

# 2023



## SPONSORSHIP GUIDE



# OUR ORGANIZATION & MISSION



To better fulfill the potential for Center City and LeBauer Parks, Greensboro Downtown Parks, Inc. was created. The 501(c)(3) non-profit maintains a public-private partnership serving the downtown community through activated urban greenspaces.

*The mission of GDPI is to serve as the executive management of Greensboro's downtown parks, focusing on public activation, maintenance, financial well-being and overall vitality.*

## Greensboro Downtown Parks, Inc. Board of Directors:

Maggie Basu	Gene LeBauer	Rokey Rahim-Cornwell
Dawn Chaney	Lamar Lee	Walker Sanders
Philip Craft	Laura Lorenz	Denise Sheron
ChesKesha	Kim Martin, Chair	Jeff Smith
Cunningham-Dockery	Zack Matheny	Tammi Thurm
Phillip Fleischmann	Bret Mazzei	Tim Tobey
Melissa Greer	Leah McCoy	Nancy Vaughan, Mayor
John Knowles	Ednasha McCray	

## Greensboro Downtown Parks, Inc. Leadership Team:

**Cheryl White | Executive Director**

[cheryl@greensborodowntownparks.org](mailto:cheryl@greensborodowntownparks.org)

**Justin Leonard | Facilities Director**

[justin@greensborodowntownparks.org](mailto:justin@greensborodowntownparks.org)

**Amanda Rhodes | Director of Programs & Events**

[amanda@greensborodowntownparks.org](mailto:amanda@greensborodowntownparks.org)

**Mark Hite | Finance Director**

[info@greensborodowntownparks.org](mailto:info@greensborodowntownparks.org)

*Mission-essential support is generously provided by the following lead donors:*



# OUR PARKS

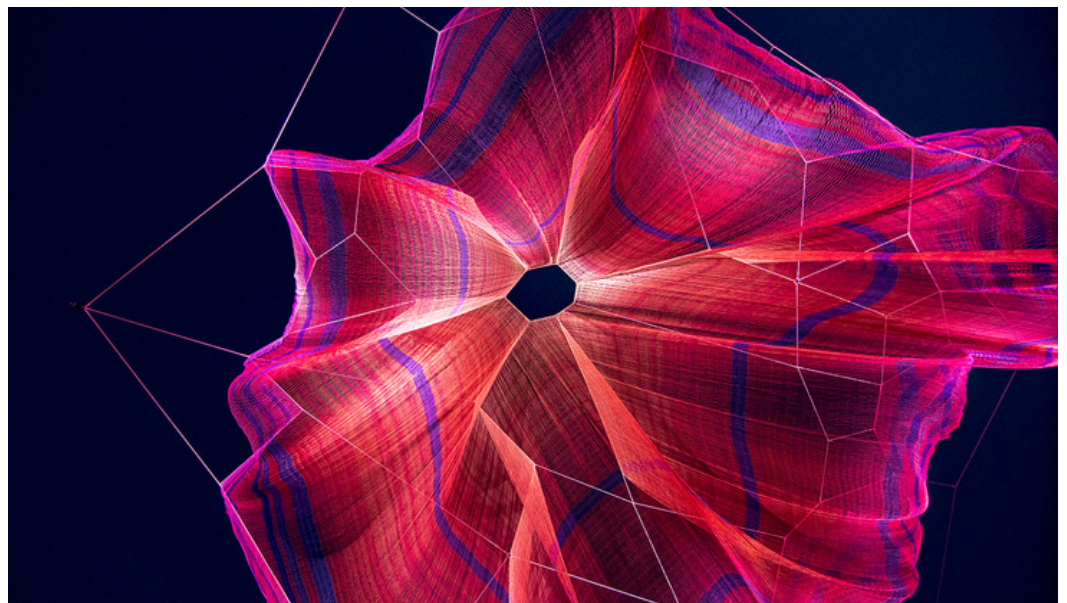


CAROLYN & MAURICE  
**LEBAUER  
PARK**

Center City  
*Park*



Center City Park and LeBauer Park are a combined 5-acre urban green space serving as the central gathering place for Greensboro's residents and visitors. Each year, the parks host 400+ free public programs and events, bringing more than 300,000 visitors annually. The parks feature outstanding public art, recreational equipment, facilities for children, pet-friendly spaces, café dining and artistic performance pavilions. Located directly across Davie Street from one another, each park offers a unique atmosphere in the heart of Greensboro downtown's Cultural Arts District. From LeBauer's innovative design dedicated to activity and play, to Center City's lush, green serenity, visitors are sure to find whatever park experience they desire.



# OUR COMMUNITY



Since August 2016, Greensboro's downtown parks have brought over 1.2 million community members together in these beautiful spaces. Drawing people from a range of ages, races, ethnic and cultural backgrounds, socioeconomic standings, abilities and life experiences, the parks have truly become the heart of Greensboro with a pulse on the current happenings of our community.

*"This is by far one of Greensboro's best spaces! My family has gained so much from our experiences at the park. From simple play time in the gated playground for my little one to movie night with family and friends, I look forward to finding that easy-access parking and feeling safe and at home in my city!"*

# OUR REACH

GDPI's has a robust marketing calendar to maximize the reach and impact of our programs and events. With annual foot traffic upwards of 300,000, on-site marketing via printed posters and sponsor tabling at events provides ample opportunity for facetime with the community.



Placer.ai

In 2022, GDPI saw a combined total of **291,700** visitors to Center City and LeBauer Parks

**86,500** of visitors came to the parks 4+ times

**LeBauer Park is ranked 9th and Center City Park is ranked 13th** of the most popular parks in North Carolina!

In addition to our website, we make heavy use of social media platforms, monthly newsletter, our blog press releases, and community event calendars. As of May 2023, GDPI's digital reach is:



#### Facebook (GDPI + LeBauer + Center City)

39,958 followers  
221,104 reach in 2023



#### Twitter

3,397 followers  
3,209 Impressions



#### Instagram

8,224 followers  
11,500 accounts reached in last 90 days  
Average 3,292 views per reel



#### Newsletter

9,776 subscribers  
44% Open Rate  
3,207 Content Clicks



#### Google Analytics (2022)

55,909 site visits  
36,320 unique page views

GDPI is annually featured in approximately 65+ news and lifestyle publications. Features have been included in publications from Our State Magazine, O. Henry Magazine & Newsletter, WFMY News 2, WXII 12 News, WGHP Fox 8, Yes! Weekly, News & Record, Winston-Salem Journal, Triad Business Journal, Triad Moms On Main, 98.7 Simon, WUNC Public Radio, WFDD Public Radio, and more!



# PARK NAMING OPPORTUNITIES



## UNC GREENSBORO GREAT LAWN

The 14,000 square foot Great Lawn is the centerpiece of community festivals, movie nights and a variety of specials events in LeBauer Park. This active area anchors Janet Echelman's *Where We Met* aerial sculpture and is flanked with trees, movable tables and chairs.

### **Sponsor Benefits:**

- Exclusive Naming Rights
- Branded Signage in sponsored area
- Up to 2 events per year, with each event up to \$2,500 in park rental value and up to 8-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 5 events per year
- First right of refusal for next sponsorship term

**\*SOLD\***



## MARKET SQUARE IN LEBAUER PARK

Market Square is a 4,500 square foot plaza located between two custom restaurant buildings. The flexible space includes movable bistro tables, chairs, umbrellas and decorative planters. The square has an elevated view over the Great Lawn and Price/Bryan Stage. This prime locations also welcomes thousands of guests coming to and from shows at Tanger Center.

### **Sponsor Benefits:**

- Exclusive Naming Rights
- Branded Signage in sponsored area
- Up to 2 events per year, with each event up to \$2,500 in park rental value and up to 8-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 5 events per year
- First right of refusal for next sponsorship term

**Sponsor Commitment:** \$60,000  
Payable \$20,000 annually for 3 years

## SEASONAL PLAZA IN LEBAUER PARK

Anchored by an interactive water feature and surrounded by tree-lined seating, this is THE destination for families and children. Featuring jet sequences with dynamic blasts and fog, this play-based water feature is not only fun, but an essential area for much needed summer refreshment for all those who visit. In the winter, the plaza transforms with twinkling lights and a holiday must-visit ice rink.

### **Sponsor Benefits:**

- Exclusive Naming Rights
- Branded Signage in sponsored area
- Up to 2 events per year, with each event up to \$2,500 in park rental value and up to 8-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 5 events per year
- First right of refusal for next sponsorship term

**Sponsor Commitment:** \$45,000

Payable \$15,000 annually for 3 years



## LINCOLN FINANCIAL CHILDREN'S GARDEN

The Children's Garden is a 15,000 square foot play area that includes artificial turf play mounds, climbing structures, slides, a modern designed merry-go-round, and a custom, artist designed sensory space. As the only public playground downtown, this standout feature makes the park a favorite among families.

### **Sponsor Benefits:**

- Exclusive Naming Rights
- Branded Signage in sponsored area
- Up to 2 events per year, with each event up to \$2,500 in park rental value and up to 8-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 5 events per year
- First right of refusal for next sponsorship term

**\*SOLD\***



## GAME ROOM & SOUTH LAWN

The Game Room at LeBauer Park includes a 600 square foot, three-hole putting green, ping pong tables, foosball table and lawn games. All with free access to the equipment needed for the public to play. The South Lawn is also the primary location for our health and wellness programs. From yoga to zumba to belly dancing, this area hosts over 75+ free classes every year.

### Sponsor Benefits:

- Exclusive Naming Rights
- Branded Signage in sponsored area
- 1 event per year, up to \$2,000 in park rental value and up to 6-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 4 events per year
- First right of refusal for next sponsorship term

Sponsor Commitment: \$30,000

Payable \$10,000 annually for 3 years



## DOG PARK AT LEBAUER PARK

The Dog Park is a 3,500 square foot play area designed for all day use. The space is organized around an artificial turf mound and is paved with decomposed granite for easy cleanup. A canine-height water fountain is available for thirsty pets, and an airlock style gate keeps the space secure.

### Sponsor Benefits:

- Naming Rights: "(Your Name Here) Dog Park at LeBauer Park"
- Branded Signage in sponsored area
- 1 event per year, up to \$2,000 in park rental value and up to 6-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 4 events per year
- First right of refusal for next sponsorship term

Sponsor Commitment: \$24,000

Payable \$8,000 annually for 3 years

## STAGE LOOP DRIVE

Since 2006, millions of people have enjoyed summer concerts, morning dog walks, holiday lights, weekday lunch breaks and more in Center City Park. Stage Loop Drive is front and center during park events. It is the primary location for our robust schedule of delicious food trucks and the home to Greensboro's favorite downtown Christmas tree.

### **Sponsor Benefits:**

- Exclusive Naming Rights
- Branded Signage in sponsored area
- 1 event per year, up to \$2,000 in park rental value and up to 6-hours of event duration, from set up until break down
- Mentions in print and digital media
- Logo recognition on website
- Marketing tables at up to 2 events per year
- First right of refusal for next sponsorship term

**Sponsor Commitment:** \$15,000

Payable \$5,000 annually for 3 years



## BENCHES IN CENTER CITY PARK

Now you can honor your loved one, colleague or local organization with a commemorative bench. Make your favorite downtown park memories last for generations to come. The Plainwell-style bench from Landscape Forms features a powder-coated metal frame and domestically-sourced wood reclaimed from ash tree species that have been affected by the Emerald Ash Borer, once again allowing these trees to return to productive use in an outdoor environment.

### **Sponsor Benefits:**

- Exclusive Naming Rights for 10 years
- Custom donor plaque on bench
- Name recognition in Annual Report for your initial sponsor year
- First right of refusal for next sponsorship term

### **Sponsor Commitment:**

- \$6,000 for one (1) bench
- \$10,000 for two (2) benches



# SPECIAL EVENT SPONSORSHIP OPPORTUNITIES



## NATIONAL DANCE DAY GSO

Saturday, September 16, 2023

GDPI's most-loved program, featuring participatory dance experiences with local groups ranging from Ballroom to Bollywood, Streetstyle to Swing - and a local vendor market! Dozens of performing artists offer visitors to become more than mere spectators by joining them on the dance floor. It's truly a dance of creative community engagement at its best!

Estimated Reach: 250,000+

Estimated Attendance: 5,000+

**Presenting Sponsor Benefits:** \$5,000 | 1 Available

- Exclusive Presenting Rights
- Introduction of Event by Corporate Representatives
- Logo recognition on program signage and website
- Mentions in print / digital media and press release
- Marketing table at event
- First right of refusal for next sponsorship term

**Community Sponsor Benefits:** \$2,000 | 3 Available

- Logo recognition on program signage
- Mentions in print and digital media
- Marketing table at event



## GHOULASH

Saturday, October 21, 2023

Ghoulash Halloween Festival is a free, family-friendly celebration of spooky fun taking over both downtown parks. GDPI partners with the Greensboro Youth Council to bring games, inflatables, live entertainment, vendors, crafts and more to this huge block party.

Estimated Reach: 22,200+

Estimated Attendance: 3,000+

**Presenting Sponsor Benefits:** \$5,000 | 1 Available

- Exclusive Presenting Rights
- Introduction of Event by Corporate Representatives
- Logo recognition on program signage and website
- Mentions in print / digital media and press release
- Marketing table at event
- First right of refusal for next sponsorship term

**Community Sponsor Benefits:** \$2,000 | 3 Available

- Logo recognition on program signage
- Mentions in print and digital media
- Marketing table at event



## **FESTIVAL OF LIGHTS 2023**

**GLOW DGSO** is a FREE holiday light display in December.  
These twinkling lights make downtown Greensboro a regional holiday destination.  
Est. Reach: 500,000+ | Est. Attendance: 30,000+

**The Market @ Festival of Lights** is a 50+ booth vendor market that coincides with the tree lighting in Center City Park and includes joyous entertainment to get you into the holiday spirit.

Date: Friday, December 1, 2023  
Est. Reach 165,000+ | Estimated Attendance 5,000+

**Presenting Sponsor Benefits:** \$20,000 | 1 Available

- Exclusive Presenting Rights to both events
- Introduction of Event by Corporate Representatives
- Logo recognition on program signage and website
- Mentions in print / digital media and press release
- Marketing table at event
- First right of refusal for next sponsorship term

**Community Sponsor Benefits:**

\$2,000 | 3 Available

- Logo recognition on program signage and website
- Mentions in print and digital media
- Marketing table at event