

MIAMI-DADE PARK & RECREATION

Become a **Parks**
Champion



Make a difference!



Become a Parks Champion

“Miami-Dade Parks has consistently provided us opportunities for branding as well as creative marketing programs that drive traffic to our stores countywide. We truly value this partnership.”

- Winn-Dixie

“The University of Miami is a proud partner of Miami-Dade Parks’ countywide Fit To Play program, collaborating to improve the fitness and health of the kids in Miami-Dade County”.

- University of Miami

“Waste Management has been a loyal sponsor of Parks’ events like the Ribfest. And, with the implementation of Miami-Dade Parks’ groundbreaking Open Space Master Plan, we look forward to enhancing our partnership by expanding our “Think Green” campaign into the parks setting.” - Waste Management Corp.

VISION STATEMENT

We will build a model park and recreation system to create a healthy, livable, sustainable community and enhance the quality of life for residents and visitors.



MISSION STATEMENT

We create outstanding recreational, natural, and cultural experiences to enrich you and enhance the quality of life for our community for this and future generations.

MIAMI-DADE PARKS SPONSORSHIPS AND PARTNERSHIP OPPORTUNITIES

Whether your company is looking for an event sponsorship where your logo will be seen by thousands, or you seek rewarding volunteer projects as part of your community outreach program, or your company wishes to partner on a "green" initiative, or you are interested in corporate naming rights on one of our facilities...Miami-Dade Parks has an opportunity for you.



ADOPT-A-PARK PROGRAM:

Using our Parks Project Matrix, we can tailor-make an Adopt-A-Park project for you, your family, or your organization considering the following important criteria:

- whether the contribution is financial or volunteer ("sweat equity")
- the priority needs in our parks
- your preference in the type of project
- the park you select for your project
- the number of volunteers in your group

Projects include park/beach cleanups, maintaining natural areas, beautifying a park by planting trees or a butterfly garden, helping to coordinate activities for summer camp programs, providing agility equipment for our dog parks, and many more activities. Contributions range from \$750 to Adopt-A-Tree up to \$750,000+ for a major Adopt-A-Park capital project such as funding a recreation center.

NAMING RIGHTS OF MIAMI-DADE PARKS' FACILITIES

In our inventory of assets, we offer naming opportunities based on the desired demographics, corporate focus, and price point. Prices range from \$50,000 to \$750,000+. Facilities include:

- Equestrian Center at Tropical Park
- Trail Glades Range
- Miami-Dade County Auditorium
- Joseph Caleb Auditorium
- African Heritage Cultural Arts Center
- Palmetto Golf Marquee
- Recreation Centers
- Dog Parks
- Marinas/Boat Ramps/Dockmaster Buildings
- Scoreboards
- Marquees



For more information on the above facilities, contact Donna Peyton at (305) 755-7804 or dpeyton@miamidade.gov

Become a parks champion today!



THE ADOPT-A-PARK PROGRAM

The Adopt-A-Park program offers many opportunities to individuals, organizations, and corporations. Whether through a financial or in-kind contribution, your support will preserve and enhance our parks and demonstrate a commitment to our community.

ADOPT-A-TREE

Donors may choose from five beautiful trees to celebrate a birth or anniversary, or memorialize a loved one. Find out today how to give the gift that keeps on growing.

ADOPT-A-BENCH

Donors may select from a recycled plastic or all-steel bench, each with a 2" x 10" recessed plaque with donor name and message. Donation is maintained for the life of the bench (10 years).

ADOPT-A-TRAIL

There are nine trails within the Miami-Dade Parks system — each one creating recreational opportunities for residents and visitors, and strengthening the connections across the County.

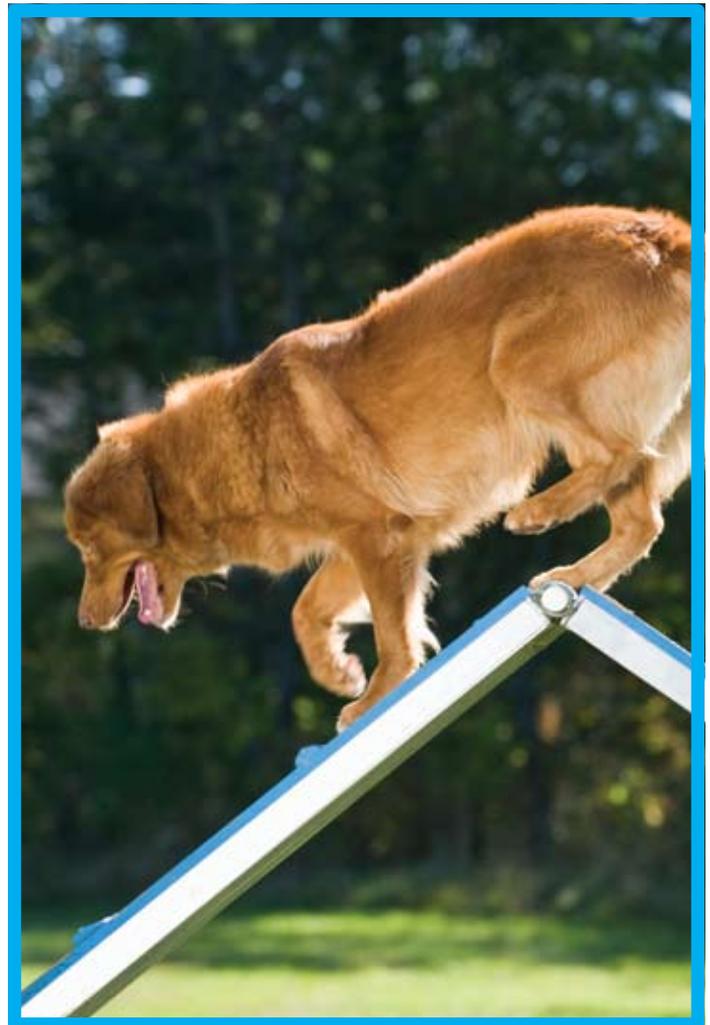


ADOPT-A-PROGRAM

Donors may choose to support a variety of programs such as our Alliance for Youth Excellence summer camp programs, programs for children with disabilities, or environmentally-friendly programs such as our Eco-Adventures Programs or our Sea Turtle Protection Program.

ADOPT-A-DOG PARK

A financial contribution to any of our dog parks helps purchase dog agility equipment such as hurdles, obstacles, tunnels and chutes for our canine friends' good health and enjoyment.



VOLUNTEER OPPORTUNITIES

The Adopt-A-Park program encourages individuals, corporations and civic groups to volunteer their time and/or resources towards the improvement of our neighborhood parks.

CORPORATE SPONSORSHIPS OF EVENTS AND PROGRAMS

Sponsorships can be customized to fit your marketing objectives and budget. Opportunities range from small events and/or programs to large presenting sponsorships at events that draw 30,000 people and countywide programs with 10,000 participants. Prices range from \$1,000 to \$50,000+.

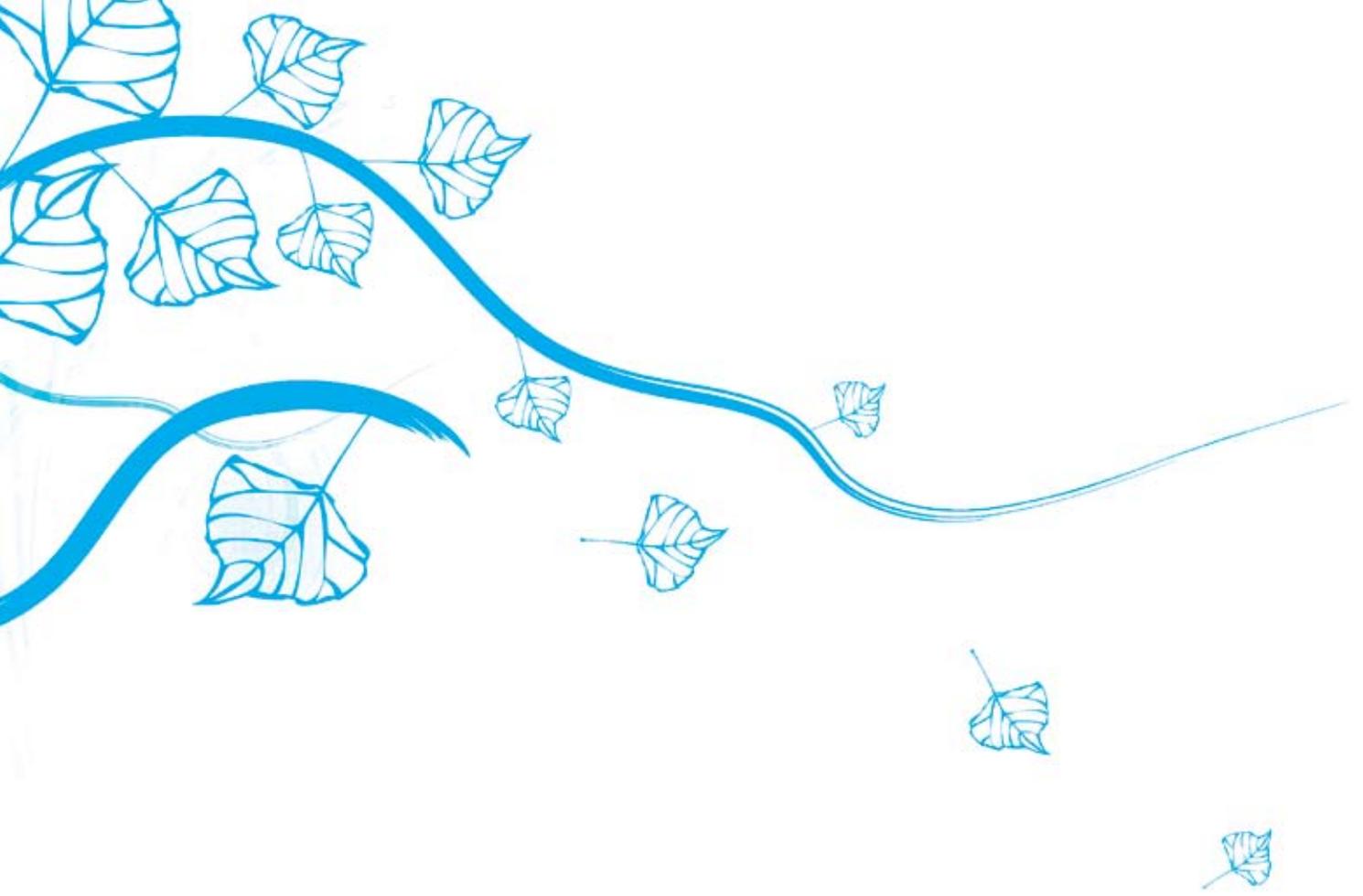
- Enhance your brand via our events and programs across Miami-Dade County
- Be part of cross-promotional opportunities with our current partners
- Collaborate on creating marketing programs to drive traffic to your store
- Achieve measurable results via surveys and sponsor fulfillment reports that document marketing dollars well-spent



AT A GLANCE

- 263 parks countywide
- 12,848 acres of land
- 13 beaches, 6 marinas, 6 golf courses, 5447 acres of natural areas including subtropical forests and wetlands, Zoo Miami and the historic Deering Estate at Cutler
- Offers programming including youth sports, arts & culture for youth and seniors, programming for children and adults with disabilities, a Learn to Swim program and Eco-adventure programs
- Offers more than 100 annual special events including educational, fitness/nutrition, agricultural, ecological, cultural, artistic, and musical
- Winner of the NRPA National Gold Medal Award
- Winner of the Florida Governor's Sterling Award for excellence in management and operations
- One of the most unique and diverse park and recreation systems in the world
- Hosts 30 million visitors annually
- Serves 2.5 million county residents with diverse ethnicities across all economic brackets
- Offers numerous opportunities for branding and marketing programs to corporate sponsors







www.Miamidade.gov/Parks • 305-755-7804



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