

## History of Splash Park Sponsorships

Prior to the 2022 season sponsorships did not have a set fee. There was only a “suggested donation” in line with the first attachment which is the letter we sent out to businesses and organizations. As you can see there is a breakdown of “suggested monetary donations”. I have also attached the applications that were used. There was one for businesses and one for organizations, neither had a dollar amount for a sponsorship fee on them but rather language that stated, “Donation Amount (if any)”. From what I can see there were no actual full free days in any of these years except what the City donated for highlighted events such as Rum River Festival, Day of Kindness or the 4<sup>th</sup> of July. And to go even a step further if anyone did sponsor free time it was mostly after hours such as 6:00 pm to 8:00 pm and not during regular business hours. For the couple that were during regular business hours, it was between a certain time period such as from 1:00 – 3:00 but not a full day (and I only saw that referenced once).

In 2022 the City started the new format with a dollar amount of \$200 for non-profits/place of worship and \$300 for business sponsors. This was carried over into the 2023 season. I

Some stats for the most recent years:

2019: Twice New Sponsored Free admission after hours 6:00 pm – 8:00 pm on July 2<sup>nd</sup>

Crystal Cabinets donated \$250 to sponsor free admission from 1:00 pm – 6:00 pm on June 27<sup>th</sup> (but advertising also said only from 6:00 pm – 8:00 pm on June 27<sup>th</sup> so not clear what actually occurred).

City of Princeton sponsored free admission after hours 6:00 pm – 8:00 pm for July 4<sup>th</sup>.

City of Princeton sponsored a free day for Block Party on July 26<sup>th</sup>.

City of Princeton sponsored free admission during the hours 9:00 am – 11:00 am for Day of Kindness on August 3<sup>rd</sup>.

City of Princeton sponsored a free day on May 6<sup>th</sup>.

Sterling Point sponsored “seniors only” get in free on August 22<sup>nd</sup> from 11:00 am to 6:00 pm

\*note there was a \$350.00 donation from Twice New in 2019 for \$1.00 off admission day but did not see any advertising for this so not sure if it happened or not

\*note there was a \$100.00 donation from Princeton DQ in 2019 for \$1.00 off admission day but did not see any advertising for this so not sure if it happened or not

Some other various types of promotions were done by the City of Princeton as shown on the attached 2019 flyer but no sponsored free days outside of what the City paid for.

2020: The Splash Park was closed due to COVID.

2021: Twice New donated \$350 to splash park but no free day was done or any promotional day.

Evangelical Free Church sponsored a free day on July 24<sup>th</sup> (we have no receipt of payment or sponsor form for this).

City of Princeton sponsored a free day for the Rum River Festival on June 12<sup>th</sup>.

There was some mention of free days for 2021 in a set of park minutes however we found no other advertising or donations submitted to support this outside of what is listed above.

\*\*Also, in 2021 was when the hiring of 15 years olds was implemented as Park Attendants\*\*

2022: There were 7 sponsored free days for the season with a dollar amount of \$200 for non-profits/place of worship and \$300 for business sponsors. This is the year this format changed.

2023: There were 20 sponsored free days for the season with a dollar amount of \$200 for non profits/place of worship and \$300 for business sponsors.

