

LEWISVILLE



Parks & Recreation

2021 Partnership Catalog

playlewisville.com

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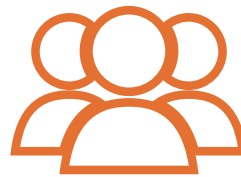
WHY PARTNER WITH LEWISVILLE PARKS & RECREATION?



Year-round exposure at events, parks, and recreation facilities.



Show your support for programs and events that promote a healthy, active lifestyle.



Face-to-Face interaction with the Lewisville community.



Grow your community by funding special events and programs that can be enjoyed by everyone.

SECURE YOUR PARTNERSHIP TODAY!



Our Mission

In order to create a thriving community through nature and play, we will become the best Parks & Recreation Department in the state of Texas.

We will achieve this vision and mission by: Preserving and restoring our natural resources. Developing and maintaining parks, trails, and public spaces. Providing recreational and educational opportunities for socialization and activity.

OUR REACH

LEWISVILLE PARKS & RECREATION

FACEBOOK

3,487
PAGE FOLLOWS

PAGE LIKES
2,620



INSTAGRAM

716 FOLLOWERS

TWITTER

157 FOLLOWERS



229,754
ANNUAL WEBSITE VISITS



playlewisville.com

LEWISVILLE THRIVE

FACEBOOK

1,599
PAGE FOLLOWS

PAGE LIKES
1,729



INSTAGRAM

684 FOLLOWERS

TWITTER

118 FOLLOWERS



52,544
ANNUAL WEBSITE VISITS



thrive
where life gets better

lewisvillethrive.com

LEWISVILLE LAKE ENVIRONMENTAL LEARNING AREA

FACEBOOK

15,828
PAGE FOLLOWS

PAGE LIKES
16,020



30,000
ANNUAL VISITORS



187,094
ANNUAL WEBSITE VISITS



leela.org

*updated on Nov. 1, 2020

FOOD TRUCKS

IN Parks



Locations available:

- Central Park
- Railroad Park
- Thrive

March - September
October - February

For more information contact, Casey Spears:
cspears@cityoflewisville.com
972.219.3550

Play Lewisville On Wheels

Our mobile recreation program was created to provide equitable access to recreation for everyone in our community. The PLAY Team goes out into the community and brings the FUN to YOU!

Date: Jan.-Dec.

Time: AM/PM

Location: Lewisville Parks/Apartment Communities

Supplies/Purchases: Activity Bags, Swag Items, Supplies



It's Time Texas Community Challenge

It is time to get out and move! We're challenging the community to set new fitness goals and we will have fun while doing it. This is a great FIT for you!

Date: Monday, Jan. 4-Sunday, Feb. 28

Time: AM/PM

Location: Virtual

Supplies/Purchases: Promotional Items, Swag Items, Supplies



Funny Bunny Festival: Drive-Thru

Hop on over to Railroad Park for an egg-cellent time with the community! There will be plenty of eggs, candy, and fun for all!

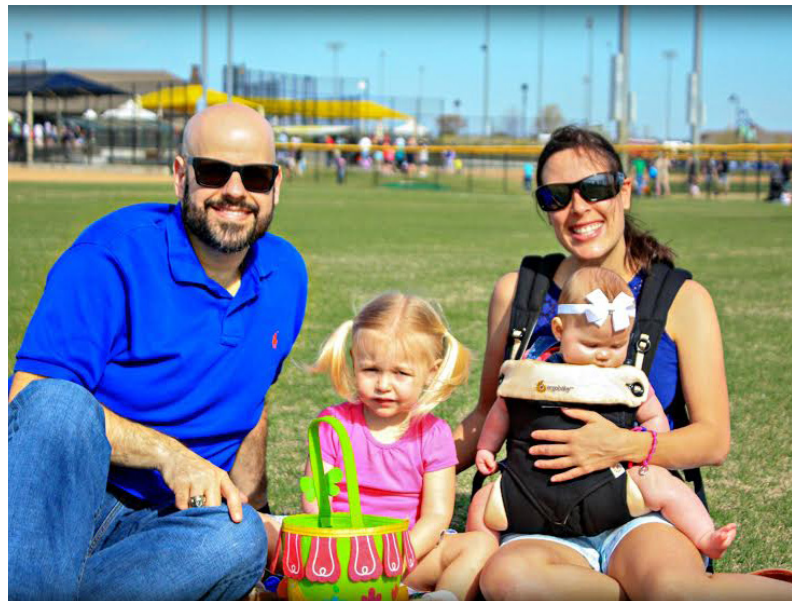
Date: Saturday, March 27

Time: 9:30 AM

Location: Railroad Park

Participants Expected: 2,000

Supplies/Purchases: Entertainment, Easter Eggs, Candy, Carnival Games, Supplies, Decor, Promotional Items





Mariposas

Mariposas is a celebration of this iconic pollinator where we galvanize the best conservation organizations in North Texas to create, play, and explore la monarca.

Date: Saturday, May 1

Time: 10 AM-2 PM

Location: Wayne Ferguson Plaza

Participants Expected: 300

Supplies/Purchases: Butterfly Kites, Craft Supplies, Seed Mix, Face Painter



Spooktacular Trails & Glow Run

This event is one of the community's favorite! Children fill up with candy and swag items from our vendor trail! Activities include the popular spooky hayride, haunted house, carnival games, and so much more!

Date: Saturday, Oct. 23

Time: 5-9 PM

Location: Railroad Park

Participants Expected: 5,000+

Supplies/Purchases: Decor, Supplies, Promotional Items, Goodie Bags, Medals, Race Services, Games, T-Shirts, Entertainment



Tri-Town Amazing Race

3-2-1, GO! Join us for the 4th Annual Tri-Town Amazing Race. Participants visit 12 pit-stops between Lewisville, Flower Mound and Highland Village. The race is on to connect with local residents!

Date: Saturday, Nov. 20

Time: 8 AM

Location: Lewisville, Flower Mound, Highland Village

Participants Expected: 150-200

Supplies/Purchases: Signage, Event Swag, Breakfast, Lunch, Refreshments, Promotional Items, Supplies, T-Shirts

Sport Tournaments

Thrive will be hosting a variety of sport tournaments for all ages. We will have tournaments for the following sports: pickleball, badminton, 3-on-3 basketball.

Date: Jan.-Dec.
Location: Thrive
Participants Expected: TBD
Supplies/Purchases: Tournament Brackets, Signs, Food & Beverage, Trophies, Prizes, T-Shirts

Active Adult Sweetheart Lunch & Early Dance

Grab your loved one or friends to celebrate this special occasion at Thrive.

Date: Friday, Feb. 12
Time: 11:30 AM-3 PM
Location: Thrive
Participants Expected: 100
Supplies/Purchases: DJ, Prizes, Decor, Food and Beverage, Giveaways

Active Adults Give Back Events

Instead of traditional luncheons, our Active Adults will be given the opportunity to give back to the community each holiday while enjoying lunch!

Date: Friday, May 28, July 2, Aug. 20
Time: 11:30 AM
Location: Thrive
Participants Expected: 100
Supplies/Purchases: DJ, Prizes, Decor, Food and Beverage, Giveaways

Ducky Derby

Join us for some FUN in the SUN! Families decorate rubber ducks and race them around the lazy river. Make a splash and create memories with the community.

Date: Saturday, July 17
Time: 10 AM
Location: Sun Valley Aquatic Center
Participants Expected: 200
Supplies/Purchases: Ducks, Games/Crafts, Decor, Prizes/Trophies, Promotional Items, Refreshments/Beverages

Doggie Dive In

Humans are not the only ones that like to take a dip in the pool. Make a splash and create PAWesome memories with the community.

Date: Saturday, Sept. 11
Time: 9:30 AM
Location: Sun Valley Aquatic Center
Participants Expected: 150-200 dogs
Supplies/Purchases: Prizes, Games, Decor, Supplies, Giveaways, Promotional Items, Refreshments/Beverages

Active Adult Spooky Social

Active Adults are encouraged to dress up in their Halloween costumes while enjoying lunch. There will be pumpkin decorating and best costume contest.

Date: Friday, Oct. 29
Time: 11:30 AM
Location: Thrive
Participants Expected: 200
Supplies/Purchases: DJ, Prizes, Decor, Food and Beverage, Giveaways

Active Adult Friendsgiving Luncheon

This event offers a time for Active Adults to gather and celebrate Thanksgiving. Each member is encouraged to provide canned goods that are donated to a local charity to benefit underprivileged families in Denton County.

Date: Thursday, Nov. 19

Time: 11:30 AM

Location: Thrive

Participants Expected: 200

Supplies/Purchases: DJ, Prizes, Decor, Food and Beverage, Giveaways

Motorcycle Toy Run

Join us giving back to our community! In lieu of entry fees, bikers donate an unwrapped toy valued at \$10 or more to one of the onsite local charities.

Date: Saturday, Dec. 4

Time: 8 AM-1:30 PM

Location: Old Town Lewisville and Maverick Harley-Davidson

Participants Expected: 500-1,000

Supplies/Purchases: Decor, Promotional Items, Supplies, Entertainment, Pins

Active Adult Brunch with Santa

This event encourages families to come together to celebrate the holiday season with the Active Adults they love. Members are encouraged to bring an unwrapped toy to donate to a local charity as well as a white elephant gift if they want to participate.

Date: Friday, Dec. 18

Time: 11:30 AM

Location: Thrive

Participants Expected: 200

Supplies/Purchases: DJ, Prizes, Decor, Food and Beverage, Giveaways

National Donut Day

“Do-nut” underestimate our love for donuts! Thrive will be serving up donuts and coffee to celebrate the day!

Date: Friday, June 4

Time: 8 AM

Location: Thrive

Participants Expected: 50-100

Supplies/Purchases: Donuts, Supplies

Christmas at the Cabin

Christmas at the Cabin is a celebration of the holidays 1870s style at the Minor-Porter Log House! This event takes families on an adventure of preparing their Homesteads for the holidays. Visitors create live wreaths, churn butter, tree ornaments, and more while enjoying live music and a roaring fire!

Date: Saturday, Dec. 1

Time: 10 AM-3 PM

Location: LLELA Nature Preserve

Participants Expected: 500

Supplies/Purchases: Apple Cider, Craft Supplies, Branded Ceramic Mugs



Chair Volleyball Team

The Chameleons are a competitive Chair Volleyball team that competes in tournaments throughout the year. The game is played like traditional volleyball except in a chair and unlimited touches on a beach ball.

Date: Jan.-Dec.
 Time: Tuesdays at 11 AM and Thursdays at 2 PM.
 Location: Thrive
 Participants Expected: 30
 Supplies/Purchases: Uniforms, Promotional Items, Supplies

Texas Hold 'Em Tournament

Our Active Adult community gets competitive when it comes to Texas Hold 'Em! This program is offered once a month. Prizes are awarded to winners.

Date: Every 4th Friday of the month (Jan.-Oct. 2021)
 Time: 1 PM
 Location: Thrive
 Participants Expected: 30
 Supplies/Purchases: Prizes, Promotional Items, Supplies

Camp PLAY

Camp PLAY is a home away from home to kids during the summer. Thrive offers an all day, inclusive summer camp that fosters socialization, learning, and fun!

Date: Monday -Friday
 Time: 7 AM-6 PM
 Location: Thrive
 Participants Expected: 400
 Supplies/Purchases: T-Shirts, Snacks, Games

Youth Sports Leagues

Thrive will be hosting two youth sport leagues, basketball and volleyball. Basketball will be for boys and volleyball will be for girls.

Date: Spring, Fall, Winter 2021
 Location: Thrive
 Participants Expected: TBD
 Supplies/Purchases: Equipment, Trophies, Jerseys, Supplies

Adult Sports Leagues (Indoor)

Thrive will be hosting leagues for the following sports: basketball, volleyball, pickleball, and badminton.

Date: Spring, Fall, Winter 2021
 Time: TBD
 Location: Thrive
 Participants Expected: TBD
 Supplies/Purchases: Equipment, Trophies, T-Shirts, Supplies

Adult Sports Leagues (Outdoor)

Our adult sport leagues are a great way to meet new people, socialize and compete against other competitive adults. Our adult leagues consists of cornhole, kickball, coed softball, and men's softball.

Date: Winter/Spring, Summer, Fall
 Location: Lake Park
 Participants Expected: 1,200
 Supplies/Purchases: Equipment, Supplies, T-Shirts, Trophies

Mah Jongg Tournament

Our Active Adult community partners with surrounding cities to hold a Mah Jongg Tournament. Prizes are awarded to winners.

Date: Spring 2021
Time: 9 AM-3 PM
Location: TBD
Participants Expected: 40
Supplies/Purchases: Prizes, Promotional Items, Supplies

Chair Volleyball Tournament

Chair Volleyball teams across the metroplex are hosted by the City of Lewisville to compete in a day-long tournament.

Date: TBD
Time: 9 AM-2 PM
Location: Thrive
Participants Expected: 200
Supplies/Purchases: Food, Snacks, Prizes, Promotional Items, Supplies

Friday Night Dances

Our members know how to get out on the dance floor and keep the party going! With live entertainment, snacks, and endless amounts of dancing, this is a recurring event that our members love to attend!

Date: Friday, May 7, Aug. 6, Nov. 5
Time: 6-8:30 PM
Location: Thrive
Participants Expected: 100
Supplies/Purchases: Snacks, Entertainment, Giveaways, Supplies, Decor

Lake Park Family Campfires

The crispness in the air during the Fall in North Texas creates a perfect environment for gathering up your loved ones in front of a warm fire. Sponsor this winter program and bring families together around the coals for stories, songs, and s'mores.

Date: Sept.-March
Time: 6-8 PM
Location: Lake Park Campgrounds
Participants Expected: 50
Supplies/Purchases: Chocolate Bars, Marshmallows, Graham Crackers, Hot Cocoa Mix, Supplies, Promotional Items

Toddler Nature Time

Take your little one on a big step into the great outdoors! Toddler Nature Time is a weekly Spring program that fosters nature exploration in preschoolers complete with a hike, story time, and a snack.

Date: Winter/Spring
Time: 10 AM-Noon
Location: LLELA Nature Preserve
Participants Expected: 100
Supplies/Purchases: Staffing



Active Adult Coffee Bar

Thrive serves coffee every morning to keep our active adult members socializing and energized to take on the day! We are looking for a monthly sponsor to help provide this service to our community members.

Date: Jan.-Dec.
Time: All Day
Location: Thrive
Participants Expected: 200/month
Supplies/Purchases: Coffee, Creamer, Sugar, Cups

Active Adult Popcorn Bar

Thrive loves providing popcorn throughout the week to our members. We are looking for a monthly sponsor to help provide this service to our community members.

Date: Jan.-Dec.
Time: All Day
Location: Thrive
Participants Expected: 160/month
Supplies/Purchases: Popcorn, Popcorn boats

Community Corner Vendor

The "Community Corner" is a 20' x 12' space on the second level fitness floor that overlooks the gymnasium and main hallway. This area borders the fitness track and is a heavy foot traffic area. This space comes with an electrical source and plenty of display space.

Date: Jan.-Dec.
Time: 5 hour max limit per occurrence
Location: Thrive Fitness Floor

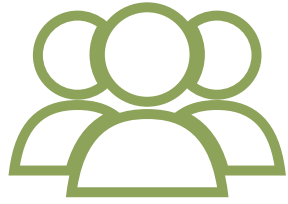
Press Play Lewisville Esports

This program includes sponsorship of all Esports activities through Thrive.

Date: Jan.-Dec.
Location: Thrive/Virtual
Participants Expected: 500
Supplies/Purchases: Prizes, Gaming Equipment, Promotional Items



SNAPSHOT OF LEWISVILLE



108,652

Total Population

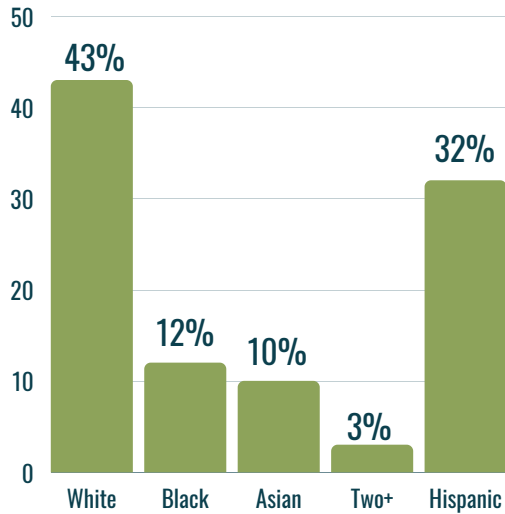
Gender Distribution

Female 54%

Male 46%



Race & Ethnicity



Proximity & Infrastructure

DFW International Airport

10 miles

Dallas Love Field Airport

22 miles

Interstate Highway 35
State Highway 121 Toll
State Highway 161 Toll



Amenities



1

Dog Park



1

Skate Park



2

Recreation Centers



3

Athletic Complexes



3

Aquatic Centers



20+

Parks

Partnership Levels

BENEFITS	TITLE	PLATINUM \$1,000	GOLD \$750	SILVER \$500	BRONZE \$350	COPPER \$150/\$100	VENDOR \$150*/\$100
10' X 10' on-site booth space	•	•	•	•			•
VIP roll-up to booth space to unload or VIP staff assistance	•	•	•	•	•	•	
Company recognized as premier sponsor in event announcements	•	•	•	•	•	•	
Company logo inclusion on banners during event	•	•	•	•			
Company logo inclusion on event swag	•	•	•	•			
Company logo inclusion on pre-event banners	•	•	•	•			
Premier on-site location, event equipment included (tables/chairs/tent) *Sponsor is responsible for additional supplies	•	•	•	•			
Company logo included on flyers, posters, and/or postcards	•	•	•		•	•	
Company Recognition on social media outlets	•	•			•	•	
Business category exclusive to level	•						
Company Recognition on Parks & Recreation Website	•						
Company inclusion in all press releases	•						

Partnership Levels Available

COMMUNITY EVENTS

PROGRAM	TITLE	PLATINUM	GOLD	SILVER	BRONZE	COPPER	VENDOR	A LA CARTE
PLAY LEWISVILLE ON WHEELS	X	X	X	X	-	-	X	X
IT'S TIME TEXAS	-	-	-	X	-	-	X	X
FUNNY BUNNY	X	X	X	X	-	-	X	X
DUCKY DERBY	X	X	X	X	-	-	X	X
DOGGIE DIVE IN	X	-	-	X	-	-	X	X
SPOOKTACULAR TRAILS	X	X	X	X	-	-	X	X
TRI-TOWN AMAZING RACE	X	X	X	X	-	-	X	X
MOTORCYCLE TOY RUN	X	X	X	X	-	-	X	X
FOOD TRUCKS IN PARKS	-	-	-	-	-	-	CALL	-
ADULT OUTDOOR LEAGUES	X	X	X	X	-	-	X	X

THRIVE PROGRAMS/FITNESS

SPORT TOURNAMENTS	X	-	-	X	-	-	X	-
SWEETHEART LUNCH & DANCE	-	-	-	-	X	-	-	-
GIVE BACK EVENTS	X	-	-	X	-	-	-	-
SPOOKY SOCIAL	X	-	-	X	-	-	-	-
FRIENDSGIVING LUNCHEON	X	-	-	X	-	-	-	-
BRUNCH WITH SANTA	X	-	-	X	-	-	-	-
NATIONAL DONUT DAY	-	-	-	-	X	-	-	-
CHAIR VOLLEYBALL TEAM	-	-	-	-	-	X	-	-
TEXAS HOLD 'EM TOURNAMENT	-	-	-	-	-	X	-	-
CAMP PLAY	X	X	X	X	-	-	X	X
ADULT INDOOR LEAGUES	X	-	-	X	-	-	X	X
MAH JONGG TOURNAMENT	-	-	-	-	-	X	-	-
CHAIR VOLLEYBALL TOURNAMENT	X	-	-	-	X	X	-	X
FRIDAY NIGHT DANCES	-	-	-	-	X	-	-	-
ACTIVE ADULT COFFEE BAR	-	-	-	-	-	X	-	-
ACTIVE ADULT POPCORN BAR	-	-	-	-	-	X	-	-
PRESS PLAY ESPORTS	X	-	-	-	-	-	-	-
COMMUNITY CORNER	-	-	-	-	-	-	X	-

LLELA

MARIPOSAS	X	X	X	X	-	-	X	X
CHRISTMAS AT THE CABIN	X	X	X	X	-	-	X	X
LAKE PARK FAMILY CAMPFIRE	-	-	-	X	-	-	X	X
TODDLER NATURE TIME	-	-	-	X	-	-	X	X

INTERESTED?

CONTACT US

Program Area	Name	Phone Number	Email
Community/Special Events	Henry Chica	972.219.5062	hchica@cityoflewisville.com
Community/Special Events	Falyn Westbrook	972.219.3561	fwestbrook@cityoflewisville.com
Thrive Programs	Katy Wainwright	469.635.5308	kwainwright@cityoflewisville.com
Thrive Fitness	Nelson Musselman	469.635.5309	nmusselman@cityoflewisville.com
LLELA	Tiara Chapman	469.635.5482	tchapman@cityoflewisville.com
Food Trucks IN Parks	Casey Spears	972.219.3500	cspears@cityoflewisville.com

FOLLOW US



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thrive



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@LVThrive



@LLELALewisvilleLake

Partnership Agreement

Partner Information

Company

Contact Name

Address

City, State, Zip

Phone

Email

Social Media

Event Participation

Event Name	Title	Platinum \$1000	Gold \$750	Silver \$500	Bronze \$350	Vendor/Copper \$150*/\$100	In Kind	A la Carte

Please provide a list of items for In Kind donations and date requested for pick up:

Please provide a brief description of all items that will be at your booth (crafts, games, candy, etc.):

Form of Payment

My total cash partnership is for \$ _____

Please Circle: CASH CREDIT CARD CHECK (Please make checks payable to the City of Lewisville)

To make a payment over the phone, call 972.219.3550

Rules and Regulations

- City of Lewisville Parks & Recreation Department (PARD) outdoor events are held regardless of weather conditions.
- Sponsor/Vendor fees shall be paid in advance and are non-refundable. Sponsors/Vendors are accepted on a first come first served basis.
- Sponsors/Vendors are to remain in their booths during event hours, unless otherwise noted.
- Tents, tables and chairs will not be provided, unless otherwise noted. Sponsors/Vendors shall drape and cover all tables and counters.
- Those manning a booth must be over the age of 18 or accompanied by an adult.
- All Sponsors/Vendors must have a tent that is in excellent condition that can be weighted or held down by blocks or weighted buckets.
- “In-ground” stakes, such as straight or hammer-driven WILL NOT be permitted. The City cannot furnish weights to hold down tent.
- Sponsor/Vendor parking is limited to a designated area. A map and complete information will be included in your acceptance packet. Vehicles not in the designated area are subject to being towed at the owner’s expense or ticketed by the Lewisville Police Department. Observe all traffic signs. Those not complying with parking instructions may be asked to leave without a refund of fees paid.
- All sponsor/vendor vehicles must be moved to the designated parking area after loading or unloading prior to start of event.
- Tents must have a fire retardant tag attached or a fire retardant certification from the manufacturer Sponsors/Vendors with tents that are not fire retardant must have a fire extinguisher in their tent at all times. Inspections can be performed by the City of Lewisville with no notice.
- Sponsors/Vendors are responsible for the cleanup of trash inside and around their booth. Trash receptacles will be located throughout the area.
- Deadline for sponsor fee payments vary by event. Event Management will specify date for each event.
- All participating sponsors/vendors shall strictly adhere to hours of operation for move-in and move-out. Event Management reserves the right to change dates, hours or location. Booth placement is at the sole discretion of Event Management.
- Sponsor/Vendor shall conform to all statutes, ordinances, rules, orders, regulations and directions issued by any authorized authority of the federal, state or city government. Including but not limited to, rules and regulations issued by the facility housing the festival.
- Event Management reserves the right to stop or remove from the event any sponsor, vendor or representative, performing any act or practice, which in the opinion of Event Management is objectionable or detracts from the purpose/objective of the festival.
- Event Management reserves the right to decline a sponsor’s or vendor’s application if they deem their product or service not suitable for the event or if there are numerous sponsors and vendors previously confirmed to sell that same product or service.
- If accepted, Sponsors/Vendors will receive an acceptance packet one week prior to the event. The packet will contain parking passes, maps and a general information letter.
- Property brought onto the premises by any vendor is at the vendor's sole risk and shall be removed from the premises during designated move-out times. Event Management shall have the right to remove from the premises any remaining effects left after designated move-out time at sponsor's or vendor's cost, if applicable .
- Sponsors/Vendors retain liability and assume all risks of loss and/or damages on site or in connection with transportation, display, and storage of merchandise at any/all events.
- Painting, mixing of chemicals or possession of explosive materials is not allowed at any time.
- The displaying and/or carrying of firearms are strictly prohibited except for uniformed officers of the local Police Department.

Agreement of Liability Waiver

I hereby release, waive, discharge, covenant not to sue and agree to hold harmless for any and all purpose The City of Lewisville, Texas, its officers, employees, successors, assigns, sponsors and volunteers (collectively "the City") from any and all liabilities, claims, demands, personal injury including death, or property damage that may be sustained by me while participating in PARD Special Events, including injuries or damages sustained as a result of the negligence of the City.

Venue

The Parties agree that if legal action is brought under this contract, exclusive venue shall lie in the Courts of Denton County, Texas, and its terms or provisions, as well as the rights and duties of the Parties hereunder, shall be governed by the laws of the State of Texas.

Contract Agreement

I have read the General Information regarding the Parks & Recreation Department Special Events. By paying the vendor or sponsor fee, I have agreed to the conditions and terms of this contract. I understand payment must be received with a completed agreement. It is understood and agreed by applicant that this entire document constitutes a contract between Sponsor, Vendor and the Event Management only when Event Management confirms this agreement. Confirmations may be mailed, faxed or emailed. Acceptance of money by the Event Manager is not binding, if fee is returned before acceptance and confirmation of this contract.

Verbal agreements or promises made verbally and not specifically stated and confirmed in writing, as part of this contract, shall not be binding. I have read the aforementioned Rules and Regulations and agree to all of the terms and conditions as they are written.

Sign _____ Date _____



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.