

APRC Park Views Column – May 23, 2019

Sponsorship and Advertising Opportunities with Ashland Parks & Recreation Commission (APRC)

By Dorinda Cottle, APRC Executive Analyst

This month has been especially busy for APRC. In May, we hosted Rogue Valley Bird Day on May 11, the Southern Oregon Tree Climbing Competition on May 11, the Ashland World Music Festival from May 16-19, the Daniel Meyer Memorial Pool seasonal opening on May 20, the Summer Community PlayGuide was mailed on May 9 to all Ashland and Talent residents, Silent Disco in the Park (Lithia) kicked off on May 3 (first Friday of every month through October) and so much more! And, all of this in the midst of offering two public surveys:

- Vote for your top 5 movies for “Movies in the Park this Summer!” (closed May 15).
- Provide feedback on the Draft Lithia Park Master Plan, ashland.or.us/LithiaParkMasterPlan (closes May 31).

Much of this is not possible without our community partners and sponsors. Rogue Valley Bird Day and Ashland World Music Festival could not operate without community partners and sponsors, and we acknowledge you.

2019 Rogue Valley Bird Day Sponsors

Klamath Bird Observatory, Rogue Valley Audubon Society, Jefferson Public Radio, Wildlife Images Rehabilitation and Education Center, Watchable Wildlife. – ***Thank you!*** This annual event takes place every May at North Mountain Park and is the local celebration of migratory birds and the journey these birds make between wintering and breeding grounds. The event is free, for all ages and features the ever-so-popular Bird Calling Contest! More at RogueVallyBirdDay.net.

2019 Ashland World Music Festival Sponsors

Rogue World Music; ScienceWorks Hands-On Museum; KDA Homes; Hilltop Music Shop; Harfst and Associates, Inc; Oregon Health Insurance Marketplace; Evergreen Federal Bank; Adroit Construction Company, Inc; Full Circle Real Estate; Sierra Nevada Brewing Company; Solid Ground Landscape, Inc; Hemp Inc; The Valley 106.3; Carlos Delgado Architect; Jones Family Dental; Britt Festival; KDP Certified Public Accountants, LLP; Integrity Building Contractors; Ashland Fiber Network; The Rogue Valley Messenger; Jefferson Public Radio; Sneak Preview; Southern Oregon Printing. – ***Thank you!*** This event is also free and with the help of our stellar partners, Rogue World Music, has evolved to a multi-day festival. The main event is always on a Saturday at the Butler Bandshell in Lithia Park, with live music, dance and food from around the world – All with a cultural flair and the goal of creating connection through the celebration and experience of world music! More at RogueWorldMusic.org/concerts.

In addition to Rogue Valley Bird Day and Ashland World Music Festival, we host multiple events each year, all have sponsorship opportunities:

- Rogue Valley Community Bike Swap in April
- 4th of July Run
- Bear Creek Salmon Festival in October
- First Frost at the Ashland Rotary Centennial Ice Rink in November

Our events are not the only opportunity for local organizations and businesses to sponsor APRC, they may also advertise at our facilities: The Daniel Meyer Memorial Pool, the Ashland Rotary Centennial Ice Rink and the Ashland Senior Center.

By now you should have received your 2019 Summer Community PlayGuide in the mail (if you haven't, please reach out to us at ParksInfo@ashland.or.us or 541.488.5340, we would be happy to mail you a guide – Digital guides may be viewed on our website at AshlandParksandRec.org). We would like to thank our community partners for helping us create a genuine *community* PlayGuide:

- Ashland Tennis & Fitness Club
- OLLI (Osher Lifelong Learning Institute)
- OSF (Oregon Shakespeare Festival)
- Locals Guide
- Southern Oregon Family
- Medford Parks & Recreation
- Central Point Parks & Recreation
- Britt Festival

You may have noticed the many local businesses and organizations who advertised in our 2019 Summer PlayGuide: Southern Oregon University Outdoor Program, Ashland Fiber Network, USTA (United States Tennis Association) RecTennis and more all understand the value of providing recreational opportunities to our community. It is advertisers like these, and our community partners, who have helped round out our guide so that we can present to you all of the wonderful opportunities in our community for recreation and beyond!

If you are interested in sponsoring any of our events or facilities, or have a desire to advertise with us, please reach out to me at dorinda.cottle@ashland.or.us, 541.552.2265 or view more info and apply online at ashland.or.us/AdvertiseSponsor. Planning is underway for the Fall Community PlayGuide and the deadline to advertise is quickly approaching. The fall guide will come out in September, and carry us through to December, 2019.

It's never too early or too late to reach out to us! This is your opportunity to build a community partnership with us and let the citizens of Ashland and those in surrounding communities learn about your business or organization. We look forward to working with you and serving the local community.

Check out our website to see what we have rolling out next month, AshlandParksandRec.org. Feel free to reach out to us in the following ways: [Facebook.com/AshlandParksandRec](https://www.facebook.com/AshlandParksandRec), ParksInfo@ashland.or.us, 541.488.5340. Be sure to use the hashtags #AshlandParksandRec #APRC #AshlandWhatToDo. "Fun, it's in our Nature!"