

Party in the Playground 2026 Sponsorship Opportunities



Why Sponsor

Sponsors receive prominent recognition on-site and across Smith's digital channels, plus visibility through earned media.

Audience reach

- **Social media:** 27,200 followers (Facebook, Instagram, LinkedIn)
- **E-news:** 20,673 subscribers (bi-weekly)
- **Website:** 10,982 average monthly visits; 18,211 monthly page views
- **Media:** Party in the Playground regularly garners print, online, and broadcast coverage



Sponsorship Levels and Benefits

*Presenting Sponsor: \$15,000 (EXCLUSIVE)

- 20 event tickets
- 2 Reserved VIP tables
- Premier recognition in the event program, on-site signage, and e-newsletter
- Logo with hyperlink on Smith website
- Listing in all press materials
- Two (2) features on social media recognition (pre and post event)
- Special recognition in event remarks
- Exclusive opportunity to host a Play Date at Smith for employees and their families with private porch access

Ann Newman Giant Wooden Slide Sponsor: \$10,000

- 10 event tickets
- 1 Reserved VIP table
- Premier recognition in the event program, on-site signage, and e-newsletter
- Logo with hyperlink on Smith website
- Listing in all press materials
- One (1) feature social media recognition before the event
- Special recognition in event remarks
- Opportunity to host a "Family Play Morning" at Smith for employees and their families

Build Adventure Sponsor: \$5,000

- 8 event tickets
- Recognition in the event program, on-site signage and Smith's e-newsletter
- Logo with hyperlink on Smith website
- Listing in all press materials
- One (1) feature social media recognition before the event

Straz Land Sponsor: \$2,500

- 6 event tickets
- Recognition in the event program, on-site signage and Smith's e-newsletter
- Logo with hyperlink on Smith website
- Listing in all press materials

Smithville Sponsor: \$1,000

- 4 event tickets
- Recognition in the event program , on-site signage and Smith's e-newsletter
- Recognition on Smith's event webpage

Nature Explore Sponsor: \$500

- 2 event tickets
- Recognition in the event program, on-site signage and Smith's e-newsletter
- Recognition on Smith's event webpage

If you have any questions or need additional information, please contact *Cheryl Carson*, Director of Advancement at cheryl@smithplayground.org

