



Parks and Recreation Department

2010 GIFT CATALOG



Turtle Mound Park Shelter

Provided by the Whitewater Optimists Club and constructed in 2008.



Youth Sport Teams

Several local businesses sponsor youth sport teams in a variety of sports.



Starin Park Playground Addition

Made possible by generous donations from the Whitewater Breakfast Kiwanis, Whitewater Walmart, Whitewater Community Foundation, and the Historic Starin Park Neighborhood Association.



Trippe Lake Shelter & Restrooms

Provided in partnership with the WI DNR Stewardship grant program and by a donation from the Whitewater Lions Club, constructed in 2009.

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Parks and Recreation Mission Statement

The mission of the City of Whitewater Parks and Recreation Department is to provide exceptional park and recreation services that enhance the livability of our community.

What is a Gift Catalog?

The Gift Catalog provides potential donors with a menu of donation opportunities regarding specific Parks and Recreation department needs. These needs are provided in an easy-to-read format and present options for direct monetary donations. Donations of any size or scale are welcome; whether you wish to meet a portion of, or an entire need from the catalog. All donations will receive the appropriate recognition for the level of donation.

TAX STATUS OF CITY: The City of Whitewater is an organization described in Section 501(c)(3) of the Internal Revenue Code, to which contributions are deductible for Federal Income tax purposes to the extent provided in Section 170 and all other applicable section of the Code. Please check with your tax advisor.

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A gift or memorial to our parks and recreation department is a wonderful way to honor a loved one, celebrate significant events and occasions in your life or simply say thank you for the parks, trails, trees, and programs that you have enjoyed over the years.

Forward

The Whitewater Parks and Recreation Department is responsible for providing the community with a wide variety of recreation programs, planning new park facilities, and managing City open space.

The Parks and Recreation Department offers customer driven services that are responsive to the needs of the public and promote wellness and human development through leisure pursuits. Department staff manages a wide variety of individual and group activities. These include but are not limited to:

- Senior population activities and special events
- Adult based sports leagues and instructional classes
- Rental of indoor and outdoor recreation facilities that provide citizen opportunities to pursue recreation activities in diverse, well-maintained and appealing settings
- Youth sport leagues and instructional classes

Enhancement of the program and facilities currently available to the community represents a sizeable financial commitment. To help bridge the gap between available public resources and the cost of needed and/or desired improvements, community-based support plays an increasingly important role. Hence the advent of the "Gift Catalog". As the City strives to meet the wide range of citizen interests, needs and ideas, donations and support will serve to augment and improve the recreational experiences provided.

What can we do for your business or organization?

The Whitewater Parks and Recreation Department is giving area businesses the opportunity to help promote the parks and recreation programs within the community. For the price of a newspaper ad, area merchants and businesses can invest in the "gem" of our park and recreation system while receiving exceptional local recognition.

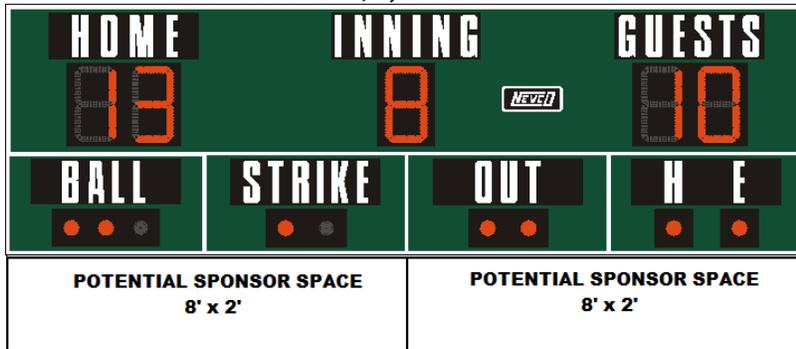
Whether you would like to sponsor an item or enter into a corporate partnership, we have a plan to fit every budget. We also are searching for corporations to provide goods and services in exchange for sponsorships. Creative opportunities are available that could increase your sales.

Why become a sponsor or corporate advertising sponsor with the Whitewater Parks and Recreation Department? The following are recognition options available:

- **Exposure to the entire community as a "Friend of Parks and Recreation"**
- **Recognition in three program brochures available throughout the community**
- **Your company's name or logo on or near your sponsored item.**
- **Souvenir photo and certificate for display at your place of business.**
- **The right to list your sponsorship on your written or display material for the year or the duration of the agreement.**
- **Your business will be seen as part of the "Parks and Recreation" excitement and as being involved and supportive of the youth programs and the parks within the community.**

These partnership opportunities are available on a first-come, first-serve basis, so don't delay. Other types of creative partnerships are available for goods, services, and special events. If you have any idea, contact us, we are ready to listen.

Starin Park Scoreboard - \$5,000



The softball diamond at Starin Park is in need of a replacement for the scoreboard. The original scoreboard was installed in 1977. Your company’s name and logo could be placed on the new scoreboard at a field used by over 30 teams and 300 players in addition to numerous visitors of Starin Park. To be the sole sponsor and have the entire add space, the cost is \$5,000. If two businesses were interested the cost can be split in two, utilizing both add spaces.

Big Brick Park Ice Rink - \$8,600



Several improvements are needed at the Ice Rink to improve safety at the Ice Rink. Priority items include purchasing thermoformed plastic sideboards and support brackets, a liner, bumper cap and kick plates. Donations could be recognized in a variety of ways including naming of the rink, and/or signage. The following is a breakdown of the projected costs.

Thermoformed Plastic Sideboards	\$4,800
Liner	\$2,000
Bumper Cap, Kick Plates, New Goals	\$1,800

Recreation Sunshine Fund

This fund has been established to offer everyone an opportunity to participate in our programs, regardless of financial status. This fund will follow the United States Department of Health & Human Services Poverty Guidelines and approved applicants will need to pay half of the program cost with the other half of the cost covered by donations made to the “Recreation Sunshine Fund”.

Park Bench - \$1,500



Park Benches are available to honor a loved one or to recognize a family member. We have numerous locations within the park system that are in need of additional benches and are willing to work with the donor on a selected location. We have benches at Cravath Lakefront and will be installing 5 benches at Starin Park around the new playground that are in need of a donation/sponsorship.

Moraine View Park

Significant financial assistance is needed to accomplish the Moraine View Park Master Plan that was created in 2008. The plan calls for 7 soccer fields, a shelter/restroom building, multi-use trail development, and improvements to the Bark Park. The following is a listing of some key items that need to be completed within the park with estimated costs:

Grading and seeding for soccer fields in southeastern corner	\$301,000
Bark Park parking lot improvements	\$66,000
Playground	\$62,500
Bark Park dog park shelter and amenities	\$50,000
Amenities (benches, waste receptacles, bike racks)	\$10,000

Hanging Flower Baskets - \$100



The beautiful flower hanging baskets that adorn Main Street and Cravath Lakefront Park have become a Whitewater trademark. The hanging baskets are enjoyed by residents, downtown merchants, and visitors to our community. During the 2010 budget process the Common Council provided the direction to start a sponsorship program for these baskets.

Your contribution of \$100 will place your company, organization, or family on a basket. In addition to this recognition, you will be providing the opportunity to continue to provide the hanging baskets for all who enjoy them.

Special Event & Staff Uniforms (T-Shirts) - \$750.00

The Whitewater Parks and Recreation Department hires part-time seasonal staff who work the department's summer and school year recreation programs and special events. It is a vital necessity to have the staff identified while working in these areas. The staff members are required to wear their staff shirt at all times while on duty.

Sponsorship of the staff shirts includes a one color printing of the company's logo on the shirts for the entire year on all staff shirts for programs, special events and volunteers.

Concerts In The Park & Family Fun Nights - \$600 Single Night Sponsor \$200 Partial Night Sponsor

Family Fun Nights and The Concerts in the Park series is entertainment that is provided to the community during the summer months on Thursday nights in Cravath Lakefront Park. Entertainment ranges from local bands to traveling magicians and family style programs. Community members bring their blankets or lawn chairs and enjoy an evening with friends and family. Sponsors will receive their business name advertised on the Concert in the Park and Family Fun Night banner, on the city website, posters, feature articles, and radio announcements. Sponsors will be individually mentioned at each event.

Youth Sports Team Sponsors - \$100 to \$500 per team



A t-shirt sponsorship (\$100) is for one season, while a full uniform sponsorship (\$500) lasts a minimum of 3 years. Your business or club name and a number are printed on the back of the uniform. The wearing of these shirts will be a constant reminder of your business and support, as well as being a great advertising tool for your business or club. Additionally, you will receive a plaque with a photo of the team you are sponsoring to proudly display in your place of business.

The Whitewater Parks and Recreation Department reserves the right to refuse sponsorship or advertising deemed unacceptable for the site. No alcohol or tobacco related endorsements will be accepted.