



The City of Boerne Parks & Recreation Department is dedicated to improving the quality of life for all ages by providing a variety of recreational activities, special events, facilities, and services that collectively enrich the lives of all patrons.

Throughout the year we offer services to our citizens including year-round recreational programming, special events, community education classes as well as maintaining and offering safe recreation spaces including parks, athletic facilities, playgrounds and trails. The Parks & Recreation department also maintains the Boerne Cemetery.

We would like to give you and your business the opportunity to advertise in a variety of ways through the following advertising packages. By bundling advertising we have created an assortment of opportunities at several price points.

Please review the following pages of options. The last page is an Advertising Agreement Form. Please return it with your selected level of commitment. Should you have any questions please feel free to contact the Parks & Recreation Department and we will be glad to assist you.

Best regards,

A handwritten signature in blue ink, appearing to read "Danny Zincke". The signature is fluid and cursive, with a large initial "D" and a long horizontal stroke at the end.

Danny Zincke  
City of Boerne Parks & Recreation  
Department Director  
830-248-1635  
dzincke@ boerne-tx.gov

## **Packages Available – Maximize Your Advertising Dollars**

***Ask us about customizing your package to best fit your advertising needs!***

### **Gold Package**

**\$2750 (\$4760 value)**

***Limited Availability!***

- Full page ad in the 2019 Parks & Recreation Department guidebook.
- 1, 30 second commercial to be shown on a loop at all 6 movies in the Summer Scene.
  - Physical presence at the Movies in the Park to promote and distribute promotional materials. This is exclusive to Gold Package advertisers!
- Scoreboard sign at one Northrup Park ball field
- 3 x 2 Soccer field sign at City Park soccer fields and 3 x 2 Northrup sign
- Weihnacht Parade entrée
- Pick One:
  - Pool Party or Boerne City Lake Park Pavilion Rental

### **Silver Package**

**\$1500 (\$2260 value)**

- Half page ad in the 2019 Parks & Recreation Department guidebook.
- 1 still ad to be shown on a loop at all 6 movies in the Summer Scene.
- 3 x 2 Baseball sign at Northrup Park
- 3 x 2 Soccer field sign at City Park soccer fields
- Weihnacht Parade entrée
- Boerne City Lake Park Pavilion Rental plus parking fees

### **Bronze Package**

**\$750 (\$1100 value)**

- Quarter page ad in the 2019 Parks & Recreation Department guidebook.
- 1 still ad to be shown on a loop at all 6 movies in the Summer Scene.
- 3 x 2 Baseball sign at Northrup Park

### **Mini Package**

**\$300 (\$425 value)**

- 1/8 page ad in the 2019 Parks & Recreation Department guidebook.
- 1 still ad to be shown on a loop at all 6 movies in the Summer Scene.

## ADVERTISING ASSETS

***Most advertising opportunities and assets are available a la carte and can be purchased later but purchasing & packaging now will save you some dollars!***

### **Parks & Recreation Guidebook**

9,000 copies printed. Mailed to all Boerne residents. Online interactive version. Documents are distributed by hand around the community and at special events. 70+ pages, glossy, full color, 7"x8"

DEADLINE for all Guidebook Advertising: **October 1, 2018**

### **Pool Party or Boerne City Lake Park Pavilion Rental**

Pool parties are limited to only Fri-Sun, 7-10pm during the pool season and are subject to availability. Lake parking fees will be included in the advertising package option as well.

### **A La Carte:**

#### **Summer Scene Movies in the Park**

2019 Movies in the Park hosted more than 2000 movie goers!

*Still Ads:* 1 ad-\$75, 2 ads-\$130, 3 ads- \$175, 4 ads- \$210, 5 ads- \$230, 6- \$250 (Ads can be designed by the advertiser or by the Parks & Recreation Department).

*30 Second Commercials:* 1 ad-\$200, 2 ads-\$360, 3 ads- \$500, 4 ads- \$650, 5 ads- \$780, 6 ads- \$900 (commercials need to be designed by the advertiser) If movie is cancelled there is a no refund policy.

*Physical Presence to Promote at 6 pre-movie events. (7:30pm-Dark) **Exclusive to the Gold Package.***

#### **Event/Program Sponsor**

Business name will be listed as a sponsor in the guidebook, on the event website, the newsletter that the event is listed in, in all print advertising (ads, press releases, posters/rack cards if applicable) & social media.

#### Events Include:

*Abendkonzert: \$300*

*Adult/Child Fishing Tournament: \$500*

*Family Camp Out & Fishing Event: \$500*

*Family Geocaching Event (Spring or Winter): \$100 each*

*Family Tie Dye Days: \$300*

*Grown Up Cup: \$300*

*Hauptstrasse Quiltfest lunch sponsor: \$300*

### City Park Soccer Field Sign

A 3' x 2' sign advertising your business will be placed along the front fence of the parking lot at the City Park Soccer Fields.

Fee: \$300- for 1 year

**Signs will be put up by March 1<sup>st</sup> and stay up for a full year.**



### Northrup Park Sidewalk Entrance Fence (adult complex)

A sign advertising your business will be placed along entrance fence or behind bleachers (limited availability). Your choice of size:

**8' x 4' sign: \$750**



**4' x 4' sign: \$500**



**3' x 2' sign: \$300**



**Bleacher Signs 5' x 3'4" sign: \$500**



**Signs will be put up by March 1<sup>st</sup> and stay up for a full year.**

**See an asset that isn't included in your preferred package? Ask us about customizing a package for your business!**

**ADVERTISING DESIGN SPECS:**

**Guidebook Ads-** Full Color, CMYK, .25" bleed

Full Page: 8" w X 7" h

1/2 Page: 4" w X 7" h

1/4 Page: 4" w X 3.5" h

1/8 Page: 4" w X 1.5" h

**Movie in the Park Advertising**

- Still Slide- Ads can be designed in PowerPoint or sent as a JPG file measuring 10" w X 7.5" h or 1024w X 768h pixels at 96dpi.
- 30 second commercials- Please send as a WMV file

**Baseball/Soccer Graphics-** are due by Dec. 1<sup>st</sup> in order to display them by March 1<sup>st</sup>.

Contact Lissette Jimenez 830-248-1503, [ljimenez@boerne-tx.gov](mailto:ljimenez@boerne-tx.gov) with any questions about ad/signage design.

**2019 BOERNE PARKS & RECREATION DEPARTMENT**  
**ADVERTISING AGREEMENT**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Advertising Package Title: \_\_\_\_\_ Package Dollar Amount: \_\_\_\_\_

**Payment Terms:**

You can pay in full or by monthly payments. **Total payment is due by May 1, 2019.**

Pay in full on: \_\_\_\_\_ Monthly payments of \$ \_\_\_\_\_ starting on: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for supporting Boerne Parks and Recreation.

*Please make checks payable to:*

**The City of Boerne**

**Please mail forms and checks to:**

City of Boerne  
Parks & Recreation  
PO Box 1677  
Boerne, TX 78006

Have questions? Please call (830)248-1635

A receipt will be mailed to the address above after payment has been received.