



# **Exploring Sustainable Sponsorship Strategies**

**McKenzie Miller**

**Tualatin Hills Park & Recreation District**

# Introduction



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Tualatin Hills Park & Recreation District

**ORPA**

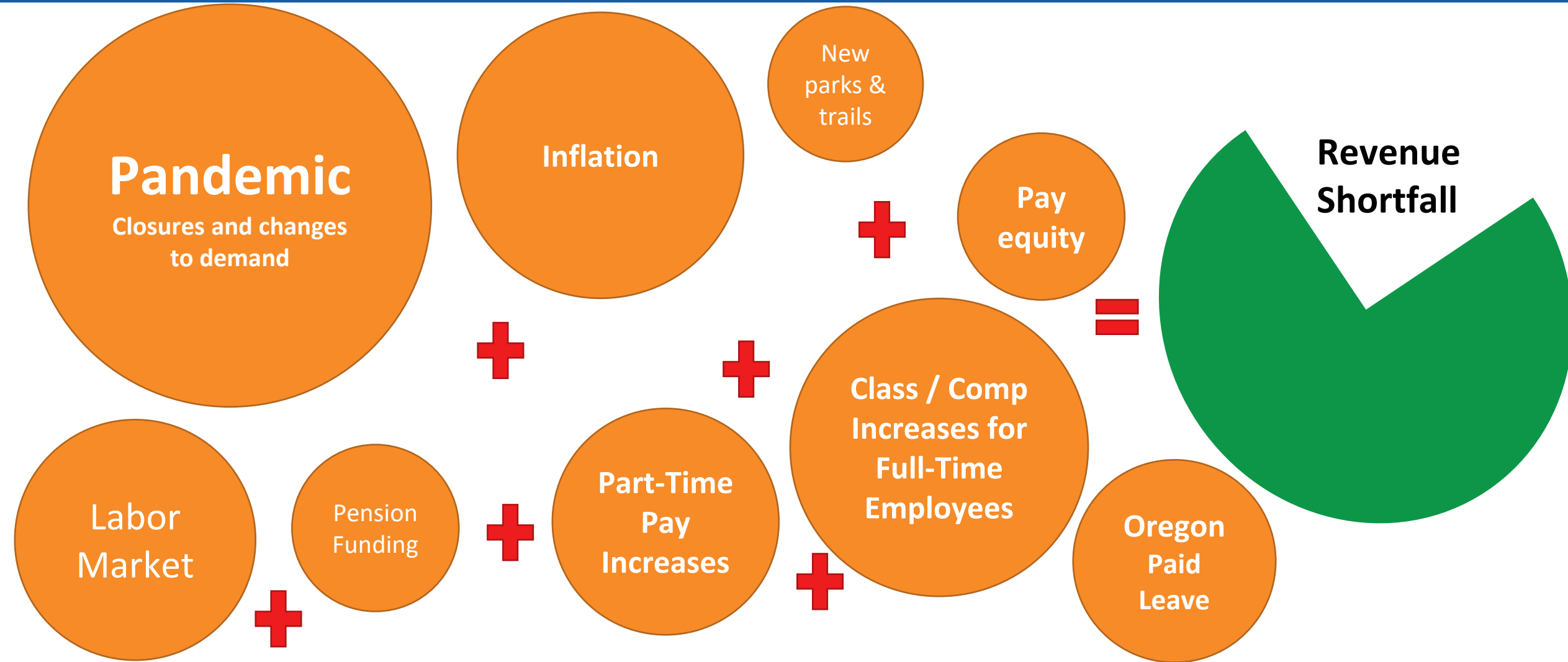
**LEADERSHIP  
ACADEMY**

# Vital Community Resources





# Budget Challenges



# Sustainable Sponsorship Strategies



# Research & Connections



Agency	Name	Title
Bend Parks & Recreation	Kim Johnson	Community Engagement Supervisor
City of Albany	Kim Lyddane	Parks & Recreation Director
City of Albany	Nicole Markel	Resource Development Coordinator
City of Centennial Colorado	Ellie Hixenbaugh	Event Coordinator
City of Lake Oswego	Jamie Inglis	Events Supervisor
City of Lake Oswego	Robin Krakauer	Communication Specialist
City of Woodburn	Jesse Cuomo	Community Services Director
FSM	Mark Spiegelberg	Business Owner
IEG World	Jake Spiak	Director
Metro Parks Tacoma	Diane Brady	Corporate Relations Administrator
Portland Parks & Recreation	June Bass	Coordinator III
Sponsorship Marketing Association	Paula Beadle	Founder & Chief Executive Officer
THPRD	Ann Johnson	Center Supervisor
THPRD	Leilani Garcia	Grants Administrator
THPRD	Karin Madsen	Community Events Supervisor
THPRD	Julie Rocha	Sports & Inclusion Director
THPRD	Holly Thompson	Communications Director
Tualatin Hills Park Foundation	Gina Lobaco	Executive Director



# THPRD Sponsorship Policy

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## PRIVATE SPONSORSHIPS

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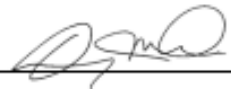
1.04.01

Date: 04/08/2023

Supersedes Policy: 4.01.02 03/07/2011

Adopted by: Doug Menke  
General Manager

Implemented by: Holly Thompson  
Communications Director

Signature: 

Signature: 

Date: 04/08/2023

Date: 04/08/2023

### PURPOSE

To provide procedures for requesting and securing sponsorships for district activities as outlined in District Compiled Policies Chapter 8.

### BACKGROUND

In order to maximize resources, it may be beneficial for THPRD to establish relationships with sponsors and donors. This can be accomplished by providing individuals, organizations, or businesses with the opportunity to financially support district events or activities and to be publicly acknowledged or recognized for their support of THPRD. And as a community partner, on occasion, THPRD may benefit as well from strategic sponsorship opportunities to support community-based organizations, non-profits, or jurisdictional partners.

# Guiding Document



## Exploring Sustainable Sponsorship Strategies

A GUIDING DOCUMENT TO SPONSORSHIPS AT THPRD

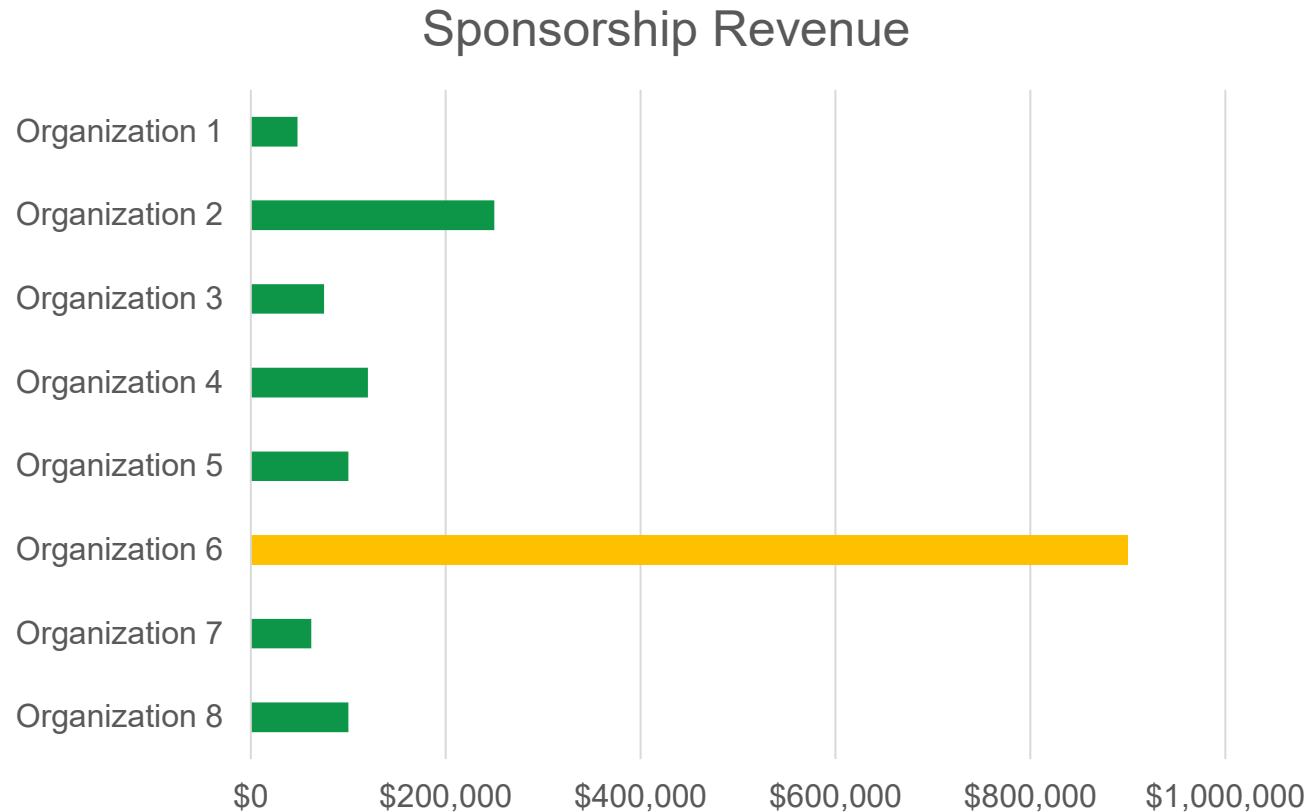
April 2024

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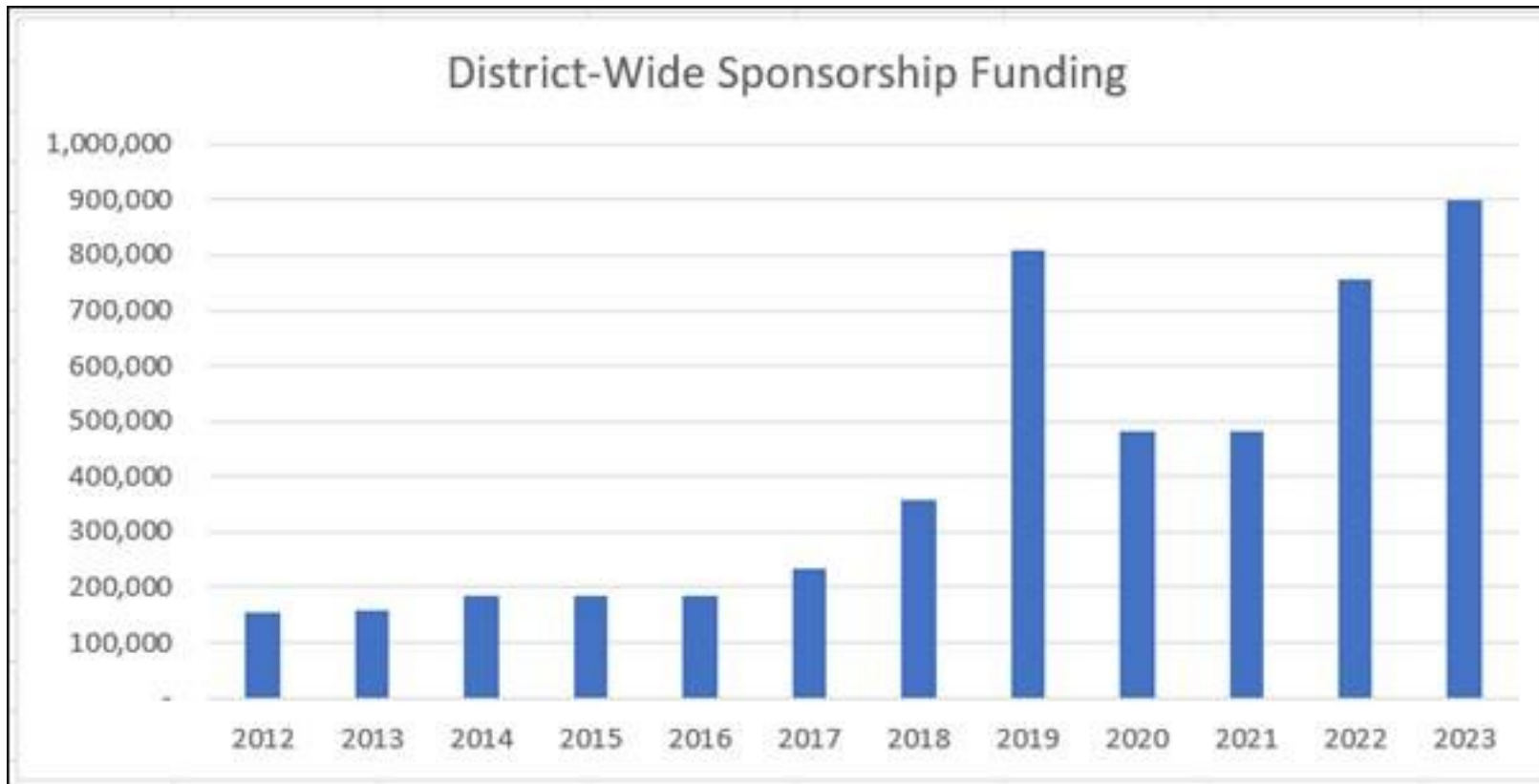
# Overview of Potential



**Common Sponsorships:**

- 1.District-Wide Event Sponsors
- 2.Facility Signage Sponsors
- 3.Facility-Specific Event Sponsors
- 4.In-kind Sponsors
- 5.Park & Trail Sponsors
- 6.Program Sponsors
- 7.Sports Complex Sponsors
- 8.Sports League Sponsors

# Metro Parks Tacoma



# Next Steps

Revise THPRD's Operational  
Procedure 1.04.01

Identify key staff

Identify sponsorship priorities

Explore contractor opportunities

Visit Metro Parks Tacoma to assess  
the extent of corporate sponsorship  
branding.





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