

# City of Red Bank, TN

## Parks & Recreation

# Sponsorship Opportunities

FY26 (July 1st, 2025- June 30th, 2026)





The City of Red Bank's Parks, Trails & Recreation Division is proud to serve our community by providing safe, inclusive, and vibrant spaces for play, wellness, and connection. With a growing network of parks, trails, community programs, and special events, we are committed to creating opportunities for residents and visitors of all ages to live active, healthy, and engaged lives.

Throughout the year, we host a variety of well-attended events and recreational offerings designed to bring people together and celebrate the unique spirit of Red Bank. These programs play a vital role in community-building, offering meaningful ways for neighbors to connect, families to spend time together, and local culture to thrive.

Our ability to deliver high-quality events depends greatly on the support of sponsors like you. Through your partnership, you help ensure these offerings remain accessible and impactful for everyone. We are proud to recognize sponsors in meaningful and visible ways, whether through printed materials, social media, signage, event apparel, or live acknowledgments. No matter the level of your contribution, your generosity is appreciated, and your commitment to the Red Bank community will be recognized.

This sponsorship packet outlines a wide range of opportunities available for the 2025–2026 season, from seasonal festivals and health-based programming to youth and senior-focused activities. We offer flexible sponsorship levels, in-kind contribution options, and are happy to work with you to develop a custom recognition package that aligns with your goals and values. Early engagement allows you to take full advantage of each event's marketing reach.

We take pride in delivering a professional sponsorship experience, from accurate brand placement to dependable communication, and we value the lasting partnerships we've built with local businesses and organizations. We want your involvement to be beneficial, rewarding, and something you'll want to renew year after year.

Please take a moment to review the opportunities outlined in the pages ahead. We hope you'll consider contributing to help make Red Bank a wonderful place to live, grow, and play. For questions or to discuss sponsorship options in more detail, don't hesitate to reach out, we'd love to partner with you.

# CHRISTMAS PARADE & FESTIVAL 12/13/25

The Red Bank Christmas Parade & Festival is a cherished community tradition that has been delighting residents for over 25 years. This festive event brings together families and neighbors from Red Bank and the greater Chattanooga area to celebrate the holiday season.

Attracting roughly 3,000 attendees, the festival offers a variety of attractions, including a vibrant Christmas Market featuring local vendors, a lively beer garden, an array of food trucks, a fun-filled Kids Zone, and photo opportunities with Santa Claus. The highlight of the evening is the spectacular Christmas Parade, showcasing local organizations, schools, and community groups in a dazzling display of holiday spirit.

Sponsoring the Red Bank Christmas Parade & Festival provides businesses with significant exposure to a broad audience. Sponsors will be recognized throughout the event and have the chance to associate their brand with a cherished holiday experience. No matter your price point, there's a sponsorship level to match, each one offering a unique way to support the community while promoting your business. Sponsorship details are outlined in the attached sheet.

By partnering with this beloved community event, sponsors demonstrate their commitment to local engagement and gain visibility among thousands of attendees, enhancing their brand's presence in the region.



# Red Bank Christmas Parade & Festival

## Sponsorship Levels

| Sponsor Benefits  | \$3000+<br>Santa's<br>workshop | \$1000<br>Elf | \$500<br>Snowman | \$250<br>Snowball |
|---|--------------------------------|---------------|------------------|-------------------|
| Logo on flier   |                                |               |                  |                   |
| Logo on digital flier on our website,<br>social media   |                                |               |                  |                   |
| Waiving of permit fee for booth<br>space  |                                |               |                  |                   |
| Sponsorship noted in the City<br>Newsletter for December  |                                |               |                  |                   |
| Billboard with logo placement along<br>with other sponsors  |                                |               |                  |                   |
| Yard sign with sponsors logo in park<br>day of event  |                                |               |                  |                   |
| DJ mentioning sponsorship twice<br>during event   |                                |               |                  |                   |
| Company name mentioned at least<br>once as a sponsor on radio and tv<br>interviews                        |                                |               |                  |                   |
| Banner saying "presented by"<br>sponsor logo or name on the Stage<br>where pictures with Santa are        |                                |               |                  |                   |
| City Hall LED Message Board saying<br>"Sponsors names presenting the<br>2024 Christmas Parade & Festival" |                                |               |                  |                   |
| Sign at beer garden saying<br>"Sponsors name beer garden"   |                                |               |                  |                   |

# Jubilee 5/26

The Red Bank Jubilee is a vibrant annual celebration that has been bringing the community together for over four decades. Held at Red Bank City Park, this free, family-friendly event attracts several thousand attendees from Red Bank and the greater Chattanooga area.

The Jubilee offers a diverse array of attractions, including live music performances, a bustling vendor market featuring local artisans, a variety of food trucks, a beer garden, and engaging activities for all ages. Highlights include the MoonPie Move 5K and 10K races, a Kids Zone with bounce houses and face painting, and the Bicycle Rodeo hosted by the White Oak Bicycle Co-op.

Sponsoring the Red Bank Jubilee provides businesses with significant exposure to a broad audience. Sponsors will be recognized throughout the event and have the opportunity to associate their brand with a cherished community tradition. No matter your price point, there's a sponsorship level to match, each offering a unique way to support the community while promoting your business.



# Red Bank Jubilee

## Sponsorship Levels

| Sponsor Benefits   | \$3000+<br>Platinum | \$1000<br>Gold | \$500<br>Silver | \$250<br>Bronze |
|--|---------------------|----------------|-----------------|-----------------|
| Logo on flyer  | ✓                   | ✓              | ✓               | ✓               |
| Logo on digital flyer on our website, and social media   | ✓                   | ✓              | ✓               | ✓               |
| Waiving of permit fee for booth space  | ✓                   | ✓              | ✓               | ✓               |
| Sponsorship noted in the City Newsletter for the month of April  | ✓                   | ✓              | ✓               |                 |
| Billboard with logo placement along with other sponsors  | ✓                   | ✓              | ✓               |                 |
| Yard Sign with Sponsors logo in park day of event  | ✓                   | ✓              |                 |                 |
| Sponsorship mentioned twice during event   | ✓                   | ✓              |                 |                 |
| Company name mentioned at least once as a sponsor on radio and tv interviews   | ✓                   | ✓              |                 |                 |
| Banner saying “presented by Sponsors name” over the stage  | ✓                   |                |                 |                 |
| Naming rights for the beer garden, only one sponsor; first come first serve  | ✓                   |                |                 |                 |
| City Hall LED Message Board saying “Sponsors name, Presenting the 2026 Jubilee on May 2nd” for the month leading up to the event | ✓                   |                |                 |                 |

## Food Truck Friday per season (6)

Red Bank Food Truck Friday concert series is a seasonal bi monthly community event that combines great food with live music in a relaxed, family and dog friendly setting. Hosted at Red Bank City Park, this popular concert series features performances by regional bands alongside a rotating selection of food trucks offering a wide variety of cuisines.

Now a staple event among Red Bank locals, Food Truck Friday draws a regular crowd of around 200 people (and growing) who return month after month to enjoy the festive atmosphere. Attendees bring chairs, blankets, and friends to enjoy food and live music, supporting local artists and small businesses in the process.

Sponsorship for this concert series is limited to one exclusive partner, offering your business maximum exposure throughout the season. Your brand will be prominently featured at each event and associated with a well-loved and highly visible community event.

**1 sponsor \$1500**

Benefits: Logo on digital flyer (social media, website, monthly newsletter), LED digital board outside city hall, Sponsor logo on a banner across stage.



## Community Wide Cleanups (4)

Red Bank's Community Wide Cleanups are grassroots volunteer events that empower residents to take pride in their neighborhoods and public spaces. Held multiple times a year, these cleanups focus on litter pickup, beautification, and environmental stewardship in parks, greenways, and rights-of-way throughout the city.

These events consistently attract 50-70 engaged community members, civic groups, and local businesses who want to give back and make a visible impact. Volunteers of all ages participate, often coming together afterward to celebrate their shared efforts and accomplishments.

Sponsorship of the Community-Wide Cleanups offers a meaningful way for your business to be seen as a partner in sustainability and civic pride. Sponsors are recognized on event signage, volunteer shirts, promotional materials, and in post-event recaps. Your brand will be aligned with community action and environmental care.

**1 sponsor: \$850**

Benefits: Logo on digital flyer (social media, website, monthly newsletter), LED digital board outside city hall, Sponsor logo at event.



## 2nd Saturday Markets (7)

The Red Bank 2nd Saturday Markets are a monthly gathering celebrating local artisans, makers, food vendors, farmers, and small businesses. Held on Unaka Street adjacent to Red Bank City Park, this open-air market offers a welcoming environment where community members can shop directly from diverse local vendors showcasing handmade goods, fresh produce, and unique products.

Sponsorship for the 2nd Saturday Markets is limited to one exclusive partner, providing maximum brand exposure at each event and across all promotional materials. This exclusive opportunity allows your business to be prominently associated with supporting local entrepreneurs and community connection.

**1 sponsor \$500**

Benefits: Logo on digital flyer (social media, website, monthly newsletter), LED digital board outside city hall, and Sponsor logo at event.



## S'mores & Sounds (4)

S'mores and Sounds is a new seasonal concert series in Red Bank that combines cozy campfire vibes with live music and community connection. Held at a scenic outdoor location, attendees gather to enjoy warm s'mores, great tunes, and a relaxed, family-friendly atmosphere perfect for all ages.

Sponsorship for S'mores and Sounds is limited to one exclusive partner, providing your business with prominent brand exposure throughout the event and in all related promotional materials. This exclusive opportunity offers maximum visibility and direct community engagement in a memorable setting.

**1 sponsor \$500**

Benefits: Logo on digital flyer (social media, website, monthly newsletter), LED digital board outside city hall, and Sponsor logo at S'mores table.



# Active Older Adults Program (AOA)

The Red Bank Active Older Adults (AOA) Program offers enriching classes, social events, and wellness activities designed to promote health, creativity, and community connection for adults 55 and older. Popular classes include art, fitness, games, and more, providing opportunities for participants to stay active and engaged.

In addition to ongoing classes, the program hosts special holiday luncheons and celebrations such as the Halloween Party, Thanksgiving Lunch, Christmas Lunch, and 4th of July Luncheon, highlighting the importance of community and joy throughout the year.

Sponsorship opportunities are available to support individual classes or special events. By sponsoring a class or luncheon, your business gains direct visibility and goodwill with an engaged and appreciative audience of older adults and their families.

## Multiple Sponsors

Art Class \$350, Tech Goes Home \$500, Active Class \$100

Holiday Meal \$400, Luncheon \$200

Benefits: Logo on digital flyer (social media, website, monthly newsletter), Sponsor logo at program, verbal recognition of sponsor at the start of the class or meal.



# Red Bank Public Art

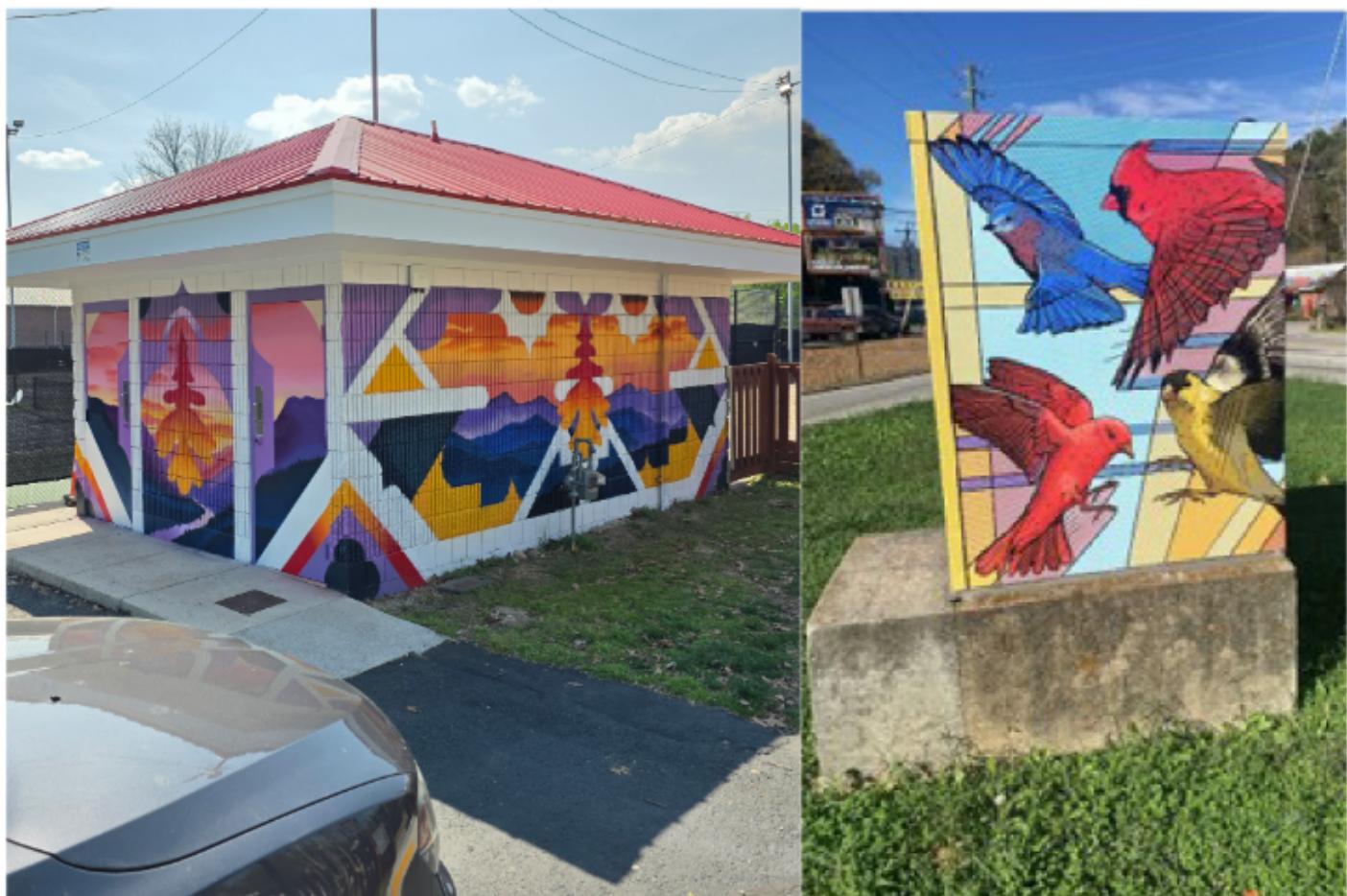
The City of Red Bank invites you to support the Red Bank Arts Advisory Board's initiatives to enhance our public spaces through meaningful and inspiring public art. Your sponsorship will directly support the creation of murals, sculptures, temporary exhibits, and interactive art installations throughout the city.

Funds raised through this program will be used to bring community-driven art projects to life, projects that reflect the character of Red Bank, promote civic pride, and create welcoming, creative spaces for residents and visitors alike.

Sponsorship of these public art initiatives offers an opportunity to visibly support Red Bank's cultural growth while receiving community recognition and contributing to a lasting legacy.

Let's work together to turn blank walls and open spaces into something extraordinary.

Contact for more information: [Ljohnson@redbanktn.gov](mailto:Ljohnson@redbanktn.gov)



# General Support & Donation Opportunities

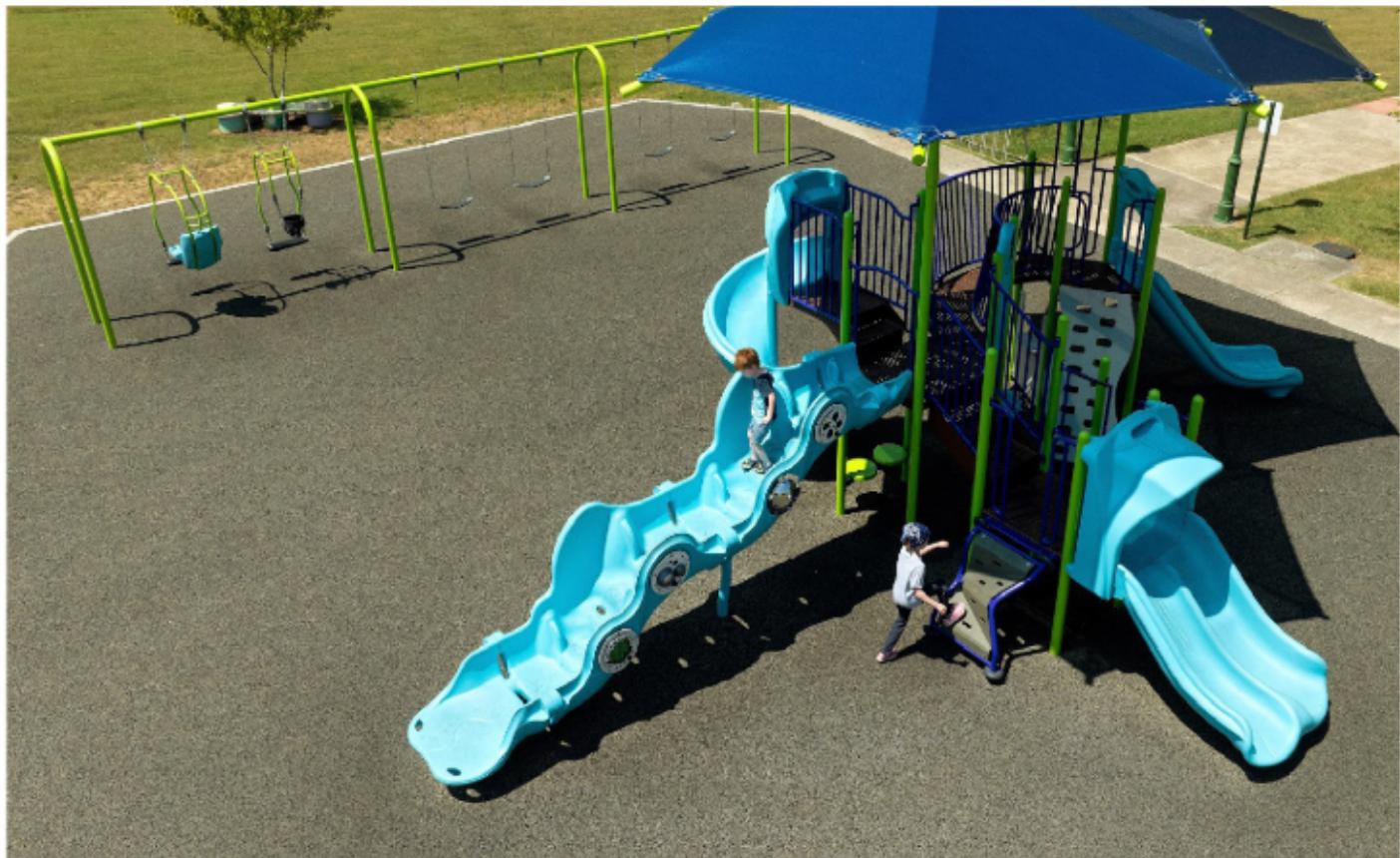
## 2025–2026

The City of Red Bank's Parks, Trails & Recreation Division is committed to creating a healthy, connected, and active community. Through our parks, trails, programs, and events, we offer opportunities for residents of all ages to enjoy the outdoors, connect with others, and build a stronger Red Bank.

Unrestricted donations play a vital role in making these experiences possible. Your support helps maintain public spaces, expand programming, and respond to the evolving needs of our community. Every contribution directly supports the mission of Parks & Recreation and enhances daily life in Red Bank.

Donations can also be directed to specific priorities like accessibility, beautification, or amenities.

Your generosity helps keep Red Bank a vibrant place to live, grow, and play.



**Thank you to our FY25 sponsors  
(July 1st 2024-June 30th 2025)**



City of Red Bank  
PLEDGE FORM

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I/we pledge to make the following donations:

- One-Time Monetary Donation. The Donor wishes to make a one-time monetary donation to the Donee for the (event/program) in the amount of \$ .
- Monthly Pledge. The Donor wishes to make a monthly donation of \$ , beginning and ending , for a total donation of \$ or on going until further notice.
- Annual Pledge. Annual/monthly donation of \$ for years, beginning .
- Other. The Donor wishes to donate the following:

Check and payments must be made to/payable to "City of Red Bank" and be attached to this completed pledge form.

We appreciate your support to continue making these events great for residents to enjoy.

Pledgor Signature \_\_\_\_\_

Date \_\_\_\_\_