



CITY OF JANESVILLE

Wisconsin's Park Place

PARKS & RECREATION

September 8, 2023

Dear Local Sponsor,

Each year when the leaves hit the ground and the nights become crisp Janesville Parks and Recreation diligently works to bring to life the Enchanted Forest and Hollywood Hayride. Join us this year for our 20th annual event on October 11-14th!

This year we will be bringing back all acted scenes throughout both the Enchanted Forest and Hollywood Hayride. The Enchanted Forest will bring to life your family's favorite children's books, fairytales, and nursery rhymes on a narrated, candle-lit walk through Palmer Park's hillside. The Hollywood Hayride will take you on a narrated windy path stopping at several star-studded scenes from family-friendly movies and TV shows.

This event is a massive undertaking and the support from local businesses/organizations contributes toward the betterment of this event. Sponsorship dollars go toward costumes and props, game prizes, scene handouts, volunteer actor incentives, and set construction. Every business/organization who sponsors will receive advertising opportunities that reach over of **8,700 followers** of our Janesville Parks and Recreation Facebook page and another **6,900 event participants**.

If your business/organization would like to take this advertising opportunity one step further, adopt a scene! We would love to have your help acting out your favorite scene and passing out candy/trinkets. If a sponsorship or scene adoption is not for you, we would appreciate the help of any donation such as gift cards or coupons for actor incentives or in-kind donations of candy/trinkets.

Thank you for your sponsorship and support of local events. For questions, please email, noffsingere@ci.janesville.wi.us, or call at (608) 755-3031. For proper event recognition, registration submission is due by **Friday, September 29, 2023**.

Sincerely,

Elaena Noffsinger

Elaena Noffsinger
Recreation Programmer



Enchanted



Forest

o o o o & o o o o

HOLLYWOOD



HAYRIDE























2022



Sponsorship Benefits



Sponsoring a scene at the Enchanted Forest and Hollywood Hayride is a fantastic opportunity for your business/organization!

Enchanted Forest and Hollywood Hayride Sponsorship Levels and Benefits	Extraordinarily Enchanting (\$500)	Extra Enchanting (\$250)	Enchanting (\$125)	In-Kind Donation Valued at or above \$500
Eighth-page size company ad or a credit of the value toward a larger size ad in our 2024 Spring/Summer brochure mailed directly to over 35,000 households.				
A sign with sponsor name at the entrance of the Enchanted Forest.				
A sign with sponsor name in front of a scene of your choice.				
Company name inclusion in a press release.				
Youth public skate passes to the Janesville Ice Arena, Family passes to the Enchanted Forest and Hollywood Hayride. (See below.)				
Logo on Facebook event post – Janesville Parks and Recreation (8,700 followers and growing).				
Recognition on Janesville Parks and Recreation Facebook posts (8,700 followers and growing).				



Extraordinarily Enchanting - 12 Youth Skate passes with skates, and 5 Family Passes to the Enchanted Forest and Hollywood Hayride.

Extra Enchanting – 8 Youth Skate passes with skates and 3 Family Passes to the Enchanted Forest and Hollywood Hayride.

Enchanting – 4 Youth Skate passes with skates and 2 Family Passes to the Enchanted Forest and Hollywood Hayride.



Scene Adoption – NEW!



Adopting a scene is a great way to have some fun while marketing your business. Pick a scene from our list. We create the scene set and provide the costumes. You provide the actors and scene-themed handouts for one or all nights. Then choose whether to create your own skit or use ours. Feel free to add some of your business’s branding to the scene by decorating the set or distributing branded handouts. Creativity is welcome but skits and handouts do need to be approved by the Recreation Division by October 5th. About 625 handouts are needed each night. Actors would be required to be available the following dates and times.

Monday, October 9th from 5-6pm for a dress rehearsal

Wednesday, October 11th from 5-8:30pm

Thursday, October 12th from 5-8:30pm

Friday, October 13th from 5-9pm

Saturday, October 14th from 5-9pm

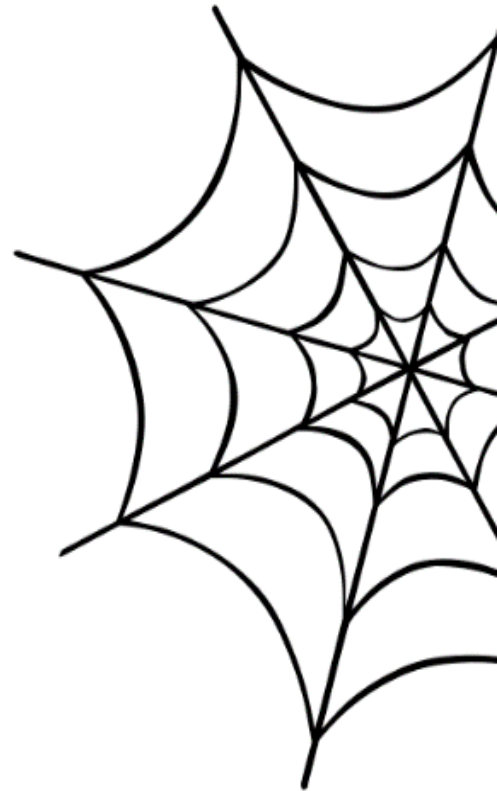
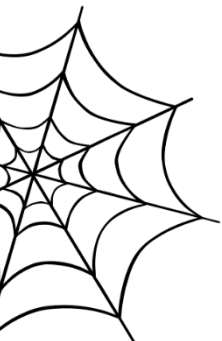


2023 Scenes



Extraordinarily Enchanting, Extra Enchanting Sponsors, Scene Adopters, and Large In-Kind Donators should pick a scene from the list below. Scenes will be distributed on a first come, first serve basis.

Enchanted Forest	Hollywood Hayride
Cinderella	Barbie
Hungry, Hungry Caterpillar	Bluey
Llama, Llama Red Pajama	Little Mermaid
Peter Pan	Mario Brothers
Room on a Broom	Spiderman
Three Little Pigs	Willy Wonka





2023 Enchanted Forest & Hollywood Hayride Sponsorship Form

REGISTRATION DEADLINE: Friday, September 29, 2023

Sponsorship Level (check one): Extraordinarily Enchanting Extra Enchanting Enchanting
 Scene Adoption In-Kind Donation; Donation Type: _____

Payment Type (check one): Check is included (*make checks out to City of Janesville*) Invoice me (No payment for Scene Adoption)

Business/Organization Name (as it should appear on your sign):

Contact Name: _____

Email: _____ **Phone:** _____

Address: _____

Scene Choice (Enchanting Sponsors excluded):

A sponsor sign will be displayed at the scene. Scene selections will be given in order of sponsorship form submission.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Please answer the following questions.

1. If you selected Scene Adoption, please select the day(s) in which you plan to adopt. More information will be distributed later regarding how many actors for each scene are needed.
 Wednesday Thursday Friday Saturday
2. In addition to your sponsorship would your business/organization be able to provide 2,500 pieces of kid-friendly candy, trinkets, or business coupons for the Hollywood Hayride? Trinkets with company logos are acceptable but will need to be approved by the Recreation Division.
 Yes No
3. Is your business/organization interested in decorating a vehicle trunk for our Trunk or Treat event at Riverside Park on Saturday, October 21st from 10am-12pm?
 Yes No

If yes, please complete the Riverside Trunk or Treat Registration Form. Due Friday, September 29th.

In addition to completing this form, please also email your businesses/organizations logo graphic to noffsingere@ci.janesville.wi.us.

Please submit this form via mail to
City of Janesville – Recreation Division 18 N. Jackson St., PO Box 5005 Janesville, WI 53547-5005
OR submit via email to noffsingere@ci.janesville.wi.us

