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**Michael Ramirez**  
Recreation Supervisor

**Victoria Peterson**  
Recreation Coordinator II

**Malea Ferrara**  
Recreation Coordinator I

# CITY OF MOORPARK

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

To: Community Supporter  
Re: Moorpark Apricot Slam Pickleball Tournament  
Sponsorship & Marketing Opportunities

This fall, the City of Moorpark Recreation Division will host its second *Moorpark Apricot Slam* on October 16 & 17, 2021. This past spring, the premier tournament attracted 170 registrants, ages 14 to 72, over two full days. In response to the sport's growing interest, for spring, we have added three new divisions and six additional courts, bringing our potential participant total to 216!

Sponsorship of the Moorpark Apricot Slam is great way to support, and market to, a diverse, active, an ever-expanding community.

Thank you for taking the time to consider sponsorship of this event. As always, any level of support is greatly appreciated.

Sincerely,

**Michael Ramirez**  
Recreation Supervisor  
mramirez@moorparkca.gov  
(805) 517-6303

# MOORPARK APRICOT SLAM

## SPONSORSHIP & MARKETING OPPORTUNITIES

—Some Opportunities Time-Sensitive—

### Presentation Sponsor - \$2,000 (Max 1)

- Inclusion in Event Title as “Presented by”
- All Benefits of Top Apricot Sponsorship (below)

### Top Apricots - \$1,000 (Max 3)

- Top Level Placement on All Event Promotional Material
- Top Level Logo Inclusion on Event T-shirt (distributed to all participants)
- Prime Location for Marketing Booth at Event Site(s)\*
- 10' x 3' Banner Placement, or equivalent (30 sq. ft.) for length of tournament.\*\*
- Logo Inclusion on Event Medals (distributed to division winners)
- Half-Page Ad in Moorpark Newsletter & Recreation Guide (\$475 value)\*
- Sponsor Recognition in Event Press Releases, Email Blasts & Social Media Campaigns

### Apricot Hot Shots - \$750

- 2nd Tier Placement on All Event Promotional Material
- 2nd Tier Logo Inclusion on Event T-shirt (distributed to all participants)
- Marketing Booth Opportunity at Event Site(s)\*\*
- 6' x 3' Banner Placement, or equivalent (18 sq. ft.) for length of tournament.\*\*
- Quarter-Page Ad in Moorpark Newsletter & Recreation Guide (\$275 value)\*
- Sponsor Recognition in Event Press Releases, Email Blasts & Social Media Campaigns

### Apricot Blossoms - \$500

- Placement on All Event Promotional Material
- Logo Inclusion on Event T-shirt (distributed to all participants)
- 6' x 3' Banner Placement, or equivalent (18 sq. ft.) for length of tournament.\*\*
- Business Card Advertisement in Moorpark Newsletter & Recreation Guide (\$125 value)\*
- Sponsor Recognition in Event Press Releases, Email Blasts & Social Media Campaigns

### Apricot Seedlings - \$250

- Business Name Listed on All Event Promotional Material
- Business Name Listed on Event T-shirt (distributed to all participants)
- 6' x 3' Banner Placement, or equivalent (18 sq. ft.) for length of tournament.\*\*
- Sponsor Recognition in Event Press Releases, Email Blasts & Social Media Campaigns

***All sponsors may provide items for participant swag-bag. Required item number dependent upon registration (max 286.)***

\* Distribution: 13,000 \*\*Dependent upon COVID-19 health & safety guidelines

\*\* Banner must be provided by sponsor. All artwork must be approved by City. Some exclusions apply, see details below.

## MOORPARK APRICOT SLAM SPONSORSHIP & MARKETING OPPORTUNITIES

### **Banner Sponsor - \$125**

- Includes up to 6' x 3' banner placement, or equivalent (18 sq. ft.), for length of tournament. Banner must be provided by sponsor. All artwork must be approved by City. Some exclusions apply, see details below.

### **In-Kind Sponsor: Kitchen Help**

- Become an In-Kind Sponsor by donating goods or services to enhance the event. Sponsorship benefits for in-kind donations are negotiated on a case-by-case basis.

### **SPONSORSHIP ELIGIBILITY AND RESTRICTIONS**

Sponsor logo(s), banner(s), brochure advertisement(s), booth(s), and other promotional items (collectively "Marketing Materials") used in relation to this sponsorship shall include only the Sponsor as identified on the Annual Sponsorship Information Form. Marketing Materials may not contain profane or obscene images or language, political campaign images or language, or any image or language in violation of local, state, or Federal law. Logo(s) must be a minimum of 300 dpi with a transparent background and submitted in JPEG, TIFF, or PDF format. Brochure advertisements must be submitted in compliance with the requirements as listed on the current Brochure Advertisement application.

The following are not eligible for the Annual Sponsorship & Marketing Opportunities program:

- Political campaigns.
- Marijuana, drug paraphernalia, pornography and sexually oriented businesses.
- Payday loan, check cashing, and bail bond services.
- Tobacco and firearms businesses, except where the aforementioned are incidental to the business and constitute less than 10% of the business' gross sales.

Exact details on sponsorship and marketing opportunities will depend on the COVID-19 health & safety guidelines in place at the time of the event.



# MOORPARK APRICOT SLAM SPONSORSHIP INFORMATION FORM

Sponsorship Level:  Presenting  Top Apricots  Hot Shots  Blossoms  
 Seedlings  Banner  In-Kind

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Sponsor Name (for listing on promotion material): \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_

The City shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless Sponsor and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising from participation in the Moorpark Apricot Slam, except damages from which the Sponsor is obligated to hold harmless, indemnify, and defend City and its officers, employees, and agents pursuant to the next paragraph.

The Sponsor shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless the City, and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising in whole or in part from participation in the Moorpark Apricot Slam.

Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

## Payment Method

- Check or money order enclosed (please make checks payable to "City of Moorpark")
- Credit card (a staff member will contact you at the number provided for payment)
- In-Kind Sponsor\*

## Good/Service

## Estimated FMV

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*\*In-kind sponsors may be required to provide proof of liability insurance & sign a separate services agreement.*

### **MAIL FORM AND PAYMENT TO:**

Moorpark Recreation Division, Moorpark Apricot Slam  
799 Moorpark Avenue, Moorpark, CA 93021

# MOORPARK APRICOT SLAM

## ANNUAL SPONSORSHIP SPECIAL CONDITIONS

**Sponsor Business Name:** \_\_\_\_\_

**Preferred Contact Info:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**Conditions:** Existing annual sponsors may extend their event sponsorship to include tournament sponsorship at a discount of 50% for any of the listed sponsorship categories. Discounted sponsorships will not include an advertisement in the Moorpark Newsletter & Recreation Guide.

Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

Staff Approval \_\_\_\_\_

Date \_\_\_\_\_