Parks, Recreation & Community Services Department

ACTIVE ADULT CENTER

2024 & 2025 Sponsorship Opportunities

ACTIVITY SPONSOR*: $1,000 (12-Month Sponsorship)

Activity Sponsors are recognized all year long for their financial support, which keeps registration fees low for many popular activities. Sponsorship benefits include:

- Logo in AAC monthly newsletter and recognition as Activity Sponsor of select AAC activities*; reaches 1500+ people per month
- Small logo in quarterly City Recreation Guide in AAC section and recognition as Activity Sponsor; reaches approximately 13,000 per quarter
- Recognition on AAC webpage as Activity Sponsor
- Logo on all activity promotional materials (hard copies and online)
- Business banner posted in AAC main room (maximum size 2' x 5')
- 8"x11" promotional sign displayed at each activity notifying participants of sponsorship

PARTY SPONSOR: $250 (Quarterly Social Event Sponsorship)

Party Sponsors are recognized for supporting one of our quarterly themed parties (one sponsor per quarter). Sponsorship benefits include:

- Advertisement in AAC monthly newsletter as sponsor of the quarterly AAC party (3 months); reaches 1500+ people per month
- Logo on all promotional materials for quarterly party (hard copies and online)
- Recognition on AAC webpage as party sponsor
- Business banner posted in AAC main room for 3 months (maximum size 2' x 5')
- Brief announcement about sponsor by AAC employee at AAC party.

---

*Activity Sponsors receive recognition at all sponsored activities. Sponsored activities are subject to change without notice. Current activities include:

- Strength training (weekly)
- Gourd art (weekly)
- Arts & Crafts activity (monthly)
- Container gardening (monthly)

Maximum banner size: 2' x 5'

Pro-rated (per month) Activity Sponsorship available (6-month / $500 minimum).

Custom sponsorship opportunities are also considered. Contact us to discuss other opportunities to support AAC programming.

For more details contact Wendy Hibner, AAC Supervisor: (805) 517-6260

MOORPARK ACTIVE ADULT CENTER

SENIOR GAMES 2025 SPONSORSHIP OPPORTUNITIES

$500 – Gold Medal Sponsor (4 available)

- Advertisement in AAC monthly newsletter as sponsor Senior Games (if applicable year); reaches 1500+ people per month
- Recognition on AAC webpage as event sponsor
- Logo on all promotional materials for Senior Games (hard copies and online)
- Logo on Senior Games T-shirt
- Announced as sponsor at opening and closing games
- Informational booth opportunity at opening and closing ceremonies.
- Business banner posted in AAC main room for 1 month prior and 1 month after event.

$250 – Silver Medal Sponsor (4 available)

- Advertisement in AAC monthly newsletter as sponsor Senior Games (if applicable year); reaches 1500+ people per month
- Logo on all promotional materials for Senior Games (hard copies and online)
- Logo on Senior Games T-shirt
- Announced as sponsor at opening and closing games
- Informational booth opportunity at opening and closing ceremonies OR business banner posted in AAC main room for 1 month prior and 1 month after event.

$100 – Bronze Medal Sponsor –Senior Games (4 available)

- Advertisement in AAC monthly newsletter as sponsor Senior Games (if applicable year); reaches 1500+ people per month
- Logo on all promotional materials for Senior Games (hard copies and online)
- Logo on Senior Games T-shirt.
  Announced as sponsor at opening and closing games

SPONSORSHIP ELIGIBILITY AND RESTRICTIONS

Sponsor logo(s), banner(s), newsletter listing(s), and other promotional items (collectively "Promotional Materials") used in relation to this sponsorship shall include only the Sponsor as identified on the Sponsorship Agreement Form. Promotional 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 PNG, JPEG, or PDF format.

The following are not eligible for the AAC Sponsorship Program:

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

MOORPARK ACTIVE ADULT CENTER

City of Moorpark

Parks, Recreation & Community Services Department

ACTIVE ADULT CENTER

2024/25 Sponsorship Agreement Form

Sponsorship Level (check one):

☐ Activity Sponsor ($1,000)

☐ Party Sponsor ($250)

☐ Other* _____

☐ Senior Games - Gold Medal ($500)

☐ Senior Games - Silver Medal ($250)

☐ Senior Games - Bronze Medal ($100)

Contact Name:_____Phone:_____

Sponsor Name (for listing on promotion material):_____

Mailing Address:_____

City:_____State:_____ Zip:_____

Email 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 City events, except damages from which the Sponsor is obligated to hold harmless, indemnify, and defend City and its employees, officials, contractors, volunteers, 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 City events.

For onsite participation at City events, sponsors may be required to provide proof of liability insurance, acceptable to the City, for each event, and include the City as an additional insured. All event sponsor's activities and giveaways must be pre-approved by the City in writing, and additional documentation and payments may be required, such as a signed service agreement or Ventura County Environmental Health Fee.

Sponsor Signature _____Date _____

Payment Method: Check or money order enclosed (please make checks payable to "City of Moorpark").

* Other/custom sponsorships will be considered and must be approved in advance by AAC staff.

For questions or additional information, please call (805) 517-6260.

MOORPARK ACTIVE ADULT CENTER