

ParkPalooza at the Gateway Arch

September
12-13, 2009



What is ParkPalooza?

ParkPalooza is the first event of its kind enhancing community awareness about health, recreational, and educational benefits of public lands. This festival-styled event features rock climbing, fishing, archeology, geocaching, camping, dancing, music, living history, food, and much more!

When and where is ParkPalooza?

ParkPalooza is held at the Gateway Arch on our beautiful 90+ acres of lush grass, trees, and ponds in the heart of downtown St. Louis with convenient access from I-55, I-44, and I-70. Join us September 12-13, 2009 from 9:00 – 4:00.

How much is it?

Admission and entertainment are **FREE!** Food and gifts are individually priced.

Sponsorship Opportunities *15,000+ visitors in the 1st year!*

Sponsorship Benefits	Presenting Sponsor \$10,000 and above	Venue Sponsor \$5,000 - \$9,999	Supporting Sponsor \$1,500 - \$4,999	Contributing Sponsor up to \$1,499
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10'x 10' Event Space				
10 Event Venue Tent Pole Wraps				
Name & Logo on 15' Entrance Banner				
Feature Article in e-newsletter*				
Stage Announcements	10	6		
Named in Media Release				
Name & Logo with Link on Websites*				
Volunteer T-shirts	8	6	4	2**
Name & Logo in Event E-newsletters*				
Name & Logo in Printed Newsletter				
Name & Logo on 10' Entrance Banner				
Name on 1 Event Venue Tent Pole Wrap				
Name on 8' Shared Entrance Banner				

* Website advertisements include Gatewayarch.com and JNPA.com.

** With minimum \$50 donation





Why you should sponsor ParkPalooza:

1. Put your organization in front of more than **15,000 event visitors**.
2. Feature your organization to more than **100,000 website visitors monthly** on jnpa.com, gatewayarch.com, flickr.com/groups/parkpalooza and twitter.com/jnpa.
3. Share your organization's mission with **36,000 readers** of JNPA and Gateway Arch Riverfront e-newsletters and print newsletters.
4. Be included in the earned media activities and/or marketing pieces for ParkPalooza.
5. Show your commitment to your local community.
6. Steward your public lands.



Jefferson National Parks Association (JNPA) is the official partner of Jefferson National Expansion Memorial. For more than 40 years, JNPA has been working to enhance awareness and appreciation for America's national parks and public lands through educational programs. Because JNPA is recognized as a tax-exempt educational organization, your donations are tax deductible as allowed by law.

Join JNPA in support of ParkPalooza to spread the word about the health, educational and cultural benefits our public lands provide. Choose a sponsorship or support level right for you and let others know how you care about making good things happen in our community.

What Visitors Said:

"Very educational. We enjoyed it a great deal. Would like to see more than once a year. Thank you for providing affordable educational entertainment."

"This was a great experience for all ages. Please do it again!"

"We loved our day down here. Our girls (both 5) had a blast! We can't wait until next year to tell our friends to come. We appreciate all of the effort that went to making it such a great day."

"Seriously...Cool!! Do it again!!"

