

# SAILFISH SPLASH WATERPARK



## Sponsorship Proposal

Partnering with Sailfish Splash Waterpark through sponsorships and advertising will maximize and focus your exposure to the families and children of the Treasure Coast.



# Sponsorship Proposal

## About Sailfish Splash Waterpark

**Sailfish Splash Waterpark in Martin County fulfills the recreation, fitness, and competitive swimming and diving dreams of the community.**

The state-of-the-art complex, conveniently located in Stuart, Florida, just East of Willoughby Boulevard on SE Ruhnke Street and North of SE Indian Street, provides a unique and rich venue for aquatics recreation for all ages. Water activities have been and continue to be an integral part of Martin County's character, be it swimming at the beach, playing in the backyard pool, or boating in the inlet. Conveniently located, the waterpark is an affordable option for families looking to have a great time without breaking the bank.

As a part of the Parks and Recreation Master Plan, residents of Martin County identified an aquatics complex as a top priority for Martin County.

Sailfish Splash Waterpark has been operating since 2011, offering fun, recreation, and swimming and water safety classes for all ages and skill levels. The facility has been successfully hosting the Florida High School Athletic Association (FHSAA) Swimming and Diving Championships since 2013, and serves as the hosting facility of NCAA level winter training, all of which brings millions of dollars into the local Martin County economy.

The waterpark creates over 135 seasonal jobs every year, including: Student lifeguards, student cashiers, and student concession attendants. Moreover, Martin County provides job-related training for these positions, such as first aid, CPR, and food handling.

## Martin County Parks and Recreation



### VISION STATEMENT

*We strive to enhance the health, economy and well-being of our community through sustainable practices, leisure opportunities and environmental stewardship.*

### MISSION STATEMENT

*In partnership with Martin County residents, the Parks and Recreation Department cultivates programs parks and services that improve quality of life preserve natural resources and satisfy the community needs for recreation, fitness and leisure.*





## *Your Audience (Moms & Dads 20 to 45 with Kids)*

The core demographic of Sailfish Splash Waterpark consists of families with young children that live within a 30-mile radius of the venue. In particular, because of the lack of any comparable competition to the North, Sailfish Splash Waterpark draws heavily from the populations of St. Lucie, Martin, Okeechobee and Indian River counties.

Because of its unique position, Sailfish Splash Waterpark hosts between 80,000 and 100,000 visitors each year. On average, each visit lasted 2.5 hours. The majority of the adult visitors are women aged 20 to 50 who make most household purchase and scheduling decisions, especially as pertains to children.

In addition, the competitive venue hosts as many as 12,000 additional participants and spectators a year.

## *Our Array of Marketing Channels*

- On-site signs, banners, and flags
- Event sponsorships
- Social media
- Direct emails
- Website links
- Posters
- Table displays
- Press releases

## *What's In It for YOU? (Exposure, Exposure, Exposure)*

The strong brand recognition and interest in Sailfish Splash Waterpark garners impressive constituent attention.

- The water park hosts between 80,000 and 100,000 visitors each year.
- More than 40,000 heads of household accept direct email contact.

## Sponsorship Proposal



- The water park's Facebook and Instagram pages have over 27,000 followers combined.
- [www.sailfishsplash.com](http://www.sailfishsplash.com) enjoys 100,000 visitors and millions of impressions each year.

In addition to the organic interest that Sailfish Splash Waterpark receives, Martin County Parks & Recreation Department actively cultivates attention with initiatives that include:

- Strong press relations campaign
- Support of charitable organizations
- Paid advertising
- Event and trade show presence
- School programs

Of unique interest, Sailfish Splash Waterpark, a county owned and run facility, may communicate **DIRECTLY** with students in Martin County public schools.

### *Why Choose Sailfish Splash Waterpark*

Partnering with Sailfish Splash Waterpark through sponsorships and advertising will maximize and focus your exposure to the families and children of Martin, St. Lucie, Palm Beach, Okeechobee, and Indian River Counties.

The menu of Sailfish Splash Waterpark sponsorship and advertising opportunities makes it possible for every organization and business to accomplish their promotional goals within budget.

By partnering with Sailfish Splash Waterpark, you will have a unique opportunity to get the attention of Treasure Coast families with kids. Moreover, the marketing team of Sailfish Splash Waterpark will work with you to structure a promotional program that suits your needs and your budget from the following menu of sponsorship options.

## Sponsorship Proposal



### Sponsorship Opportunities

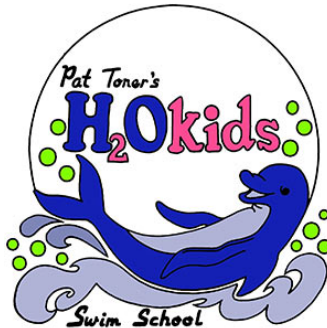
TYPE	FEES
<b>ON-SITE ADVERTISEMENT FEES</b>	
10 x 10 Vendor Table Display and Collateral Distribution by Sponsor – Waterpark side	\$200/Day each additional day \$50 up to a week
Distribution of Vendor Collateral with Each Admission (provided by sponsor)	\$250 for 1,000 items – additional \$75 for another 1,000 items
Two Lazy River Bridge Banners (provided by sponsor)	\$2,500/Season
Mesh Banner on Competition Side (provided by sponsor)	\$500/Year

TYPE	FEES
<b>FACILITY/SUPPLIES SPONSORSHIP</b>	
Record Board Sponsorship	\$1,000/Year
First Aid Station Sponsorship	\$2,000/Year
Name and Logo on 200 Lazy River Tubes	\$4,000/Year
Wristband Advertisement per year	\$5,000 for 75,000 wristbands
Key Tag Advertisement (2 Years)	\$1,500 for 10,000 key tags



## Our Sponsors

Below are some of our previous and current sponsors that have benefited from a selected number of the above sponsorship opportunities and/or tailored packages.





## Contact Us

Select from the above sponsorship opportunities and **boost your business today!** You have the option to create your own tailored package that will best fit your budget and business needs, or you can have our team save you the hassle and prepare one for your organization.

**Sailfish Splash Waterpark marketing team is here to help you!**

### **Nancy Johnson**

Marketing Manager

Parks and Recreation Department

Martin County Board of County Commissioners

(772) 419-6945 (o) (772) 221-1333 (f)

[njohnson@martin.fl.us](mailto:njohnson@martin.fl.us)

### **Elise Raffa**

Marketing Coordinator

Parks and Recreation Department

Martin County Board of County Commissioners

(772) 463-2882 (o)

[eraffa@martin.fl.us](mailto:eraffa@martin.fl.us)