



A WALK IN THE PARK

PRESIDENT'S STATEMENT

On October 10, 2015, the Citizens for Brentwood Green Space will host Brentwood's first-ever official "Volkswalk" event created through a partnership between The Citizens for Brentwood Green Space and the local chapter of American Volkssport Association (AVA). This non-competitive walk is open to any individual or family and it will bring our community together while supporting a terrific cause - Brentwood Green Space! All proceeds minus the cost of the event will go towards amenities and improvements at Marcella Vivrette Smith Park.

The term "Volkswalk" refers to a non-competitive walk. It's not a pledge walk, it's not a race, it is a fun activity you do with a club, with your family, with your pet, or all by yourself! The name has its origins in Europe. Today there are thousands of VolksSport clubs around the world. There will be a 3.1 mile (5 km) or 6.2 mile (10 km) course for those seeking AVA credit as well as several shorter courses for the casual walker that just wants a stroll in the park. Something for everyone!

Officially opened to the public in November 2014, Marcella Vivrette Smith Park is Brentwood's largest park. This magnificent property, the "crown jewel" in the Brentwood Park system, will benefit our citizens for generations to come. This is a high traffic park with a lot of exposure. Based upon the use of Crockett Park, which is half the size, we can conservatively estimate over 300,000 (this includes some people attending multiple events) adults and youth will participate in the future activities and events annually at this beautiful 400 acre park. Population within 5 miles of the park is 75,972.

The event is in the process of finalizing sponsors, with a focus on businesses with a strong presence in Williamson County (especially Brentwood). Our media partners will include Brentwood Home Page, WAKM, Williamson Herald, YOUR Williamson Magazine, and Screamin' Screens Media (digital screens). Our sponsors will receive a significant level of local advertising support and public relations and media coverage.

Some additional information is enclosed for your consideration. If your organization would like to participate in this year's event as a sponsor, please contact me with the amount of your donation at 615-300-0647 or gil@brentwoodgreenspace.org. Thank you for your time and consideration.

Regards,



Gil Hutchinson
President

REGINA SMITHSON
MAYOR

JILL BURGIN
VICE-MAYOR

KIRK BEDNAR
CITY MANAGER



COMMISSIONERS
BETSY CROSSLEY
ANNE DUNN
MARK W. GORMAN
RHEA E. LITTLE, III
KEN TRAVIS

City of Brentwood

To Whom It May Concern:

The City of Brentwood has a long history of preserving green space through our extensive park system and our land use planning efforts. Today, we have almost 1,000 acres of publicly owned parks and greenways and several thousand more acres of dedicated open space in subdivisions throughout the community. This commitment to greenspace preservation makes Brentwood unique and is a primary factor in the high quality of life we enjoy here in Brentwood.

The City is thankful for the efforts of the non-profit group Citizens for Brentwood Greenspace to raise funds in support of development of Marcella Vivrette Smith Park. This park is the City's largest at almost 400 acres, most of which remains undeveloped with several miles of hiking trails and abundant wildlife and natural areas for everyone to enjoy.

The upcoming "A Walk in the Park" event sponsored by Citizens for Brentwood Greenspace is a great opportunity for both businesses and residents to join together to support efforts to preserve greenspace and enhance Smith Park. I'd like to encourage you to participate in this exciting event by coming out and walking on October 10 and by becoming a sponsor to help raise funds for this important purpose.

Sincerely,

Regina Smithson
Mayor





A WALK IN THE PARK

MEDIA PACKAGE

Brentwood Homepage

- Top Feature Banner for the month preceding
- Email banner daily for one month
- Pop Ups four days preceding

Screamin' Screens Digital Media Network

- Logo & Sponsorship Featured on Screamin' Screens Digital Media Network – www.screaminscreens.com

WAKM-AM

- 80 commercials (either: 60 second live or pre-recorded spots by station) during morning and afternoon drive broadcasts promoting the event and registration (2 spots per day for 8 weeks or 40 days = 80 spots)
- Wheelhouse Market Advisors to provide: 60 scripts for live reads or prerecorded spots. Available for VO talent.
- 4 on air interviews conducted by WAKM-AM with Brentwood Green Space officials. One per week for the 4 weeks immediately prior to the event.

WILLIAMSON HERALD

- 8 ¼ page full color ads promoting the event and registration (1 ad per week)
- Banner ads on Williamson Herald.com website for 8 weeks linking to event registration



Sponsorship Opportunities

October 10, 2015 (Registration from at 7:30 -9:30 a.m. Over at 1:00 p.m.)

Marcella Vivrette Smith Park, Brentwood, TN

\$5,000 | CHAMPION “PRESENTING” SPONSOR [SOLD OUT]

- Exclusive company recognition as Presenting Sponsor on all event collateral
- Logo & Sponsorship Featured on Screamin’ Screens Digital Media Network – www.screaminscreens.com
- Premium placement of company logo on official event T-Shirt
- Premium placement of company logo on pre- and post-event communications including posters, banners, advertisements, social media, registration and press materials for event
- Corporate recognition on Smith Park’s donor sign at the Inglehame Society level
- Verbal recognition as top sponsor at event
- Product placement available at event site
- Corporate table space available for company information materials
- Private tour of the park for 20 visitors
- 20 complimentary walk registrations and T-Shirts

\$2,500 | GOLD SPONSOR [3 REMAINING]

- Premium placement of company logo on official event T-Shirt
- Logo & Sponsorship Featured on Screamin’ Screens Digital Media Network – www.screaminscreens.com
- Premium placement of company logo on pre- and post-event communications including posters, banners, advertisements, social media, registration and press materials for event
- Corporate recognition on Smith Park’s donor sign at the Oak Hall Society level
- Verbal recognition as sponsor at event
- Product placement available at event site
- Corporate table space available for company information materials
- 15 complimentary walk registrations and T-Shirts

\$1,000 | SILVER SPONSOR [6 REMAINING]

- Prominent placement of company logo on official event T-Shirt
- Logo & Sponsorship Featured on Screamin’ Screens Digital Media Network – www.screaminscreens.com
- Prominent placement of company logo on pre- and post-event communications including posters, banners, advertisements, social media, registration and press materials for event
- Corporate recognition on Smith Park’s donor sign at the Oak Hall Society level
- Verbal recognition as sponsor at event
- Corporate table space available for company information materials
- 8 complimentary walk registrations and event T-Shirts

\$750 | BRONZE SPONSOR

- Secondary placement of company name on official event T-Shirt
- Secondary placement of company name on pre- and post-event communications including posters, banners, advertisements, social media, registration and press materials for event
- Verbal recognition as sponsor at event
- 8 complimentary walk registrations and event T-Shirts

\$500 | FRIEND SPONSOR

- Secondary placement of company name on pre- and post-event communications including posters, banners, advertisements, social media, registration and press materials for event
- 4 complimentary walk registrations and event T-Shirts





A WALK IN THE PARK

Sponsorship Opportunities

Benefits	FRIEND	BRONZE	SILVER	GOLD	CHAMPION
	\$500	\$750	\$1,000	\$2,500	\$5,000
			7 available	3 available	[SOLD OUT]
Company Recognition as Exclusive Presenting Sponsor					★
Private Park Tour					★
Verbal recognition as top sponsor					★
Product Placement Area				★	★
Corporate Table area			★	★	★
Logo & Sponsorship Featured on Screamin' Screens Digital Media Network – www.screaminscreens.com			★	★	★
Verbal recognition at event		★	★	★	★
Marcella Vivrette Smith Park Recognition (Donor Sign)			Oak Hall Society	Oak Hall Society	Inglehame Society
Company logo or name on official event T-shirt		Secondary Name Only	Prominent Logo	Premium Logo	Premium Logo
Company logo or name event communications	Secondary Name Only	Secondary Name Only	Prominent Logo	Premium Logo	Premium Logo
Complimentary Registration and T-Shirts	4	8	8	15	20





Sponsorship Commitment Form
A Walk in the Park 2015
October 10, 2015 at Marcella Vivrette Smith Park

YES! We are proud to support BRENTWOOD GREEN SPACE as a sponsor for A Walk in the Park 2015 at the following level:

- _____ \$ 5,000 - Champion "Presenting" Sponsor **[SOLD OUT]**
- _____ \$ 2,500 - Gold Sponsor
- _____ \$ 1,000 - Silver Sponsor
- _____ \$ 750 - Bronze Sponsor
- _____ \$ 500 - Friend Sponsor
- _____ We are unable to attend or sponsor this event but wish to contribute \$_____.
- _____ We are unable to attend or sponsor this event but wish to provide an in-kind gift

Method of Payment

- Please Invoice
- Check Enclosed (payable to Citizens for Brentwood Green Space)

Please charge \$_____ to MasterCard Visa AMEX Discover

Name on Card or Check: _____

Cardholder Address: _____

City _____ State _____

ZIP _____

Account Number: _____ Exp. Date: _____

Cardholder Signature: _____

Sponsor Information

Company Name (Print as name should be listed): _____

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ State _____

ZIP _____

Phone: _____ Email: _____

Please mail completed forms with check to:

A Walk in the Park, C/O Citizens for Green Space, P.O. Box 1994 Brentwood, TN 37027

Or

Email completed form with your attached logo [EPS or high res JPEG file] to gil@brentwoodgreenspace.org

The federal tax ID # for CBGS is 59-3774387





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Brentwood's first-ever official "Volkswalk" event created through a partnership between The Citizens for Brentwood Green Space and the local chapter of American Volkssport Association. This non-competitive walk is open to any individual or family and it will bring our community together while supporting a terrific cause - Brentwood Green Space.

All proceeds minus the cost of the event will go towards amenities and improvements at Smith Park. To learn more or register for the event visit www.BrentwoodGreenSpace.org.

SATURDAY | **october**
10, 2015

7:30 AM - 1:00 PM

Marcella Vivrette Smith Park, Brentwood, TN

Registration is at www.brentwoodgreenspace.org

ADULTS \$20 | KIDS \$10



 Brentwood
GREEN SPACE

 Ava
Fun, Fitness, Friendship

 Ava
Fun, Fitness, Friendship





October 10, 2015

Marcella
Vivrette
Smith Park



**A WALK IN
THE PARK**

BRENTWOOD, TENNESSEE



Brentwood
GREEN SPACE

H.G. HILL

REALTY COMPANY, LLC



GOLD SPONSOR B

GOLD SPONSOR C



SCREAMIN'
SCREENS
M E D I A



SILVER SPONSOR E

SILVER SPONSOR F

YOUR *Williamson.com*
ALL WILLIAMSON. ALL THE TIME.



BRONZE SPONSOR C





REGISTER TODAY

One person per registration form
Saturday, October 10, 2015, 7:30 - 9:30 a.m.
Marcella Vivrette Smith Park
Wilson Pike, Brentwood
(Across from Split Log Road)

1. GENERAL INFORMATION

First Name _____ Last Name _____

Address _____

City _____ State _____ ZIP _____

Email (if you would like registration confirmation) _____

Do you want to be contacted by our sponsors? Yes, please No, thank-you

Individual Walker

Team Member (name of team: _____)

American VolksSport Association (AVA) member.

This event is sanctioned by the American Volkssport Association, a member of the International Federation of Popular Sports (IVV). This event counts toward acquisition of IVV achievement awards.

2. REGISTRATION

Please submit your non-refundable registration fee of \$20 for adults/\$10 for children under 12 with your registration form. Walkers registered by **September 27, 2015** will receive a fabulous and free T-Shirt!

Adult T-shirt size S M L XL XXL

Child T-shirt size S M L XL XXL

Credit Card registration on line at www.brentwoodgreenspace.org

Or by check to **Citizens for Brentwood Green Space, P.O. Box 1994, Brentwood, Tennessee 37027**

3. WAIVER

I understand that I should not participate in the Walk in the Park unless I am medically able. In consideration of acceptance of this entry, I, intending to be legally bound, on behalf of myself, my successors and assigns, hereby waive and release any and all rights and claims for damages I may have or may hereafter accrue to me against Citizens for Brentwood Green Space, Inc., the American Volkssport Association, Inc., and the City of Brentwood, TN for any injuries incurred by me during, because of, or in travel to or from this event.

Signature: _____ Date: _____
(Parent or Guardian if minor)

