

Sponsorships Benefit Everyone

Becoming a sponsor of Rome Floyd Parks and Recreation means much more than simply putting your logo or message on a sign, banner, web site or t-shirt. It means you're helping support the many people who live, work and play in our area while also putting your business in front of thousands of people.



Benefits to your business

- Parks and Recreation facilities had more than 600,000 visits in 2018
- Leverage our more than 9,000 followers and growing on Facebook, Instagram and Twitter
- Reach more than 6,500 unique visitors, who log on to www.rfpra.com each month
- Have your logo on display on one of the busiest roads in Rome on a double-sided digital sign that averages 100,000 weekly impressions
- Reach a captive audience of people age five to 95 who visit our facilities
- Select locations throughout Rome for scoreboard ads and facility signage
- Our Patriotic Party in the Park event averages more than 5,000 attendees each year
- The Leprechaun-a-thon 5K road race is the largest road race in Northwest Georgia with more than 1,700 runners and walkers participating in 2019
- Help sponsor events that reach tons of people and also receive marketing across the spectrum, including radio, social media, web sites, online news sites, the newspaper and more

Where does the money go?

All money raised through sponsorships goes back into the programs. Some, like the more than \$15,000 raised at the 2019 Leprechaun-a-thon, is distributed into our scholarship fund that helps families afford the registration costs of sports, events and camps. Other times, the money helps to add more events or new features to current events and to help support programs and allow us to offer lower costs and additional offerings.

A win-win solution

We want your business to feel good about the sponsorship. We will work with you to help you get the right message across and ensure it reaches the maximum audience. If our various sponsorship packages don't seem to meet your needs, reach out to us, and we'll help design something that benefits us all.