FRANKLIN PARKS & RECREATION

Parks Make Life Better!®

Franklin Parks & Recreation

2027 SPONSORSHIP GUIDE









Integrate your business or organization into community events!

Interested in how your organization can get involved in Franklin's largest festivals and events? Learn about sponsorship opportunities with Franklin Parks and Recreation and the impact your company can make in the community.

By supporting Franklin Parks and Recreation's community events and programs, your company will receive measurable results to support your marketing and community partnership goals.

As we continue to grow and expand Parks' offerings, there are more opportunities for corporate partners to be involved and help make our programs and events a success for the Franklin community.

If you have any further questions, please contact Holly Johnston at hjohnston@franklin.in.gov or (317)-346-1198. We look forward to working with you to enhance our events and promote your business!

Social media insights:

Facebook
Franklin Parks & Recreation

- 21,544 followers

Instagram
@franklinparksin

- 2,501 followers

- 60,000 average monthly views across Meta professional platform (includes both Facebook and Instagram)

TikTok
@franklinparksin

- 1,034 followers
- Average post views: 1,500

2027 CONCERT SERIES

~~Title Sponsor ($12,500)~~ Sponsored by Festival Country Indiana

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

Beer & Wine Garden Sponsor ($7,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company logo on hand fans available at all concerts
- Company banner and feather flag displayed at entrance of Beer & Wine Garden (provided by Franklin Parks & Recreation)

Gold Sponsor ($5,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

Silver Sponsor ($2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company logo on hand fans available at all concerts

Full Booth Sponsor ($1,000)

- 10' x 10' booth space at all Concert Series dates with the opportunity to distribute promotional materials
- Recognition on Franklin Parks & Recreation website

Booth Sponsor ($500)

- 10' x 10' booth space at 3 Concert Series dates of sponsor's choice with the opportunity to distribute promotional materials
- Recognition on Franklin Parks & Recreation website

49,500

2026 Attendance

575,500

2026 Social Media Views



Holly Johnston **hjohnston@franklin.in.gov** **(317) 346-1198**

FESTIVALS SPONSOR

Festival Country Indiana KICKOFF- MAY 22ND

~~Title Sponsor ($5,000)~~ - Taken by Festival Country Indiana

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

3,500
2026 Attendance

65,000
2026 Social Media Views

FIRECRACKER FESTIVAL- JULY 3RD

Title Sponsor ($5,000)

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

16,400
2026 Attendance

274,912
2026 Social Media Views

FALL FESTIVAL- SEPTEMBER 25TH

Title Sponsor ($5,000)

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

15,500
2026 Attendance

187,000
2026 Social Media Views

BUNDLE SPONSORSHIPS all perks/recognition includes all 3 festivals

Gold Sponsor ($3,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Company feather flag with logo displayed at amphitheater during events (provided by Franklin Parks & Recreation)
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.

Silver Sponsor ($1,500)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company feather flag with logo displayed at amphitheater during events (provided by Franklin Parks & Recreation)

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2027 EASTER EGG HUNT

MARCH 20TH

805
2026 Attendance

55,500
2026 Social Media Views

Title Sponsor ($750)
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company marketing materials or coupons in 50 eggs

Gold Sponsor ($500)
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Company marketing materials or coupons in 50 eggs

Candy Sponsor ($250)
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Company marketing materials or coupons in 50 eggs

2027 MOVIE SERIES

5,000
2026 Attendance

105,000
2026 Social Media Views

Title Sponsor ($4,000)
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on popcorn bags

Gold Sponsor ($2,000)
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.

Silver Sponsor ($500)
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website

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2027 HALLOWEENTOWN

OCTOBER 23RD

5,000
2026 Attendance

75,000
2026 Social Media Views

Title Sponsor ($4,000)
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo displayed on Halloween Hustle 5K shirts

Gold Sponsor ($2,000)
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company logo displayed on Halloween Hustle 5K shirts

Candy Sponsor ($500)
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed on Halloween Hustle 5K shirts

Halloween Hustle 5K Shirt Sponsor ($100)
- Company logo displayed on Halloween Hustle 5K shirts



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2027 FRANKLIN FAMILY AQUATIC CENTER
OPEN MAY 27TH- AUGUST 3RD

65,000
2026 Attendance

536
Souvenir cups sold in 2026

Funbrella Sponsorship ($3,000)
- Company logo on 1 funbrella on the pool deck for 3 pool seasons
- Recognition on Franklin Parks & Recreation website
- 30 Day Passes to the Franklin Family Aquatic Center each year of sponsorship

First Aid and Sunscreen Sponsorship ($500)
- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- Recognition on Franklin Parks & Recreation website
- 20 Day Passes to the Franklin Family Aquatic Center

Family Swim Night Sponsor ($250)
- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- 10' x 10' booth space at Family Swim Night of your choosing (Options are every Thursday in June and July) with the opportunity to distribute promotional materials
- 10 Day Passes to the Franklin Family Aquatic Center

Souvenir Cup Sponsor ($1,000)
- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- Company logo on souvenir cups and menu boards displayed at Franklin Family Aquatic Center and Scott Park
- 20 Day Passes to the Franklin Family Aquatic Center
- 20 souvenir cups





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FRANKLIN FRIENDS

Franklin Friends is a monthly program for adults with cognitive disabilities that is focused on building connections and having fun through recreation and socializing! Activities include adaptive crafts, music, and games.

Franklin Friends meets on the last Tuesday of each month.

Monthly Meeting sponsor ($100)

- Recognition on Franklin Parks & Recreation website
- Recognition on program social media posts



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THANK YOU TO OUR 2026 SPONSORS!

Festival Country Indiana
Just South of Indy

Malarkey Roofing Products

Family Owned 1955
Earl Gray & Sons Plumbing Service
Comfort - Reliability Peace of Mind

McGath Concrete
Est. 1974
788-0667
Concrete • Asphalt

Centier Bank

You could give your people Culligan Water.

Franklin Jewelers

JCFiber
A JCREMC Company

Huston
powering innovation

Horizon Bank

Crossroad Engineers, PC

JM Johnson Memorial Health

Indiana's Giant Hubler Automotive Group

Cripe
Architects + Engineers

Groundworks
Foundation Solutions Crafted with Pride.
Formerly Indiana Foundation Service

Campbell Shuck Insurance
CSI of Franklin

Arbor Homes
A Clayton Company

Lawn Pride

Brown's Tree Service

Compass Park
Indiana Masonic Home

Summers
Plumbing Heating & Cooling
317-736-0900

Merrifield Exteriors, LLC

Rural 1st
Closer to What Matters

Generations
Est. Of Graham 1928

Edward Jones
Making Sense of Investing

Branigin Foundation
Elba L. & Gene Portteus

Green Sign
Since 1971

xfinity

Floor & Decor

Crossway Bible Church

BMO Harris Bank