

# 2018 SPONSORSHIP & EVENT MARKETING OPPORTUNITIES

Chapel Hill Parks and Recreation



**RE** *In Chapel Hill, I can think of no better sponsorship properties. It's a high profile demographic that has directly led to business opportunities for us. Beyond that, it's an ideal place to be a leader in the community, in a positive, kinetic, feel-good atmosphere."*



Travel & Leisure Magazine ranked Chapel Hill in the Top 10 as one of America's Best Towns for July Fourth.



Savvy event marketers are consistently looking for meaningful ways to connect with the Chapel Hill market.

### Marketing Highlights and Name Association

There really is nothing like the face-to-face opportunity to promote your product or service to a desirable audience.

When you associate with longstanding and well-respected events in the community, your brand affinity is key!

Co-branded marketing opportunities imply endorsements that add increased validity to your brand.

Dependable studies conclude that festivals and events have measurable impact on consumer sales and brand awareness.



### PARKS AND RECREATION

[www.chapelhillparks.org](http://www.chapelhillparks.org)

Call **919.968.2823** for more details or visit

[www.chapelhillparks.org](http://www.chapelhillparks.org).

INSPIRE CREATE PRESERVE

**We Deliver the Highest Standards with Integrity and Accountability.**

We value professionalism and quality. We operate in a fair and honorable manner. We manage with responsibility and maximize value to our partners.

We're strategically innovative in harnessing new and creative ideas for the betterment of the festival and our sponsors.

Positive brand awareness comes from associating your brand and product or service with a respected and celebrated property.

**MARKETING HIGHLIGHTS**

- High traffic locations
- Sampling and couponing
- High visibility signage
- High profile VIP special events
- Cross promotions
- Networking
- Naming rights
- Advertising & Promotion

**IMPRESSIONS**

- Print Advertising
- Radio Advertising
- Digital Platforms
- Brochures
- Postcards
- On-site Signage
- On-site Kiosk Signage
- Posters
- Festival Guide
- Walking billboards (t-shirts)
- Networking

Depending on your level of investment, your message will be seen during the event's promotional periods as well as on-site. We target just about every demographic through a variety of media and on site activation.



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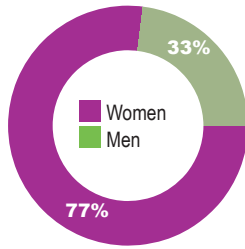
**INSPIRE CREATE PRESERVE**

**DIGITAL MEDIA IS A MAJOR CONTRIBUTOR TO OUR PROMOTIONS**



**FACEBOOK**

**4,175 followers** across 3 platforms



Age 25-54 Years

**74%**

Total Reach

**323,562**

Engagement Rate

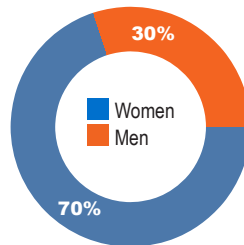
**4.7%**

Sponsors receive benefits such as frequent brand exposure through naming mentions on-site as well as in Publicity and promotion; sales opportunities through sampling and display; fully integrated hospitality packages; and direct alignment with Chapel Hill's well-educated, high-income consumers and lucrative family market.



**TWITTER**

**2,453 followers** across 3 platforms



Age 25-54 Years

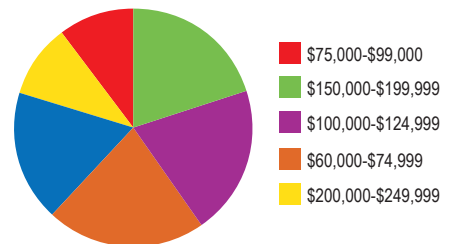
**56%**

Our users prefer premium brands, fresh and healthy options for natural living, home cooking and explore ethnic diversity in their purchases.

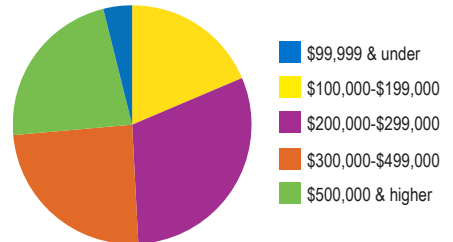


**DEMOGRAPHICS**

**Household Income Categories**



**Home Values**



**EMAIL MARKETING**

**9,960 subscribers**

**32%** Open Rate **2.7%** Click Rate



**TRADITIONAL MEASURED MEDIA (PRINT & BROADCAST)**

**4.9 million** sponsor ID impressions valued over **\$43,000**



**ON-SITE SPONSOR ID IMPRESSIONS**

Over **.5 million** sponsor ID impressions valued over **\$13,000**



**INTEGRATED DIGITAL IMPRESSIONS**

**160,000** sponsor ID impressions **\$0.01-\$0.05** per impression