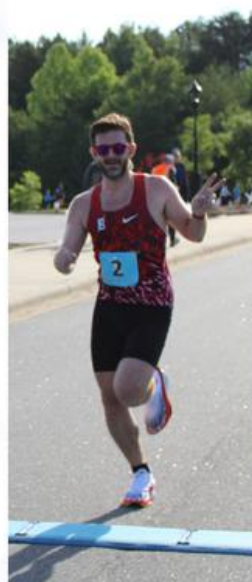
Friday, August 14th at 9:00 PM
Lake Hickory Trails

Ruff, Ruff, Run

Saturday, September 26th at 11:00 AM
Winkler Park

Trick or Trot

Saturday, October 31st at 9:00 AM
Stanford Park



OTHER OPPORTUNITIES

Facility Amenities

Logo will be displayed throughout the year during free play programs, recreation leagues and tournaments.

Score Table at
Highland Gym



1 Year-\$3,500

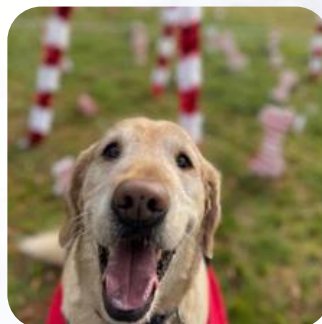
Banners in Gyms
(Not shown to exact size)



1 Year-\$7,500

OTHER EVENTS

Pet programs, volleyball & pickleball tournaments,
summer camps & more!



Sponsorship investments may vary based on which amenity or programs are desired

Why Sponsor?

- Help provide great programs for citizens of Hickory
- Promote your business to new customers
- Give back to the community
- Connect face to face with your potential audience

How to become a Sponsor

Choose

Which program or event and what level

Contact

828-322-7046

Ext. 7259

kmishler@hickorync.gov

Commit

To making your community a better place to live, work and play

