



# Town of Brookfield Park & Recreation Department

## Town Tidings and Rec Guide

### Advertising

Our newsletter and Park & Recreation Guide are mailed out to each and every home in the Town of Brookfield. This means that 2,700 homes and over 6,300 readers get to see your ad with focus on your geographic location and beyond. Getting this much exposure for such a great price should appeal to every business in the town. Sign up TODAY!

#### **Town Tidings Newsletter**

The *Town Tidings* newsletter is distributed to all residential households within the Town of Brookfield in May and November.

#### **Rec Guide Sponsorship**

The Rec Guide comes out twice per year (February and August). The Rec Guides are kept for two seasons in most households, again expanding the reach of your ad.

#### Advertising Rules

- Only commercial business advertising what a reasonable person would consider being in good taste is allowed.
- Personal or political advertisements are not allowed.
- Alcohol and tobacco advertisements are prohibited unless accessory to a business (i.e. restaurant with a bar is permissible; exclusively an alcohol establishment prohibited).
- The Town of Brookfield will have authority to disapprove certain advertisements if they are found not to be in good taste or otherwise inappropriate for advertising in a town publication.
- Advertisements within the *Town Tidings* do not constitute endorsement by the Town of Brookfield for products or services contained therein. Reference to any specific commercial products, process or service by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement, recommendation, or favoring by the Town of Brookfield.
- The Town reserves the right to enforce space limits and accept advertising on a first-come, first-served basis. The Town Administrator reserves the right to add additional space for advertising purposes if necessary.

#### Guidelines

- Advertisements must be provided to the Town in a camera ready format, compatible with the software capabilities of the Town.
- Payment for the insertion of an ad must be made prior to publication.
- Businesses may purchase ad space on an annual basis at a discounted rate.

#### Pricing

- 1/16 Page, or 1 5/8" x 2 1/8" = \$100 per issue or annually for \$175 (savings of \$25!)
- 1/8 Page, or 3 1/2" x 2 1/8" = \$200 per issue or annually for \$350 (savings of \$50!)
- 1/4 Page or 3 1/2" x 4 1/2" = \$350 per issue or annually for \$500 (savings of \$100!)
- 1/2 Page or 7" x 4 1/2" = \$500 per issue or annually for \$850 (savings of \$150!)

**You can hit a household for as little as \$0.18 per season!**

### Athletic Field & Facility Sponsorship

The facilities and parks within the Town of Brookfield system can also be sponsored! These sort of partnership opportunities give 24-hour exposure to a huge geographical marketplace. Individuals from all over Southeastern Wisconsin and beyond use the facilities and parks all year round.

There is no end to what can be sponsored but below is a listing of some opportunities that may fit your needs.

#### Marx Park

Baseball diamond	Tennis courts
Softball diamond	Basketball courts
Park shelter	Park benches and bleachers
Playground areas	Tree plantings

#### Wray Park

Baseball diamond	Tennis courts
Softball diamond	Basketball courts
Playground areas	Park benches and bleachers

Since these partnerships can be for an extended period of time and extremely visible to everyone who uses the parks, the Town of Brookfield would like to discuss with you all the options for sponsorship. Signage at the parks, equipment purchasing, name dedication and event dedication are just some of the ways we can partner.

You business covers our area and beyond, it makes perfect sense to advertise in the *Town Tidings* for even more coverage. More exposure means more sales, more profit, and better community relations. Let's work together to make that happen!

# Town Tidings

**Official Newsletter of the  
Town of Brookfield**

**Published four times per  
year**

**Distribution: 2,800+  
households and over 6,400  
residents**

Full and 1/2 Page  
spaces available up-  
on request

Annual advertising  
rates available as  
well.

**1/16 Page**  
**1 5/8" x 2 1/8"**

**\$100**

**1/8 Page**  
**3 1/2" x 2 1/8"**

**\$200**

Please note that ads should be in this alignment for inclusion otherwise ads will be shrunk to fit these alignments.

Full Page (\$800) and 1/2 Page  
(\$500) spaces available upon re-  
quest (limited availability)



For advertising information, call  
Town Hall at 262-796-3781

**1/4 Page**  
**3 1/2" x 4 1/2"**

**\$350**

**Save money by purchasing ad-  
vertising for the full year!**



Mental Health Association in Waukesha County, Inc.

At different points in our lives, we can all use a little help, whether it is caring for aging parents, talking to our children, putting food on the table or simply making ends meet. Do you sometimes feel like you can't cope? Looking for community resources? Need someone to talk to? Wondering where you can turn for help? Your fingers hold the power. Just call 2-1-1 or (262-547-3388) on your telephone - at any time, any day, 365 days a year. Someone will be there to help you.

What is 211/First Call For Help? A confidential help line that offers supportive services and connections to the social services you need. 211/FCFH makes the connections that can help you find solutions.

### GARBAGE/RUBBISH NOTES HOLIDAY PICK-UP SCHEDULE

- The week of December 24 pick-up will be a day later.
- The week of December 31 pick-up will be a day later.

### X-MAS TREE DISPOSAL

Pick-up will be through the end of January. Trees must be placed down by the road. Do not put it in a plastic bag and if larger than 6 feet tall, cut in half.

### WASTE NOTES

Normal household refuse collected must be in bags or containers no larger than 32 gallons in capacity and cannot exceed 60 pounds in weight.

The Town and waste contractor is not responsible for any items left within 10 feet of the garbage or recyclables. Refuse and recycling items must be placed on the drivable area of the driveway. Materials placed out for collection become the property of the town; no person may collect any of these items (most notably, recyclables).



Webelos Den 3, Pack 16:  
Collin Karrasch, Charlie Ho, William Peterson,  
Matthew Peterson, Garrett Trzcinski, Karsten Trzcinski, Aaron Bakke

Pack 16 undertook a park clean up in September to help them attain their Conservation Badge. The boys learned a lot that day and the town thanks them for their efforts to help clean up Marx Park. Congratulations!

### Yard Waste Schedule

Yard waste must be at the curb the night before pick up

Saturday - November 18

\* this is final yard waste pick up of the year

### REMEMBER TO GET INVOLVED!

Election Day: November 7

Town Board Meeting: November 8

Annual Budget Meeting: November 14

Town Board Meeting: November 21

Town Board Meeting: December 5

Town Board Meeting: December 19

Town Board Meeting: January 2

Town Board Meeting: January 16

**Your Ad Here**

**Your Ad Here**

**Your Ad Here**

*-this could be you!*



## Town of Brookfield Park & Recreation Department

### Team & Program Sponsorships

#### **Instructional Soccer**

Ages 3-6

Full team sponsorship would include T-shirt and soccer balls

\$200.00 each team

#### **Blast Ball/T-ball/intermediate ball**

Ages 3-6

Full team sponsorship would include t-shirts, balls, equipment

\$250.00 each team

#### **Cooking/Adult Art**

Supplies and instructors

\$200.00

#### **Town Truck Day**

\$500

#### **July 4th Celebration**

Main Tent

\$850

Food Tent

\$350

Band

\$600

Soda/Ice

\$350

Food

\$400

Pies

\$400/Donation

Gift certificates/prizes

Donation

#### **Big Splash Day**

Title Sponsor

\$300

Balloons

\$50

Beverages

\$50

### Special Event Sponsorships

Naming rights (i.e. Fourth of July Presented by XXXX) will include recognition with all media postings, Town Tidings newsletter, Rec Guide, and all advertising for the event and is included with the top-tier sponsorship level for each event.

#### **Annual Tree Lighting Celebration**

Title Sponsor:

contact us

Santa

\$500

Candy

\$100.00

Hot drinks

\$50.00

Small gifts for hand-out

Donation or

\$100.00

Monetary and/or gift donations are appreciated at any level.

#### **Easter Egg Hunt**

Candy-filled plastic eggs

\$500.00

Candy/Toys

\$200.00

All youth sports team sponsorship includes your logo printed on the t-shirts, mention in the Town Tidings newsletter, name on the team schedules, and the appreciation of the Park and Recreation Committee and the participants.

Just provide a logo and information for us to get onto shirts, online, and printed materials. We will be happy to pick up any such materials and can help with any design questions. If you have other ideas on how to set up your sponsorship, let us know. New ideas are always welcome!

Call, email or stop in today!



### TOWN OF BROOKFIELD PARK & REC DEPARTMENT



Chad D. Brown, Director  
645 North Janacek Road  
Brookfield, WI 53045-6052

Phone: 262-796-3781  
Fax: 262-796-0339  
Email: [parkrec@townofbrookfield.com](mailto:parkrec@townofbrookfield.com)  
[www.townofbrookfield.com](http://www.townofbrookfield.com)



# Town of Brookfield Park & Recreation Department

## Town of Brookfield Advertising/Sponsorship Intent Form

Name of Business	
Contact Person/Title	
Address	
City/State	
Zip	
Phone #	
Fax #	
Email	

### Town Tidings Newsletter:

Size of Ad	Price per issue	Full Year Rate	February (January deadline)	May (April deadline)	August (July deadline)	November (October deadline)
1/16 Page	\$100	\$175				
1/8 Page	\$200	\$250				
1/4 Page	\$300	\$500				
1/2 Page	\$500	\$850				

### Recreation Guide:

Size of Ad	Price per issue	Spring/Summer (January deadline)	Fall/Winter (August deadline)
1/16 Page	\$75		
1/8 Page	\$150		
1/4 Page	\$250		
1/2 Page	\$400		

### Team/Event Sponsorship:

Team or Event		\$
Team or Event		\$

I have read and understand the Town of Brookfield's Advertising Guidelines.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Return to:

Town of Brookfield Park & Rec Dept.  
Chad Brown, Director  
645 N. Janacek Rd.  
Brookfield, WI 53045-6052