schererville
parks & recreation

2027

PARTNERSHIP & SPONSORSHIP

Guide



Building Community.
Creating Experiences.
Growing Together.

Thank You

FOR INVESTING IN OUR COMMUNITY

ohughes@schererville.org

219.865.5530 Ext. 6103

schererville parks & recreation

A LETTER TO OUR COMMUNITY PARTNERS

Dear Community Partner,

As we look ahead to another year of events, programs, and opportunities to bring our community together, I want to begin by simply saying **thank you**.

The support we receive from local businesses and organizations plays an important role in what we are able to offer the Schererville community. Whether it is a large community festival, a family event in the park, or a new program we are bringing to life, our sponsors help us create experiences that residents look forward to and remember.

Over the past year, I have had the opportunity to see firsthand how much our community values these events and programs. Seeing families fill our parks, neighbors connect with one another, and local businesses become part of those experiences is what makes this work so rewarding. As we move into 2027, we are excited to continue building on that momentum and finding new ways to make our events and programs even better.

Our goal with sponsorship is to create a true partnership. We want to provide opportunities that not only support Parks and Recreation, but also give your business or organization meaningful visibility and a chance to connect directly with the community you serve. This guide includes a variety of sponsorship opportunities so you can choose the level of involvement that best fits your organization.

Whether you have partnered with us before or are considering becoming a sponsor for the first time, we would be incredibly grateful to have you join us in 2027.

Thank you for investing in Schererville and for helping us continue to create places, programs, and experiences that bring our community together. I am excited for what the year ahead has in store and hope you will be a part of it.

Warmly,

Olivia Hughes
Recreation Coordinator
Schererville Parks & Recreation

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COMMUNITY PROFILE



Schererville is a welcoming community that offers the perfect blend of small-town charm and big opportunities. Our parks, programs, and events bring people together and make Schererville a great place to be.

30+
ANNUAL EVENTS

50,000+
ANNUAL ATTENDEES

28
BEAUTIFUL PARKS

100+
PROGRAMS OFFERED YEAR-ROUND

25,000+
SOCIAL MEDIA FOLLOWERS

HUNDREDS
OF LOCAL PARTNERSHIPS

PARTNER BENEFITS & COMMUNITY IMPACT

Your sponsorship supports more than just an event or program, it strengthens our community and delivers meaningful exposure for your business.

SPONSOR BENEFITS

INCREASE BRAND VISIBILITY
Promote your business before, during, and after our events to thousands of local residents.

COMMUNITY ENGAGEMENT
Connect face-to-face with families, neighbors, and potential customers who support local.

SOCIAL MEDIA PROMOTION
Featured across our growing social media platforms and marketing channels.

EVENT PRESENCE
Complimentary booth opportunities included with certain sponsorship levels.

POSITIVE BRAND RECOGNITION
Show your commitment to Schererville and stand as a valued community partner.

YOUR IMPACT

STRONGER COMMUNITY CONNECTIONS
Bringing people together through events that build relationships and pride in Schererville.

VIBRANT PARKS & PROGRAMS
Supporting parks, recreation, and programs that enhance quality of life for all ages.

SUPPORT FOR LOCAL BUSINESSES
Investing in local events helps our businesses thrive and our economy grow.

MEMORABLE EXPERIENCES
Creating fun, safe, and inclusive experiences that families look forward to all year long.

A BETTER PLACE TO LIVE, WORK & PLAY
Your support helps make Schererville an exceptional place for our community today and for future generations.

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COMMUNITY EVENTS

High-impact events that bring our community together and put your brand in the spotlight.



HOME & GARDEN EXPO

MAY 15, 2027

COMMUNITY CENTER
500 E. JOLIET STREET

A brand-new event coming to Schererville, the Home & Garden Expo will bring together businesses and professionals specializing in home improvement, landscaping, outdoor living, interior design, and related services. It's a great opportunity for businesses to connect directly with local residents and showcase their products and services to potential customers.

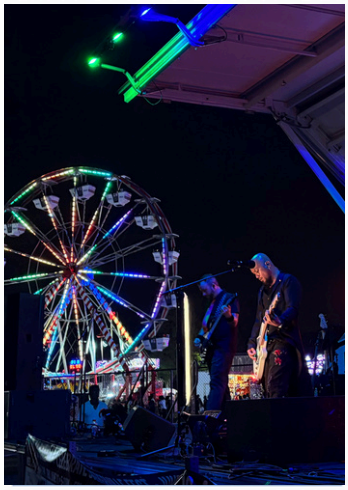
TARGET AUDIENCE
HOMEOWNERS, FAMILIES, AND COMMUNITY MEMBERS INTERESTED IN HOME IMPROVEMENT, LANDSCAPING, AND OUTDOOR LIVING

ESTIMATED ATTENDANCE
1,000+

SPONSOR INVESTMENT

$300 Community	$500 Event	$1,000 Premier
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: MAY 1
*Sponsorships received after this date may receive limited promotional recognition.



SCHERERVILLE FEST

JUNE 9–13, 2027

REDAR PARK
217 GREGORY STREET

As Schererville's largest annual event, Schererville Fest brings the community together for carnival rides, live entertainment, food, vendors, and family-friendly fun.

TARGET AUDIENCE
FAMILIES, CHILDREN OF ALL AGES, ADULTS

ESTIMATED ATTENDANCE
18,000+

SPONSOR INVESTMENT

$500 Community	$1,000 Event	$3,000 Premier
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: MAY 25
Sponsorships received after this date may receive limited promotional recognition.



PNP: TOY STORY

JUNE 25, 2027

REDAR PARK
217 GREGORY STREET

A brand-new Party in the Park featuring food, crafts, children's activities, and an outdoor showing of *Toy Story*. Families can enjoy an evening of activities together before settling in for the movie.

TARGET AUDIENCE
FAMILIES, CHILDREN OF ALL AGES, ADULTS

ESTIMATED ATTENDANCE
500+

SPONSOR INVESTMENT

$100 Community	$300 Event	$1,000 Premier
Logo recognition on event materials, social media recognition, and complimentary booth space at event.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: JUNE 15
Sponsorships received after this date may receive limited promotional recognition.

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COMMUNITY EVENTS

High-impact events that bring our community together and put your brand in the spotlight.



SCHERERVILLE FIREWORKS

JULY 2, 2027

ROHRMAN PARK
6750 ROHRMAN ROAD

Schererville Fireworks is an annual community celebration featuring a spectacular fireworks show, live music, food vendors, crafters, and a beer garden. The event brings residents and visitors together for a festive summer evening in the park.

TARGET AUDIENCE
FAMILIES, CHILDREN, ADULTS, AND COMMUNITY MEMBERS OF ALL AGES

ESTIMATED ATTENDANCE
5,000+

SPONSOR INVESTMENT

$300 Community
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.

$750 Event
All Community benefits plus enhanced logo placement and additional on-site recognition.

$1,500 Premier
All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: JUNE 20
**Sponsorships received after this date may receive limited promotional recognition.*



PNP: HOCUS POCUS

JULY 16, 2027

REDAR PARK
217 GREGORY STREET

An annual community favorite, PNP: Hocus Pocus brings Halloween to summer with costumes, spooky fun, food vendors, crafters, a famous helicopter candy drop, and an outdoor showing of *Hocus Pocus*.

TARGET AUDIENCE
FAMILIES, CHILDREN, ADULTS, AND COMMUNITY MEMBERS OF ALL AGES

ESTIMATED ATTENDANCE
800+

SPONSOR INVESTMENT

$300 Community
Logo on event banners, complimentary booth space, social media recognition, and on-site sponsor recognition.

$800 Helicopter Sponsor
Only one available
All Community benefits plus enhanced logo placement and additional on-site recognition.

$1,500 Premier
All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: JULY 5
**Sponsorships received after this date may not be included in promotional materials.*



BOOTS & BREWS

AUGUST 7, 2027

REDAR PARK
217 GREGORY STREET

Back for its second year, Boots & Brews is a country-themed Party in the Park featuring line dancing, beer, food vendors, and kids activities. Guests of all ages can enjoy a lively summer evening filled with music, dancing, food, and community fun.

TARGET AUDIENCE
FAMILIES, CHILDREN, ADULTS, AND COMMUNITY MEMBERS OF ALL AGES

ESTIMATED ATTENDANCE
1,000+

SPONSOR INVESTMENT

$150 Community
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.

$500 Event
All Community benefits plus enhanced logo placement and additional on-site recognition.

$1,000 Premier
All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: JULY 25
**Sponsorships received after this date may receive limited promotional recognition.*

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COMMUNITY EVENTS

High-impact events that bring our community together and put your brand in the spotlight.



KIDPALOOZA

AUGUST 27–29, 2027

ROHRMAN PARK
6750 ROHRMAN ROAD

Schererville's first-ever Kidpalooza is a three-day festival created especially for kids and families. Featuring children's rides, live performers, food vendors, and family-friendly activities, Kidpalooza is the perfect way to celebrate the end of summer and kick off the new school year.

TARGET AUDIENCE
KIDS, FAMILIES, AND CAREGIVERS

ESTIMATED ATTENDANCE
3,000+

SPONSOR INVESTMENT

$300 Community	$500 Event	$1,000 Premier
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: AUGUST 10
**Sponsorships received after this date may receive limited promotional recognition.*



SCHERERVILLE STREET FEST

SEPTEMBER 17–18, 2027

DOWNTOWN SCHERERVILLE
10 E. JOLIET STREET

Schererville Street Fest brings the community together for two days of live music, food, local vendors, and entertainment in the heart of downtown. With bands, great food, and a lively community atmosphere, Street Fest offers something for guests of all ages.

TARGET AUDIENCE
FAMILIES, ADULTS, AND COMMUNITY MEMBERS OF ALL AGES

ESTIMATED ATTENDANCE
1,000+

SPONSOR INVESTMENT

$500 Community	$1,000 Event	$1,500 Premier
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: SEPTEMBER 5
**Sponsorships received after this date may receive limited promotional recognition.*



TRUCK OR TREAT

OCTOBER 30, 2027

REDAR PARK
217 GREGORY STREET

A community favorite with a spooky twist, Truck or Treat brings Touch-a-Truck fun to Halloween. Wear your best costume, explore cool trucks and vehicles, and collect candy along the way.

TARGET AUDIENCE
EVERYONE

ESTIMATED ATTENDANCE
500+

SPONSOR INVESTMENT

$150 Community	$500 Event	$800 Premier Helicopter
Logo on event banner, complimentary booth space, social media recognition, and on-site sponsor recognition.	All Community benefits plus enhanced logo placement and additional on-site recognition.	All Event benefits plus prominent logo placement, featured recognition, and additional marketing opportunities.

COMMITMENT DEADLINE: OCTOBER 15
**Sponsorships received after this date may receive limited promotional recognition.*

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PROGRAM SPONSORSHIPS

Support the programs that enrich everyday life in Schererville and create meaningful experiences for residents of all ages.



SUMMER CAMPS

JUNE 9–AUGUST 7

COMMUNITY CENTER

Support a summer full of fun, learning, creativity, and recreation for local children.

TARGET AUDIENCE
Children ages 4–12

PROGRAM FOCUS
Summer recreation, enrichment, crafts, games, and field trips

SPONSOR INVESTMENT

$150 Community
Logo on program materials, website, social media, and sponsor recognition signage.

$300 Program
All Community benefits plus enhanced promotion and additional recognition.

$750 Premier
All Event benefits plus prominent recognition and additional marketing opportunities.



SENIOR PROGRAMS

YEAR ROUND

COMMUNITY CENTER

Support programs that encourage connection, enrichment, recreation, and community among older adults.

TARGET AUDIENCE
Older Adults & Seniors

PROGRAM FOCUS
Social activities, enrichment, wellness, workshops, and special gatherings.

SPONSOR INVESTMENT

$75 Community
Logo on program materials, website, social media, and sponsor recognition signage.

$150 Program
All Community benefits plus enhanced promotion and additional recognition.

$300 Premier
All Event benefits plus prominent recognition and additional marketing opportunities.



HEALTH & WELLNESS PROGRAMS

YEAR ROUND

COMMUNITY CENTER

Promote healthy lifestyles by supporting programs focused on fitness, education, wellness activities, and overall well-being.

TARGET AUDIENCE
Adults, Families & Older Adults

PROGRAM FOCUS
Fitness, education, wellness activities, and healthy lifestyle programs.

SPONSOR INVESTMENT

$75 Community
Logo on program materials, website, social media, and sponsor recognition signage.

$150 Program
All Community benefits plus enhanced promotion and additional recognition.

$300 Premier
All Event benefits plus prominent recognition and additional marketing opportunities.

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SPECIALIZED RECREATION SPONSORSHIPS

Support inclusive programs, welcoming spaces, and recreation opportunities throughout Schererville.



CSRI / Adaptive Rec

Support inclusive recreation opportunities for individuals with disabilities through our CSRI and Adaptive Recreation programs. Sponsorships help provide engaging activities, special events, sensory resources, supplies, meals, and other program needs.

AUDIENCE

Individuals with disabilities of all ages, families, and caregivers

SPONSORSHIP SUPPORTS

Inclusive programs, adaptive equipment, and trained staff

RECOGNITION

Logo on program materials, social media recognition, and sponsorship signage

SPONSOR INVESTMENT

$150 Community
$300 Program
$750 Premier



SCHERERVILLE DOG PARK

Support a safe, welcoming space where dogs and their owners can play, exercise, and connect. Sponsorships help enhance park amenities, maintenance, improvements, and community events.

SPONSOR INVESTMENT

$100 Community
$200 Program
$450 Premier



COMMUNITY GARDEN

Support a welcoming community space where community members and CSRI participants can grow fresh produce, learn new skills, and connect through gardening. Sponsorships help provide plants, seeds, tools, garden supplies, accessibility improvements, and educational opportunities.

SPONSOR INVESTMENT

$50 Community
$100 Program
$300 Premier

CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

Interested in supporting a specific program, project, or initiative? We offer custom sponsorship opportunities tailored to your business's goals and interests.

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SPONSORSHIP COMMITMENT FORM

Complete and return this form to confirm your 2027 sponsorship.

BUSINESS INFORMATION

BUSINESS / COMPANY NAME

CONTACT NAME

ADDRESS

PHONE

EMAIL

SPONSORSHIP SELECTION

Check all that apply and enter the amount you would like to contribute to each opportunity.

COMMUNITY EVENTS

- ☐ Home & Garden Expo $ _____
- ☐ Schererville Fest $ _____
- ☐ PNP: Toy Story $ _____
- ☐ Schererville Fireworks $ _____
- ☐ PNP: Hocus Pocus $ _____
- ☐ Boots & Brews $ _____
- ☐ Kidpalooza $ _____
- ☐ Schererville Street Fest $ _____
- ☐ Truck or Treat $ _____

PROGRAMS & SPECIALIZED RECREATION

- ☐ Summer Camps $ _____
- ☐ Senior Programs $ _____
- ☐ Health & Wellness Programs $ _____
- ☐ CSRI / Adaptive Rec $ _____
- ☐ Schererville Dog Park $ _____
- ☐ Community Garden $ _____
- ☐ Custom/Other $ _____

TOTAL MONETARY COMMITMENT: $ _____

IN-KIND DONATION

Provide goods or services instead of, or in addition to, a monetary sponsorship.

DESCRIPTION OF IN-KIND DONATION:

AMOUNT:

$ _____

PAYMENT & SUBMISSION

PAYMENT

Checks should be made payable to "Town of Schererville."

Mail or drop off at Town Hall, 10 E. Joliet Street, Schererville, IN 46375.

SUBMIT THIS FORM

Return the completed form to Olivia Hughes, Recreation Coordinator, at **ohughes@schererville.org** or send the completed form with your check.

THANK YOU FOR YOUR SUPPORT!

Your partnership helps support programs, events, and recreation opportunities in our community.