

SURPRISE RECREATION CAMPUS PARTNERSHIP OPPORTUNITIES



2017-2018 Media Kit

SURPRISE RECREATION CAMPUS

WHAT WE DO

The tradition continues to grow within the City of Surprise as the Surprise Recreation Campus embarks on a new year filled with a series of events that make the City of Surprise a premier tourist destination.

With over 200 acres of recreational opportunities, the Surprise Recreational Campus extends over a 10,500 seat stadium, 12 major league practice fields, youth baseball complex, 8-acre Multi-purpose Soccer Field, 25 court state of the art tennis complex, and an aquatic center which includes a competitive pool and diving well.

As a multi-purpose venue, the Surprise Recreation Campus aims to not only provide a foundation for our community programming, but to also provide our community members and businesses with exclusive options to expand and build supreme branding opportunities.

This media kit will feature a guideline in assisting you in finding a perfect fit for your company and/or organization to help maximize every aspect of a partnership opportunity with the Surprise Recreation Campus.



SURPRISE STADIUM

Voted Best Stadium to watch a Spring Training Game, the Surprise Stadium proudly serves as the Cactus League Spring Training Facility for the Texas Rangers and the Kansas City Royals Major League Baseball Organizations.



Developed in 2002, the Surprise Stadium is constructed over 200 acres and is comprised of an 10,500 seat stadium, six club level suites with outside stadium seating, state of the art scoreboard, 12 major league size practice fields (6 lighted), 16 hitting tunnels, 36 shooting gallery pitching mounds, and a 8-acre multipurpose turf recreation field.



Averaging over 190,000 visitors throughout the course of Spring Training, the Surprise Stadium strives to continue to providing the ultimate Spring Training experience for baseball fans.



THE TRADITION CONTINUES...

SIGNAGE

- **SCOREBOARD**-\$12,500-\$18,000
- **BULLPEN**-\$12,000
- **OUTFIELD**-\$8,500
- **DOWN THE LINE**-\$5,000
- **FOUL POLE**-\$3,000

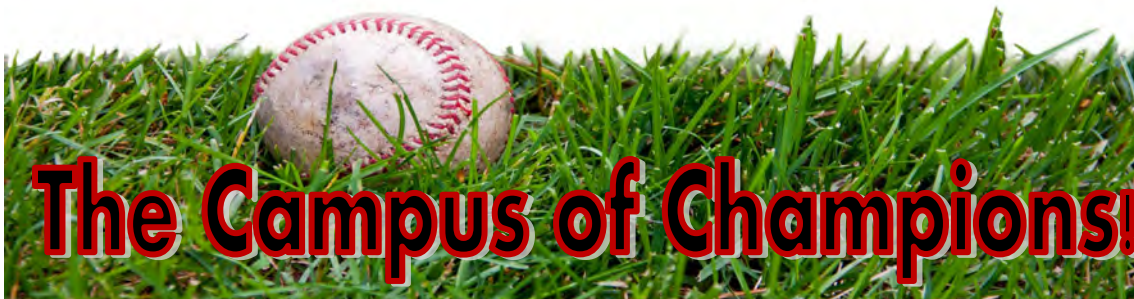


COLLATERAL

- **SOUVENIR PROGRAM AD**-\$3,000
- **MAGNET SPONSOR**-\$5,000
- **POCKET SCHEDULE SPONSOR**-\$4,000
- **TICKET BACK SPONSOR**-\$9,500
- **WEBSITE VISIBILITY**-\$800

GAME DAY

- **GAME DAY SPONSORSHIP**-\$3,000
- **JUMBO TRON COMMERCIALS**-\$4,500
- **PA ANNOUNCEMENTS**-\$4,000
- **INNING GIVEAWAYS**-\$5,000
- **RIBBON BOARD DISPLAY**-\$5,000
- **CONCOURSE DISPLAY TABLES**-\$1,000
- **EXIT COUPONS**-\$1,500
- **CORPORATE SUITE RENTALS**-\$1,000



2017 SPRING TRAINING ATTENDANCE

Game 1	Game 2	Game 3	Game 4	Game 5	Game 6	Game 7	Game 8
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2/25	2/26	2/27	2/28	3/1	3/2	3/3	3/4
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KC VS TEX	TEX VS KC	MIL VS TEX	ARI VS TEX	CHI VS KC	COL VS KC	SEA VS TEX	SF VS KC
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5,134	4,556	2,426	2,556	7,593	3,897	5,084	8,006
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Game 9	Game 10	Game 11	Game 12	Game 13	Game 14	Game 15	Game 16
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3/5	3/6	3/7	3/8	3/9	3/10	3/11	3/12
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CHI VS TEX	ARI VS KC	COL VS TEX	VEN VS KC	VEN VS TEX	OAK VS KC	CWS VS TEX	LAD VS KC
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11,048	4,824	4,019	3,183	3,052	6,507	4,879	9,197
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Game 17	Game 18	Game 19	Game 20	Game 21	Game 22	Game 23	Game 24
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3/13	3/14	3/15	3/16	3/17	3/18	3/19	3/20
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SF VS TEX	LAA VS KC	CLE VS TEX	SEA VS KC	LAA VS TEX	CLE VS KC	SEA VS TEX	CIN VS KC
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11,216	7,130	7,446	7,023	7,133	7,446	6,395	5,917
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Game 25	Game 26	Game 27	Game 28	Game 29	Game 30	Game 31	Game 32
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3/21	3/22	3/23	3/24	3/25	3/26	3/27	3/28
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CWS VS TEX	SD VS KC	LAD VS TEX	SD VS TEX	MIL VS KC	LAD VS TEX	COL VS TEX	CWS VS KC
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5,337	5,809	7,556	4,545	8,975	7,839	4,148	4,224
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Game 33

3/29

TEX VS KC

4,220



SURPRISE RECREATION CAMPUS YOUTH SPORTS

Averaging over 2,000 participants during our Fall and Winter youth programs, 1,900 during our Spring and Summer youth sports programs the Surprise Youth Sports Division provides an environment where families can enjoy and share in the Surprise Recreation Campus traditions of family and community values and commitment.



Your company and organization can have the opportunity to share in the tradition by partnering throughout our Youth Sports Programming seasons as a contributing sponsor. As we continue to grow within our Community so can the outreach of our valued business partners.



SPONSORSHIP OPPORTUNITIES

- **YOUTH SPORTS SEASON SPONSOR** - \$10,000
- **YOUTH BASEBALL COMPLEX FIELD SIGNAGE** - \$5,000
- **SURPRISE FARMS SIGNAGE** - \$800
- **COACHES SYMPOSIUM** - \$5,000
- **COACHES BANQUET** - \$2,500
- **COACHES COUPON PACKETS** - \$500

SURPRISE RECREATION CAMPUS

Special Events

The Surprise Recreation Campus strives to enrich and compliment the lives of Surprise Residents through stewardship of our resources while providing responsive programs which promote and prioritize diversity, cultural, neighborhood, family, education, recreation and wellness opportunities.



SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor (Movie Nights, Second Sundays, Family Fun Day, Itty Bitty Fairy Ball, Itty Bitty Monster Bash, Haunted Maze) - \$1,200-\$5,000
- Vendor Tables (Movie Nights, Second Sundays, Family Fun Day) - \$500






Santa's Workshop
Friday, December 5th 5p-9p
Surprise Recreation Campus
15960 N. Bullard Avenue
Meet and Greet with Santa and Mrs. Claus
*** Families will have the opportunity to take their own photos!**
Come enjoy this Fun Free Activity

Milk and Cookies provided by our friends at New York Pizza Dept. in Surprise. *While supplies last.

For more information please visit www.surpriseaz.gov/special-events or contact Community and Recreation Services at 623-222-2000.



SURPRISE PARTY 2017 FRIDAY, DECEMBER 1 5P-9P; SATURDAY, DECEMBER 2 11A-5P
LOCATION: SURPRISE STADIUM/RECREATION CAMPUS
ESTIMATED ATTENDANCE: FRIDAY 6000-8000; SATURDAY 12,000-14,000
EVENT DEMOGRAPHICS: AGE RANGE OF 24-65
PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE
MAIN ATTRACTIONS: BALLOON GLOW, SANTA'S WORKSHOP, TREE LIGHTING CEREMONY, SKYDIVERS, LIVE ENTERTAINMENT, CAMEL RIDES, ARTS & CRAFTS FESTIVAL, CAR SHOW, VENDOR VILLAGE
SPONSORSHIP OPPORTUNITIES: Presenting Sponsor-\$5,000, Santa's Workshop Sponsor-\$2,000, Banner Display-\$1,000, Vendor Table- \$750



EGG HUNT SCHEDULE
Gates will open at 9:00 a.m.
First Hunt begins at 10:00 a.m.



AGE GROUPS FOR EGG HUNT

10:00 a.m. - 2 years old
10:20 a.m. - 3 years old
10:40 a.m. - 4 years old
11:00 a.m. - 5 years old
11:20 a.m. - 6 years old
11:40 a.m. - 7 & 8 years old

**Age group



EGGSTRAVAGANZA 2018

DATE: APRIL 19

LOCATION: SURPRISE STADIUM/RECREATION CAMPUS

PROJECTED ATTENDANCE: SATURDAY 15,000-18,000

EVENT DEMOGRAPHICS: AGE RANGE OF 2-8

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: EGG HUNTS, MR. & MRS. BUNNY, FACE PAINTERS AND CLOWNS, INFLATABLES, FOOD VENDORS, BUSINESS VENDOR VILLAGE

SPONSORSHIP OPPORTUNITIES: Presenting Sponsor-\$5,000, Field Sponsor-\$1,500, Banner Display-\$1,000, Vendor Table- \$750




SURPRISE FIESTA grande

Saturday, October 15

**Original Town Site - Villanueva Recreation Complex
Hollyhock St. and Grand Ave.**

3-9 P.M.

5:15 - 6 P.M. DJ - OPENING WELCOME

6:15 - 7 P.M. MARIACHI LOS CABALLEROS

7:15 - 8 P.M. BALLET FOLKLORICO - FIESTA MEXICANA DANCE

8:15 - 9 P.M. MARIACHI RUBOR

GRUPO CARIBE

BANDA LA LLEGADORA

POWERDRIVE

schedule subject to change.

Authentic Mexican Food

Classic Car Show

Kids Zone

Free Admission

Live Entertainment

La 88.3 FM CAMPESINA

surpriseaz.gov/specialevents
623.222.2000

SURPRISE ARIZONA

SURPRISE FIESTA GRANDE

SATURDAY, OCTOBER 14th, 4PM-9PM

LOCATION: CITY OF SURPRISE ORIGINAL TOWN SITE

PROJECTED ATTENDANCE: 12,000-13,500

EVENT DEMOGRAPHICS: AGE RANGE OF 19-60

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: KID ZONE, LIVE ENTERTAINMENT, CAR SHOW, VENDOR VILLAGE, PETTING ZOO, BEER GARDEN

SPONSORSHIP OPPORTUNITIES: Presenting Sponsor-\$3,000, Banner Display-\$1,000, Vendor Table- \$500



4TH OF JULY CELEBRATION JULY 4TH

LOCATION: SURPRISE RECREATION CAMPUS-SURPRISE STADIUM

PROJECTED ATTENDANCE: 12,000-18,000

EVENT DEMOGRAPHICS: AGE RANGE OF 25-65

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: MINOR LEAGUE BASEBALL GAME, IN GAME PROMOTIONS, MUSIC, FOOD, FIREWORKS SPECTACULAR

SPONSORSHIP OPPORTUNITIES: Presenting Sponsor-\$5,000, Banner Display-\$1,000, Vendor Table- \$500

AQUATICS



4th of July
POOL PARTY
P★A★R★T★Y

Monday, July 4th 6-8:30pm
Surprise Aquatic Center
15831 N Bullard Ave

Open to the first 400 Surprise Residents ONLY
Proof of residency required
(Pool Passes are not valid for event)
For your safety, patrons will be asked to exit the water prior to fireworks show

\$6 Admission Fee
Includes games, activities and a pool side view of the City's annual fireworks show
Tickets On Sale - June 22nd
Available at the Surprise Aquatic Center and the Community & Recreation Office
Concessions Available

www.surpriseaz.gov/aquatics | 623.922.2500

City of Surprise
Aquatics



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor
(Itty Bitty Beach Party, April Pool's Day, Dive In Movie, 4th of July Pool Party) - \$2,500

Banner Display—\$2,000

Vendor Tables
(Itty Bitty Beach Party, April Pool's Day, Dive In Movie, 4th of July Pool Party) - \$100