



ZIONSVILLE

Zionsville Parks and Recreation Sponsorship Opportunities 2026





ZIONSVILLE
PARKS & RECREATION



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INTRODUCTION

Are you looking for a meaningful way to positively impact our community? The Zionsville Parks and Recreation Department invites you to partner with us in creating vibrant spaces and unforgettable experiences that benefit the health, environment, and well-being of our parks and beyond.

By becoming a sponsor, your business can help bring a variety of programs and events to life—programs that cater to every resident and visitor, while showcasing your commitment to our thriving community.

Sponsorship packages are flexible, and we're happy to work with you to create a customized plan that fits your goals and budget.

Benefits of partnership:

- Increased visibility through parks, events, our website, social media platforms, and newsletters
- The chance to connect directly with your target audience or broaden your reach across the entire community
- An opportunity to make a lasting difference by enhancing our programs and offerings for all ages

Thank you for considering this opportunity to support Zionsville Parks and Recreation. Together, we can make a bigger impact. If you have any questions or sponsorship ideas, we'd love to hear from you. We look forward to partnering with you.



Jarod Logsdon

Superintendent of Parks and Recreation
jlogsdon@zionsville-in.gov

ABOUT US

Zionsville isn't just a town—it's a town within a park! With 17 parks, 30 miles of trails, and over 800 acres of green space (and growing), our parks are the heartbeat of the community. From Lincoln Park to the trails of Starkey Nature Park, we offer year-round programs and events for all ages and abilities. We're always exploring new ways to bring fun and nature to our residents:

- Creekstomper and Trailhopper bring outreach programs right to your neighborhood
- Zionsville Nature Center opens the door to nature discovery and adventure
- Over 400 programs and events each year with more than 35,000+ participants

There's always something exciting happening in Zionsville's parks!

Vision

- Inspire engagement, wellness, and community connection through parks.
- Enrich the lives of residents and visitors.
- Be a leader in innovative, sustainable recreation.

Mission

- Deliver high-quality, meaningful programs and events.
- Focus on initiatives that provide lasting value.
- Build strong partnerships to support a thriving parks network.

OUR TEAM



Mindy Murdock

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Megan Ray

Events and Outreach Coordinator
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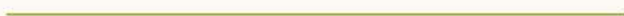
Rachel Felling

Naturalist
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WHY SPONSOR?

Our events aren't just programs – they're beloved traditions that bring thousands of families together year after year. As funding shifts, our community looks to partners like you. Sponsorship puts your brand in front of the people who matter most, with the credibility only the Town of Zionsville can provide.

- Hyper-Local Reach - 40% of our social audience lives in Zionsville, plus strong connections in Indianapolis, Carmel, Whitestown, Lebanon, and Westfield.
- Decision-Makers - 85% of followers are women ages 35-54 – the primary drivers of household spending.
- Built-In Trust - Backed by the Town of Zionsville, giving your brand instant credibility.
- Proven Growth - 1,000 new Facebook followers in one year, now totaling 4,030 and growing, with engagement higher than comparable organizations. An additional 2,460 followers on Instagram.
- Double the Impact - Sponsors receive both live, face-to-face exposure and extended digital reach.



2026 EVENT SCHEDULE



JAN
31

Zionsville Puzzle Swap

Join the annual Puzzle Swap to connect with puzzle enthusiasts. Last year, we swapped nearly 2,000 puzzles in just 2 hours!

Location: Zionsville Town Hall



FEB
7

Mischief and Magic

Join this family-friendly dance for an evening where Disney villains meet Harry Potter's magic. Enjoy a spellbinding dance floor, photo booth, and surprises. Dress mischievously for enchanting fun!

Location: Zionsville Town Hall



APR
25

Zionsville Greenfest

Join us for an exciting morning of sustainability with a native plant sale, educational booths, and activities as we honor Earth Day and Arbor Day in Zionsville style.

Location: Heritage Trail Park



MAY
28

Party in the Park

Throw a mega bash for the last day of school at Mulberry Fields Park with games galore, a splashtacular pad, toe-tapping tunes, and food trucks ready to fuel the fun!

Location : Mulberry Fields





**OCT
24**

Trick or Trees

A thrilling Trick-or-Treat tradition filled with costumes, candy, campfires, and autumn joy.

Location: Elm Street Green



**FALL
2026**

Lincoln Park Grand Reopening

Join us for Lincoln Park's grand reopening after a year of construction, featuring new amenities. Enjoy live music, historical insights about Abraham Lincoln, and delicious food.

Location : Lincoln Park

**NOV
7**

Smashin' Pumpkins

Zionsville's pumpkin compost extravaganza, complete with tasty treats, brain-boosting fun, jaw-dropping demos, and a pumpkin plop!

Location: Mulberry Fields



**DEC -
FEB**

Winterfest 2026-2027

Welcome to the land of Marker's Market, Jingle in the Park, Java Trail, the return of Lincoln Lights, and a whole lot of festive fun!

Location : Varies by activity



WINTERFEST

December - February

Various parks and locations

Get ready for a three-month-long celebration that unites our community in joyous harmony! Enjoy exciting events like the Open-Air Maker's Market, Lincoln Lights, Christmas in the Park, and Puzzle Swap, each offering unique experiences for making lasting memories.

The Maker's Market is a standout, showcasing local artisans and creators, and drawing significant attention with its vibrant atmosphere. You'll gain valuable exposure and connections while playing a crucial role in our thriving local community. Join us in creating unforgettable moments!



Featured Events:
 Open-Air Maker's Market
 Jingle in the Park
 Noon Year's Eve
 Java Trail
 Fireside Nights
 Mischief & Magic
 Luminary Walks
 AND MORE!

| Sponsor Benefits | Title Sponsor \$2,000 (1) | Presenting Sponsor \$500 (6) | Community Partner \$250 (6) |
|--------------------------------|---------------------------------|------------------------------------|-----------------------------------|
| Winterfest Presented by | ✓ | | |
| Specific Event Sponsor | ✓ | ✓ | |
| Social media mentions | 3 | 2 | 1 |
| Logo on marketing materials | ✓ | ✓ | |
| Logo on onsite signage | ✓ | ✓ | ✓ |
| Booth space at specific events | ✓ | ✓ | ✓ |



GREENFEST: BRINGING NATURE HOME

Saturday, April 25th, 2026

9:00 am - 12:00 pm

Heritage Trail Park

Join us for a native plant sale with educational booths as we celebrate Earth Day and Arbor Day the Zionsville way. Learn to be good stewards of nature! This event connects participants with resources for promoting sustainability and native species at home while having fun.

Sponsors and exhibitor preferences will be given to those promoting environmentally friendly mission, goods, and services.



Native plant sale

Nearly 400 attendees

Educational booths, talks and demos on sustainability and native species.

| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor \$250 (5) | Community Partner \$100 (5) |
|------------------------------------|-------------------------------|------------------------------------|-----------------------------------|
| Presented by | ✓ | | |
| Exhibitor Space available at event | ✓ | ✓ | ✓ |
| Social media mentions | 4 | 2 | 1 |
| Logo on marketing materials | ✓ | ✓ | |
| Logo on event signage | ✓ | ✓ | ✓ |



PARTY IN THE PARK

Thursday, May 28th, 2026

3:00 pm - 6:00 pm

Mulberry Fields Park

Get ready to party with Zionsville Parks and Recreation as we bid farewell to the school year at Mulberry Fields Park!

Splash into a whirlwind of games, activities, a special appearance by the Zionsville Nature Center, and groove to tunes from a live DJ. Don't forget to cool off at the Mulberry Fields Splash Pad! Plus, food trucks to enjoy and the Zionsville Fire and Police Department touch-a-truck.



| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor \$250 (5) | Community Sponsor \$100 (5) |
|------------------------------------|-------------------------------|------------------------------------|-----------------------------------|
| Presented by | ✓ | | |
| Exhibitor Space Available at Event | ✓ | ✓ | ✓ |
| Social media mentions | 4 | 2 | 1 |
| Logo on marketing materials | ✓ | ✓ | |
| Logo on event signage | ✓ | ✓ | ✓ |

Record-breaking attendance in 2024 - 1,300 total

Over 1,000 participants in 2022, 2023 & 2024

Park and PLAY with Zionsville Parks and Recreation
Creekstomper



TRICK OR TREES

Saturday, October 24th, 2026

9:00 am - 12:00 pm

Elm Street Green

Join the Zionsville Parks and Recreation for this popular Halloween tradition.

Come dressed in your favorite family-friendly costume. Explore the park in fall and collect treats along the way on our Trick-or-Treat Trail. Enjoy apple cider and roasting marshmallows by a crackling campfire, fun fall activities, and more!

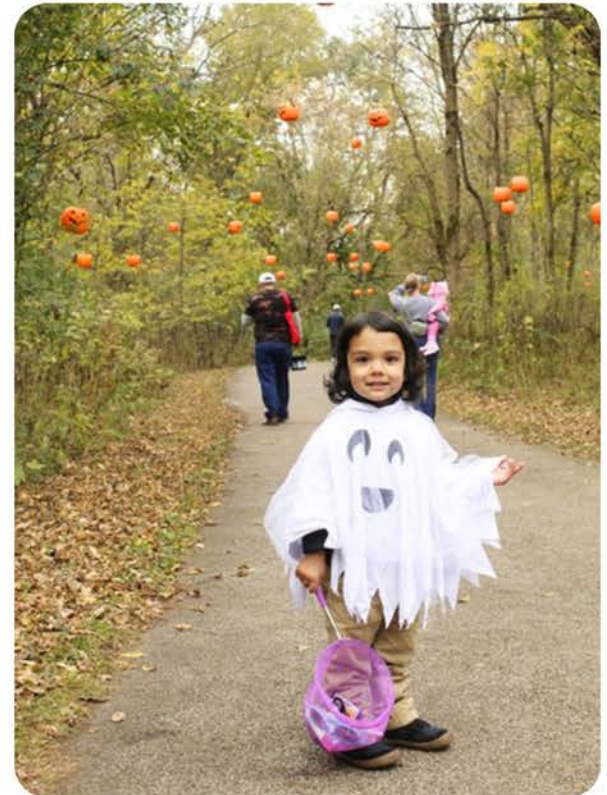


Teal pumpkin friendly event

Over 700 attendees annually

Mad Science experiments, scarecrow decorating contest, and the return of the Pumpkin Path

| Sponsor Benefits | Title Sponsor \$500 | Presenting Sponsor \$250 (6) | Community Partner \$100 (6) |
|------------------------------------|------------------------|------------------------------------|-----------------------------------|
| Presented by | ✓ | | |
| Exhibitor Space Available at Event | ✓ | ✓ | ✓ |
| Social media mentions | 4 | 2 | 1 |
| Logo on marketing materials | ✓ | | |
| Logo on specific activities | | ✓ | |
| Logo on event signage | ✓ | ✓ | ✓ |



LINCOLN PARK GRAND REOPENING

Coming late Summer/Early Fall 2026

Lincoln Park, Zionsville

Join us for a spectacular celebration marking the reopening of Lincoln Park after a year of construction. The community will welcome exciting new features, including a gazebo, fountain, seating areas, planters, and lighting. Enjoy live music, fascinating history about Abraham Lincoln, and delicious food.



| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor \$250 (2) | Community Sponsor \$100 (2) |
|-----------------------------|----------------------------|---------------------------------|--------------------------------|
| Presented by | ✓ | | |
| Social media mentions | 4 | 2 | 1 |
| Logo on marketing materials | ✓ | ✓ | |
| Logo on event signage | ✓ | ✓ | ✓ |

Larger, accessible gazebo with new plantings, seating and lighting

Preserving the past, building the future for Zionsville



SMASHIN PUMPKINS

Saturday, November 7th, 2026

1:00 pm - 3:00 pm

Mulberry Fields

Welcome to Smashin Pumpkins, the ultimate pumpkin party by Zionsville Parks and Recreation! Feast on scrumptious treats from local food trucks and soak up compost wisdom. Marvel as the Zionsville Fire Department sends a pumpkin plummeting from their ladder, and join in on pumpkin repurposing demos. Don't forget to bring your own pumpkins to smash, donate them, or grab one on-site (while they last)!



| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor \$250 (5) | Community Sponsor \$100 (5) |
|-----------------------------|-------------------------------|------------------------------------|-----------------------------------|
| Presented by | ✓ | | |
| Social media mentions | 4 | 2 | 1 |
| Logo on marketing materials | ✓ | ✓ | |
| Logo on event signage | ✓ | ✓ | ✓ |
| Booth space at event | ✓ | ✓ | ✓ |

Zionsville Parks and Recreation's pumpkin smash & compost bash!

Zionsville Fire Department drops a pumpkin from their fire engine's ladder



ZIONSVILLE OUTREACH

We invite you to support our mobile outreach, featuring the Creekstomper and the Trailhopper. These vehicles deliver nature and recreation straight to the community. The Creekstomper transforms local parks, community events, festivals, and neighborhood gatherings into vibrant hubs of play and activity. Meanwhile, the Trailhopper serves as a mobile nature center, offering educational and interactive programs that foster a deeper connection with the natural world.

By supporting these vehicles, you gain valuable marketing opportunities as they participate in parades and events, providing strong visibility and community engagement.

| Sponsor Benefits | Vehicle Sponsors \$1,000 (4) | Presenting Sponsor \$500 (6) |
|-------------------------|------------------------------------|------------------------------------|
| Logo on Program A Frame | ✓ | ✓ |
| Presented by | ✓ | |
| Social media mentions | 5 | 3 |
| Logo in Activity Guide | ✓ | ✓ |
| Logo on website | ✓ | |

Since 2020 Outreach has more than 30,000+ contacts in the community

Creekstomper participated in Park and PLAY programs and community events

In 2025, its inaugural year, Trail Hopper launched the Discover Your Backyard initiative.



ZIONSVILLE RECREATION PROGRAMS

At Zionsville Parks and Recreation, our programs are all about bringing people together. Whether it's trying something new, neighbors meeting on the pickleball court, or friends making memories at camp – none of it happens without support from local partners like you. Your sponsorship helps us keep programs welcoming, affordable, and accessible for everyone in our community. This year, we're especially excited to launch new initiatives that create even more opportunities to play, learn, and connect – and we'd love for you to be part of it.

| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor 250 (4) | Community Sponsor \$100 (5) |
|---------------------------|-------------------------------|----------------------------------|-----------------------------------|
| Logo in Activity Guide | ✓ | ✓ | |
| Presented by | ✓ | | |
| Social media mentions | 10 | 5 | 2 |
| Logo on program materials | ✓ | ✓ | ✓ |
| Logo on giveaways | ✓ | | |

New Parks initiative!

Building community through play, connection and recreation.

Mountain biking, disc golf, pickleball + much more!

Your partnership keeps our programs welcoming and accessible for all.



ZIONSVILLE NATURE CENTER

For 24 years, the Zionsville Nature Center has been a trusted, educational anchor in our community, fostering discovery, wonder, and respect for Indiana’s natural world. Located within the Hussey-Mayfield Memorial Public Library, the Center brings hands-on learning directly to residents through engaging programs led by knowledgeable Naturalists. Sponsoring the Nature Center ensures that people of all ages can explore local ecosystems, engage with live wildlife exhibits (turtles, snakes, and amphibians), and develop lifelong environmental stewardship. Your support fuels inclusive programming, educational innovation, and memorable experiences.



| Sponsor Benefits | Title Sponsor \$500 (1) | Presenting Sponsor \$250 (6) | Community Partner \$100 (6) |
|------------------------|-------------------------------|------------------------------------|-----------------------------------|
| Presented by | ✓ | | |
| Logo in Activity Guide | ✓ | ✓ | |
| Social Media Mentions | 4 | 2 | 1 |
| Logo at Nature Center | ✓ | ✓ | ✓ |

Over 15,000 visitors annually

Programs include nature immersive summer camps, Indiana Master Naturalist and MORE!

The Zionsville Nature Center
Established in 2002

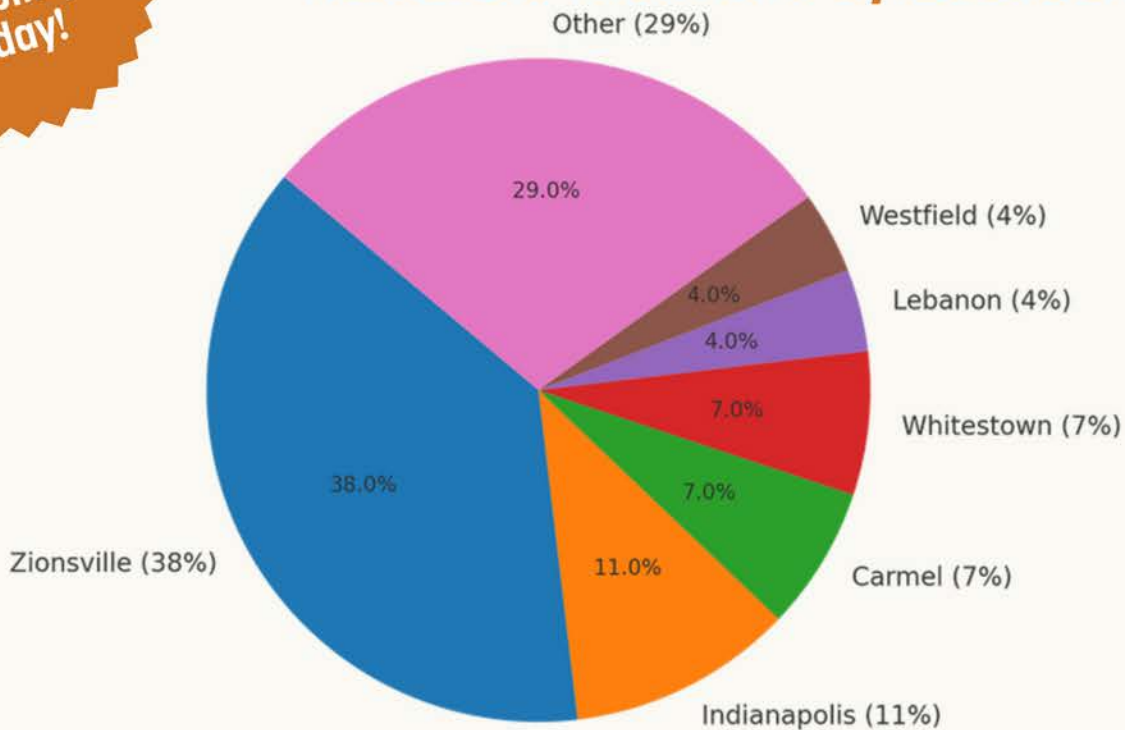


Snapshot of Community Reach

- Party in the Park - 1,350 attendees in 2025 (up from 1,000 in 2023).
- Maker's Market - Estimated 2,500 attendees in 2024, our largest annual draw since starting in 2021.
- Trick or Trees - Grew from 678 to 747 attendees, a popular Halloween tradition.
- Puzzle Swap & Valentine Luminary - Niche but growing community favorites with hundreds of attendees, and media support.
- Annual Cumulative Impact - Thousands of residents reached across diverse ages and interests.

Grow
brand
visibility
today!

Facebook Followers by Location



Who You Impact



SPONSORSHIP LEVELS



Title
Sponsor

\$500 - \$2,000

Logo placement on promotional materials & event signage

"Presented by" and exhibition space

Max mentions on social media posts, stories, newsletters, etc.

Sponsor-branded giveaways and contests, etc.



Presenting
Sponsor

\$250 - \$500

Logo placement on promotional materials

Exhibition space at select events

Mentioned in social media posts and stories

Logo placement on event signage

SPONSORSHIP LEVELS



Community Sponsor

\$100 - \$250

Logo placement on select promotional materials

Exhibition space at select events

Mentions in social media posts and stories



Build Your Own

Create a package as unique as your business

Donation of time or materials in exchange for social posts

Engaging volunteer opportunities

Opportunity to network with vendors and community members

In-kind donation in exchange for booth space

SPONSORSHIP TERMS



Sponsorship opportunities are extended to local and national businesses, non-profit agencies and government agencies that has or wishes to have a presence in the Town of Zionsville.

Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities with Zionsville Parks and Recreation:

- Promotion of the sale or consumption of alcoholic beverages and tobacco products (ordinance)
- Promotion of gambling or illegal drugs
- Promotion of the sale or use of firearms or other weapons
- Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness
- Commentary or advocacy of a social, religious or political nature
- Promotion of services or programs that are already offered by Zionsville Parks and Recreation

Subject to the Zionsville Parks and Recreation terms for accepting sponsorships, contracts will be accepted on a first-come, first-serve basis. The Town of Zionsville Parks and Recreation Department and Park Board reserve the right to make final determination for acceptance on sponsorship contracts. The Zionsville Park and Recreation Department shall not be responsible for any damages caused by acts of God, fires, accidents, health crises, or other occurrences beyond the control of the Department.

Sponsors recognize and acknowledge that there are risks associated with any event, which may include but are not limited to; falls, scrapes, contact with participants, the effects of weather, misuse, or failure of equipment and waive all claims that they might have based on any of those and other risks typical in this type of activity. By signing the sponsorship contract, sponsors waive all claims against, and agree to fully release, hold harmless, and indemnify Zionsville Parks and Recreation Department, all representatives and independent contractors from all claims or liabilities of any kind arising out of participation in this event.



THANK YOU
for your support!

CONTACT

Megan Ray, Event and Outreach Coordinator



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