

**Parks
Make
Life
Better!**[®]

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Franklin Parks & Recreation

2025

SPONSORSHIP GUIDE

Parks Make Life Better!



Franklin Parks & Recreation



EVENTS ATTENDED BY
OVER **72,000** PEOPLE
IN 2024

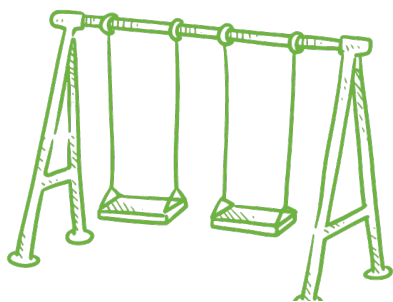
OVER **140** ACRES
OF PARKS LAND



OVER **8,000**
FACILITY AND FITNESS
CETNER MEMBERS



2,155 MEMBERS
OF FRANKLIN FAMILY
AQUATIC CENTER



13 PARKS
ACROSS FRANKLIN

33 RENTABLE
ROOMS, SHELTERS
AND PICNIC SITES



14 PICKLEBALL
COURTS

26-HOLE DISC GOLF
COURSE



SOCIAL MEDIA STATS

*Engagement: Number of times a post is either liked, shared or commented on

Impressions/Insights: Total number of views



FACEBOOK:

Franklin Parks & Recreation

- 17,549 followers
- Average monthly engagement: 25,000



INSTAGRAM:

@franklinparksin

- 1,715 followers
- Average monthly post views: 11,000



TIK TOK:

@franklinparksin

- 1,004 followers
- Average post views: 1,500

2024 EVENT INSIGHTS:

CONCERT SERIES:

Facebook impressions: 67,490

Instagram insights: 2,500

EASTER EGG HUNT:

Facebook impressions: 10,500

Instagram insights: 1,200

CRUISIN' THE AMP:

Facebook impressions: 27,100

Instagram insights: 1,500

FIRECRACKER FESTIVAL:

Facebook impressions: 96,080

Instagram insights: 2,800

FALL FESTIVAL:

Facebook impressions: 71,300

Instagram insights: 2,600

HALLOWEENTOWN: (2023)

Facebook impressions: 66,400

Instagram insights: 1,400

CONCERT SERIES

2024 ATTENDANCE: 52,000

	Title \$10,000	Beer & Wine Garden \$7,500	Gold \$5,000	Silver \$2,500	Booth \$500
Displayed on amphitheater Electric Sign	X	X	X	X	
Exclusive recognition as title sponsor in all print, digital and in person marketing	X				
On-site marketing/booth presence at event	X		X		X
Recognition during pre-show messages	X	X			
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X	X	
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X	X	
Company logo displayed at amphitheater May-Dec	X	X	X	X	
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X		X		
Recognition on Event poster	X	X	X	X	
Logo on hand fans given out at all concerts	X	X	X	X	
Banner and feather flag at entrance of Beer & Wine Garden		X			



EASTER EGG HUNT

APRIL 12, 2025

2024 ATTENDANCE: 800

	Title \$750	Gold \$500	Candy \$250
Exclusive recognition as title sponsor in all print, digital and in person marketing	X		
On-site marketing/booth presence at event	X		
Recognition during pre-show messages	X	X	
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X
Recognition on Franklin Parks & Recreation website (company website link featured)	X		
Recognition on event poster	X	X	X
Marketing materials/coupons in eggs	X	X	X



**Parks
Make
Life
Better!**

Franklin Family Aquatic Center

OPEN MAY 23RD-SEP. 1ST 2025

	Funbrella \$3,000	1st Aid and Sunscreen \$500	Family Swim Nights (8 nights) \$500	Souvenir cups sponsor \$1,000
Company logo on 1 funbrella at the FFAC for 3 years	X			
Banner with company logo displayed at FFAC		X	X	X
On-site marketing/booth presence at event			X	
Logo on Souvenir cups and menu boards displayed at FFAC and Scott Park				X

**OVER 70,000 PEOPLE
ATTENDED FRANKLIN FAMILY
AQUATIC CENTER IN 2024**



FAMILY MOVIE SERIES

2024 ATTENDANCE: 2,000

	Title \$5,000	Gold \$2,500	Silver \$500
Exclusive recognition as title sponsor in all print, digital and in person marketing	X		
Displayed on amphitheater Electric Sign	X	X	
On-site marketing/booth presence at event	X	X	
Recognition during pre-show messages	X		
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X
Company logo displayed at amphitheater May-Dec	X	X	
Recognition on event poster	X	X	X
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X		
Logo will be displayed on popcorn bags	X		



CRUISIN' THE AMP

JUNE 7, 2025

2024 ATTENDANCE: 5,500

	Title \$3,000	Gold \$1,500	Silver \$500
Exclusive recognition as title sponsor in all print, digital and in person marketing	X		
Displayed on amphitheater Electric Sign	X	X	
On-site marketing/booth presence at event	X	X	
Recognition during pre-show messages	X		
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X
Company logo displayed at amphitheater May-Dec	X	X	
Recognition on event poster	X	X	X
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X		
Logo on trophy and dash plaques given out to winners	X		

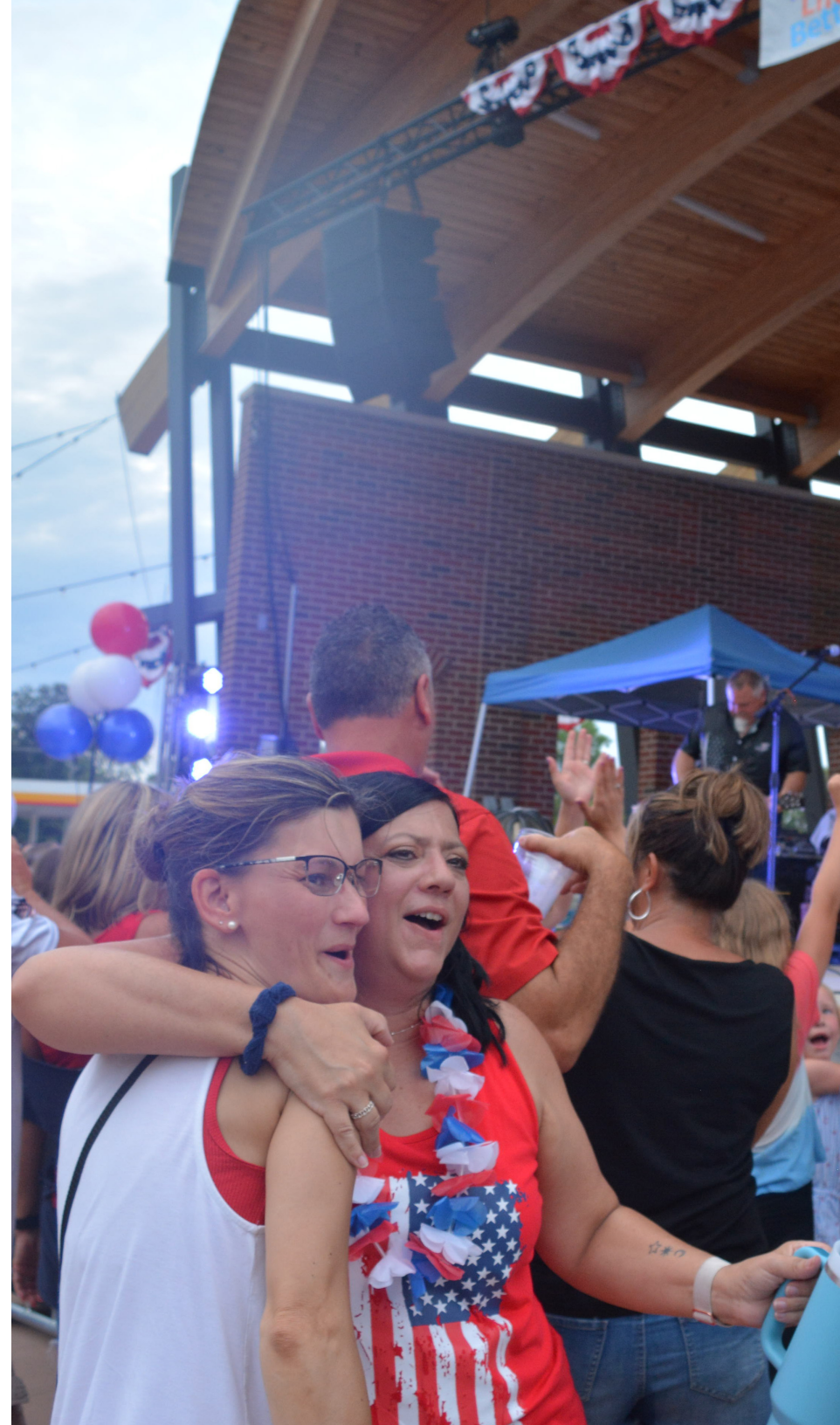


NORMAN P. BLANKENSHIP JR.
FIRECRACKER
FESTIVAL

JULY 3, 2025

2024 ATTENDANCE: 17,672

	Title \$5,000	Gold \$2,500	Silver \$1,000
Exclusive recognition as title sponsor in all print, digital and in person marketing	X		
Displayed on amphitheater Electric Sign	X	X	
On-site marketing/booth presence at event	X	X	
Recognition during pre-show messages	X		
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X
Company logo displayed at amphitheater May-Dec	X	X	
Recognition on event poster	X	X	X
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X		



FRANKLIN FALL FESTIVAL

SEPTEMBER 27, 2025

2023 ATTENDANCE: 34,800

	Title \$5,000	Gold \$2,500	Silver \$1,000
Exclusive recognition as title sponsor in all print, digital and in person marketing	X		
Displayed on amphitheater Electric Sign	X	X	
On-site marketing/booth presence at event	X	X	
Recognition during pre-show messages	X		
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X
Company logo displayed at amphitheater May-Dec	X	X	
Recognition on event poster	X	X	X
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X		



FRANKLIN PARKS & RECREATION
HALLOWEEN
TOWN

OCTOBER 25, 2025

2023 ATTENDANCE: 8,000

	Title \$4,000	Gold \$2,000	Silver \$500	T-shirts \$250
Exclusive recognition as title sponsor in all print, digital and in person marketing	X			
Displayed on amphitheater Electric Sign	X	X		
On-site marketing/booth presence at event	X	X		
Recognition during pre-show messages	X			
Increased recognition on all social media, also mass emails (FB & Instagram)	X	X	X	
Recognition on Franklin Parks & Recreation website (company website link featured)	X	X	X	
Company logo displayed at amphitheater May-Dec	X	X		
Recognition on event poster	X	X	X	
Banner will be displayed at front of stage of amphitheater for event (FPR provides)	X			
Logo displayed on 5k Run/Walk T shirt (need logo by 10/1)	X	X	X	X
Logo displayed on all awards handed out	X			

