



CITY OF
LAWRENCE
**PARKS AND
RECREATION**

SPONSORSHIP GUIDE

Updated 1.21.25

www.cityoflawrence.org



ABOUT US

Nestled in the northeastern corner of Marion County, the City of Lawrence, Indiana, is a vibrant and diverse community that seamlessly blends historical charm with modern living.

Lawrence offers residents and visitors the best of both worlds—a welcoming small-town atmosphere combined with the amenities of a thriving metropolitan area. With a population of approximately 50,000, Lawrence is celebrated for its top-rated schools, scenic parks, and a strong sense of community.

Lawrence is a city that knows how to come together. From family-friendly events like the annual A Lawrence Christmas and Lawrence Winterfest to cultural celebrations such as the Black History Month program and International Festival, there's always something happening to bring neighbors together.

The annual Fort Ben Farmers Market and seasonal Winter Market showcase the city's commitment to supporting local vendors and creating shared experiences for the community.

With its rich military heritage rooted in the history of Fort Benjamin Harrison, Lawrence has evolved into a dynamic city that values innovation and inclusivity.

Its thriving business environment, coupled with a robust calendar of events, ensures there's always something to engage, entertain, and inspire.

Whether you're enjoying a festival, taking a walk through nature, or making new connections, Lawrence is a place where everyone feels at home.





WHAT WE DO

COMMUNITY CELEBRATIONS

Bringing the community together through vibrant events like A Lawrence Christmas, Lawrence Winterfest, Lawrence International Festival, and the Fourth of July Celebration. These events celebrate diversity, foster connections, and create lasting memories for residents and visitors alike.



CULTURAL FESTIVALS

Celebrating the vibrant diversity of our city through events like Black History Month Celebrations and the Lawrence International Food Festival, highlighting art, music, cuisine, and traditions from a variety of cultures.



FAMILY-FRIENDLY ACTIVITIES

Providing opportunities for all ages, including the Fort Ben Farmers Market, Movie Nights at the Plaza, Golden Game Days for seniors, and Kids Zone activities. These events emphasize fun, education, and community engagement.

YOUTH AND RECREATION PROGRAMS

Encouraging creativity and activity with initiatives like the Fort Ben Sprouts Market for young entrepreneurs, seasonal sports, and recreational events for families and children.



COMMUNITY SUSTAINABILITY AND BEAUTIFICATION

Promoting civic pride and environmental stewardship with events like Lawrence Clean-Up Day and the Great Lawrence Clean Up, focusing on enhancing the beauty and sustainability of our city.



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WHY SUPPORT

The City of Lawrence's events are at the heart of our community, bringing residents together to celebrate, connect, and create lasting memories. These events enrich lives, promote cultural awareness, and build a stronger sense of belonging.

With your support, the City of Lawrence can continue hosting impactful and inclusive events that celebrate our community's diversity and vibrancy.

This year, we're proud to offer a dynamic lineup of programs and celebrations, including community celebrations, cultural festivals, family friendly activities, youth programs, as well as, community sustainability and beautification.

By becoming a sponsor, you'll not only contribute to the success of these events but also gain visibility and recognition for your business or organization.

Your support directly impacts the community, helping to create engaging experiences that bring people together and inspire pride in Lawrence.

Join us in making Lawrence an even better place to live, work, and play!





OPPORTUNITIES

- Black History Month Celebration
- Golden Hour Game Days
- Clean Up Day
- Movie Nights
- Senior Prom
- International Festival
- Fort Ben Farmers Market
- Juneteenth Jubilee
- Back to School Backpack Giveaway
- Community Safety Day
- BBQ & Blues
- The Great Lawrence Clean Up
- Halloween Fest
- Fort Ben Winter Market
- Sprouts Markets
- Lawrence Thanksgiving Gathering
- A Lawrence Christmas
- Winterfest





SPONSORSHIP LEVELS

BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL	DIAMOND LEVEL
\$500	\$1500	\$3000	\$6000	\$10,000+ <i>(Max 2 per year)</i>
Logo on Event Website VisitLawrenceIndiana.com	Logo on Event Website VisitLawrenceIndiana.com	Logo on Event Website VisitLawrenceIndiana.com	Logo on Event Website VisitLawrenceIndiana.com	Logo on Event Website VisitLawrenceIndiana.com
On-Stage recognition via announcements during event	On-Stage recognition via announcements during event	On-Stage recognition via announcements during event	On-Stage recognition via announcements during event	On-Stage recognition via announcements during event
	Recognition on City social media platforms	Recognition on City social media platforms	Recognition on City social media platforms	Recognition on City social media platforms
		10x10 Vendor Booth at event <i>(If Applicable)</i>	10x10 Vendor Booth at event <i>(If Applicable)</i>	10x10 Vendor Booth at event <i>(If Applicable)</i>
			1 Minute speaking opportunity at event	1 Minute speaking opportunity at event
			3 dedicated social media posts leading up to/or during an event <i>(Post created by city)</i>	3 dedicated social media posts leading up to/or during an event <i>(Post created by city)</i>
			Recognition in City of Lawrence Newsletters <i>(Latest in Lawrence and The Lawrence Lift)</i>	Recognition in City of Lawrence Newsletters <i>(Latest in Lawrence and The Lawrence Lift)</i>
				Logo on Tour Lawrence Bike Baskets for One Year <i>(5 Bike Total)</i>



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JOIN THESE GREAT SUPPORTERS

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financial center
Your Indiana Credit Union




sam's club

 **UNITED**
Consulting



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BEGIN YOUR SPONSORSHIP!

For all sponsorship inquiries, contact the Events Director:

Name: Jami Weirich

Phone: 463.777.8658

Email: jweirich@cityoflawrence.org

[SPONSORSHIP FORM LINK \(CLICKABLE\)](#)