

Recreation District #1

# Pelican Park



SPONSORSHIP  
OPPORTUNITIES



*Sponsorship program administered by*



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## OUR MISSION

Pelican Park strives daily to make a difference in the lives of children and adults by meeting the recreation, sports, and social needs of more than 75,000 residents in the greater Mandeville area and beyond.



We invite you to take a look through this catalog of unique sponsorship opportunities to decide how your organization can best support Pelican Park and the 75,000-plus Recreation District #1 residents we serve.

Don't see a perfect fit? We can customize a package that suits your needs and helps you reach more than 1 million Pelican Park visitors each year. Email us at [ripplesources1@gmail.com](mailto:ripplesources1@gmail.com) or call 985.778.1797.





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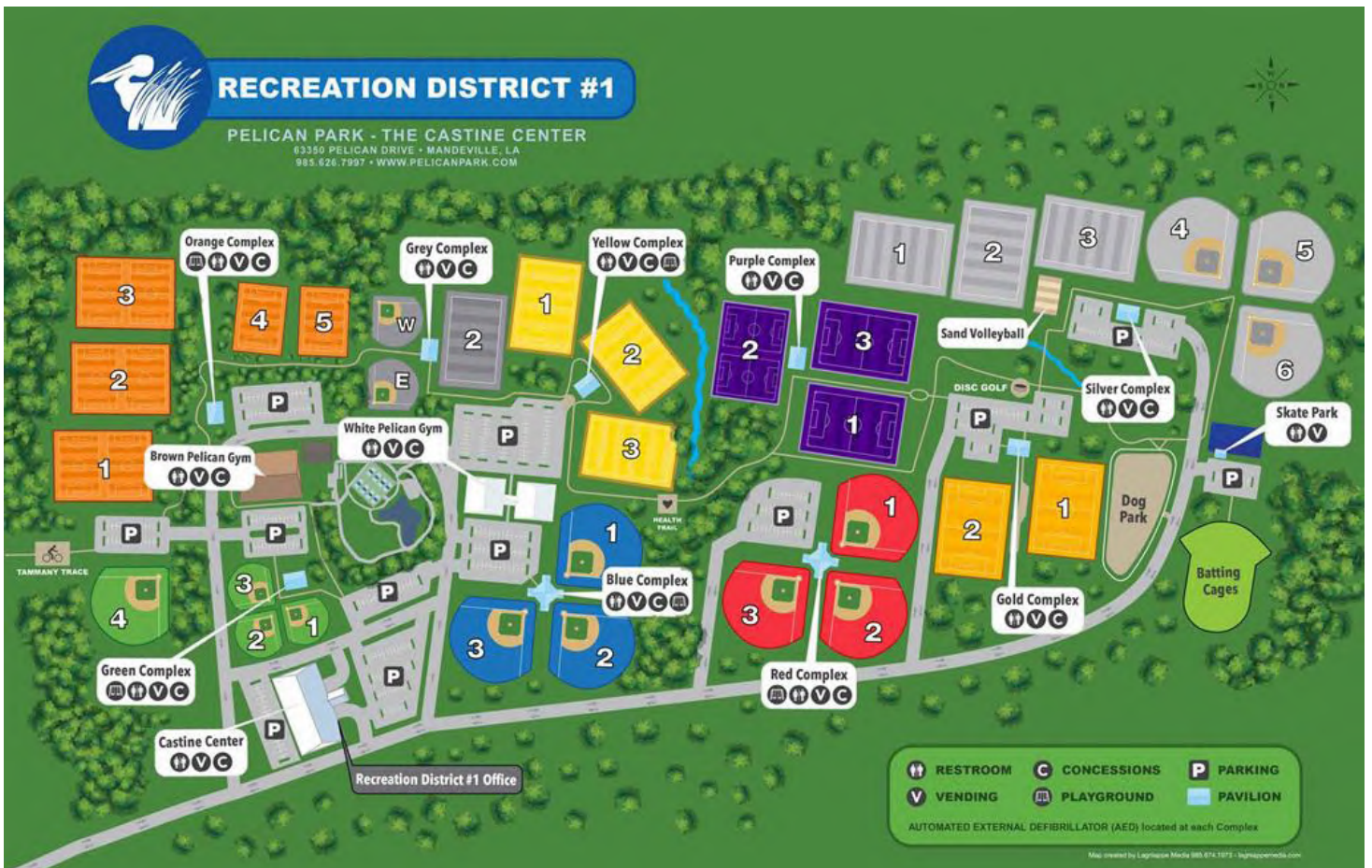
# Pelican Park Sponsorship Opportunities



The Park offers four sponsorship tiers, which are outlined on page 7.

Sponsorships are available for field complexes, gymnasiums, dog parks, and more!

Annual sponsorships start at only \$2,000 per year.



# Why Become a Pelican Park Sponsor?

**First, a little history** The primary – and almost exclusive – funding source for the operation of Recreation District #1/Pelican Park (RD1/PP) is property tax millage. The first property tax millage was overwhelmingly approved by district voters in 1988.

The tax dollars allocated to RD1/PP are limited to use for construction and maintenance of the facilities and operations for the recreation district. Over the last 15 years, the RD1 Board of Commissioners has consistently reduced the millage rate for taxpayers while maintaining the quality of its facilities and programs.

The mission of RD1 has expanded significantly since its inception in 1986. In an effort to offer even more indoor and outdoor recreational activities for all ages, the Board, in 2019, approved a comprehensive sponsorship program that would 1) raise additional funds to invest in RD1/PP and 2) provide significant marketing opportunities for businesses that wish to show their support to RD1/PP, the residents the district serves, and the more than 1 million annual visitors to Pelican Park.

**Where does the sponsorship money go?** The funds raised through the sponsorship program allows RD1/PP to invest in additional activities, programs, events, projects, and facilities that would not be possible through the dedicated tax millage alone. **All sponsorships support the Park's guiding principles, which are to:**

- **serve all community members regardless of age or ability.**
- **provide the best recreational and sports amenities in St. Tammany Parish.**
- **offer open, passive recreation areas for a nearby respite from stressful urban life.**
- **sustain the variety of leisure programs and self-improvement classes offered to the public.**
- **respond to new public recreation demands and trends.**
- **foster awareness and understanding of the importance of environmental conservation.**
- **provide interactive educational opportunities for children and adults through festivals and events.**
- **establish a master plan framework for future programming and facilities.**

**About Pelican Park** Pelican Park serves the residents of Recreation District #1 in St. Tammany Parish and visitors from all over the country. The boundaries of RD1 stretch from Big Branch on the east side to the Tchefuncte River Bridge in Madisonville on the west side, and from the foot of the Lake Pontchartrain Causeway to well north of I-12 toward Three Rivers Road. Currently, there are approximately 75,000 residents within the boundaries of the District.



# Exclusive Naming Rights



There are more than 1 million unique visits to Pelican Park each year. Exclusive naming rights – be it for the Castine Center or one of the Park’s numerous field complexes or other amenities – puts your organization’s name in front of thousands of Park visitors each week. In addition, this opportunity aligns your organization with Pelican Park’s mission – making a difference in the lives of children and adults – thereby showing your commitment to community, healthy lifestyles, and a superior quality of life for residents of the greater Mandeville area.

## EXCLUSIVE NAMING RIGHTS

Naming rights sponsors receive the following for their commitment to Recreation District #1/Pelican Park:

- Name and logo on building/facility entrance signage
- Signage at each complex (where applicable)
- Name on all game schedules (where applicable)
- Name/logo on or near scoreboards (where applicable)
- Website placement
- Press release/social media post announcing sponsorship
- “Thank you” plaque
- Annual Pelican Park update reports

## Tier 1 Opportunities

Castine Center	Contact us for information
Youth League Sponsorship	<b>SOLD THROUGH SEPT. 2027</b>

## Tier 2 Opportunities

Green Complex	<b>SOLD THROUGH MAY 2027</b>
White Pelican Gym	\$9,000 per year
Brown Pelican Gym	\$9,000 per year
Orange Field Complex	\$8,000 per year

## Tier 3 Opportunities

Yellow Complex	\$7,000 per year
Pickleball Courts	<b>SOLD THROUGH FEB. 2028</b>
The Groves Stage	<b>SOLD THROUGH FEB. 2028</b>
Purple Complex	\$6,000 per year
Bark Park and Pretty Acres Dog Parks	\$5,000 per year
Silver Complex	\$5,000 per year
Skate Park & Pump Track	\$5,000 per year

## Tier 4 Opportunities

Red Complex	\$4,000 per year
Blue Complex	\$4,000 per year
Grey Complex	\$4,000 per year
Gold Complex	\$2,000 per year
The Pines Disc Golf Course	\$2,000 per year

# Complex Comparison

Below and on the following pages you'll find a complex comparison graphic and a fact sheet on each of the Pelican Park complexes, respectively. Each fact sheet is designed to give you at-a-glance information including a brief description of the complex, quick facts including amenities, months used, estimated annual impressions, signage included with a sponsorship, and more. Each also includes at least one photo of the complex.



Scan QR code for Pelican Park map

Complex	Annual Impressions	Sponsorship Amount	Usage
Green Complex	25,496	\$10,000/year*	Baseball (Y)
White Gym	112,496	\$9,000/year*	Basketball (Y/A), Volleyball (Y/A), Pickleball, Tournaments
Brown Gym	106,448	\$9,000/year*	Basketball (Y), Volleyball (Y/A), Tournaments
Orange Complex	103,715	\$8,000/year*	Baseball (Y), Softball (Y)
Yellow Complex	80,877	\$7,000/year*	Recreational Soccer (Y)
Pickleball Courts	15,000+	\$7,000/year*	Pickleball Leagues, Tournaments, Free Play
The Groves Stage	12,500	\$6,000/year*	Concerts, other live performances
Purple Complex	80,588	\$6,000/year*	Competitive Soccer (Y)
Dog Parks	36,650	\$5,000/year*	Dog parks at Pelican Park and satellite Hwy. 190 location
Silver Complex	25,809	\$5,000/year*	Rentals (HS/travel teams, various sports); FNA; Tournaments
Skate Park/ Pump Track**	2,656	\$5,000/year*	All-Wheel Recreation Area
Red Complex	29,577	\$4,000/year*	Softball (Y/A), Soccer Tournaments
Blue Complex	28,397	\$4,000/year*	Baseball (Y), Softball (A), Tournaments(Y)
Grey Complex	11,385	\$4,000/year*	Baseball (Y), Soccer Tournaments, Football
Gold Complex	6,645	\$2,000/year*	Football (Y), Soccer (practices), Lacrosse (Y)
The Pines Disc Golf Park	2,080	\$2,000/year*	18-hole Disc Golf Course; rentals; tournaments

## Youth League Sponsorship

- \$40,000/year\*
- Sponsor logo featured on the front left chest of each youth league uniform/t-shirt
- Sponsor logo on approximately 4,400 uniforms/award shirts per year
- Sports include youth basketball, baseball, softball, volleyball, and football. If any new sports are added in the contract period, the sponsor logo will also be included on those uniforms/awards shirts.

\*3-year contract

\*\*Coming soon



# Youth League Sponsorship

The Youth League Sponsorship is perfect for the organization that wants maximum visibility during a three-year commitment. The exclusive Youth League Sponsorship will put your group's name and logo on all youth sports league jerseys for three years, ensuring tens of thousands of Mandeville area residents know you support Pelican Park and its mission.



**\$40,000/year • 3-year commitment**

## YOUTH LEAGUE SPONSORSHIP

Youth League sponsor receives the following for its commitment to Recreation District #1/Pelican Park:

- Company name/logo on youth sports jerseys (basketball, baseball, softball, volleyball, football, and any others added during contract period)
- Website placement
- Name/logo on all youth sports schedules
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports

**SOLD**  
**through September 2027**

# Pelican Park Green Complex



The Pelican Park Green Complex features four diamond fields, used primarily for youth baseball. The Green Complex also boasts a concession stand, playground, restrooms and vending machines.

## Quick Facts

**Sport:** Youth baseball

**Fields:** four diamond

**Amenities:** Concessions, playground, restrooms, vending

**Months used:** April, May, June, August, September, October

**Annual impressions:** 25,496

**Signage:** One two-sided 4'x8' sign at concession stand, one 3'x5' double-sided sign at Green 4 entrance, one 3'x5' double-sided sign from north side parking lot.



**SOLD**  
through May 2027

**Sponsorship: \$10,000/year; 3-year contract**

The Pelican Park Green Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign, two 3'x5' double-sided signs
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park White Gym



The Pelican Park White Gym features four courts, used primarily for youth basketball and volleyball. The White Gym also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Youth basketball and volleyball, adult basketball and volleyball, pickleball, tournaments (4 per year)

**Courts:** four

**Amenities:** Concessions, restrooms, vending

**Months used:** All

**Annual impressions:** 112,496

**Signage:** Two double-sided 4'x8' signs, one at each gym entrance.



## Sponsorship: \$9,000/year; 3-year contract

The Pelican Park White Gym sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on two 4'x8, double-sided signs, one at each entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- “Thank you” plaque
- Annual Pelican Park update reports



# Pelican Park Brown Complex

The Pelican Park Brown Gym features three courts, used primarily for youth basketball and volleyball. The Brown Gym also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Youth basketball and volleyball, adult volleyball, tournaments (4 per year)

**Courts:** three

**Amenities:** Concessions, restrooms, vending

**Months used:** All but May

**Annual impressions:** 106,448

**Signage:** One double-sided 4'x8' sign at gym entrance



## Sponsorship: \$9,000/year; 3-year contract

The Pelican Park Brown Gym sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one double-sided 4'x8' sign at gym entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Orange Complex

The Pelican Park Orange Complex features five rectangular fields, used primarily for youth soccer, baseball, and softball. The Orange Complex also boasts a concession stand, playground, restrooms and vending machines.

## Quick Facts

**Sports:** Youth soccer, baseball, softball

**Fields:** five rectangle

**Amenities:** Concessions, playground, restrooms, vending

**Months used:** February, March, April, May, June, August, September, October

**Annual impressions:** 103,715

**Signage:** One two-sided 4'x8' sign



## Sponsorship: \$8,000/year; 3-year contract

The Pelican Park Orange Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Orange Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Yellow Complex



The Pelican Park Yellow Complex features three fields, used primarily for youth soccer. The Yellow Complex also boasts a concession stand, playground, restrooms and vending machines.

## Quick Facts

**Sport:** Youth soccer (boys and girls ages 5-6 recreation; boys and girls ages 10-14 competitive; boys and girls ages 12-19 recreation)

**Fields:** three rectangle

**Amenities:** Concessions, playground, restrooms, vending

**Months used:** February, March, April, August, September, October

**Annual impressions:** 80,880

**Signage:** One, two-sided 4'x8' sign



## Sponsorship: \$7,000/year; 3-year contract

The Pelican Park Yellow Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Yellow Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Pickleball at The Groves

Pickleball at The Groves at Pelican Park is quickly becoming the most used recreation area for all ages at the Park. Featuring eight outdoor lighted pickleball courts (four additional courts coming in late 2024!), the courts are home to leagues, tournaments, and free play. The area is adjacent to outdoor fitness equipment, a boardwalk for walking and running, a pond, green space, and a family fun game area. This newest addition to the Park was completed in 2019.

## Quick Facts

**Amenities:** 8 pickleball courts adjacent to fitness equipment, boardwalk, pond, game area

**Months used:** Open year-round during regular park hours

**Annual impressions:** 12,500 (numbers growing significantly as pickleball gains popularity and tournaments and league play are added)

**Signage:** One double-sided 4'x8' sign



## Sponsorship \$1,500/year; 3-year contract

The Pickleball at The Groves at Pelican Park sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at the main pickleball entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Purple Complex



The Pelican Park Purple Complex features three rectangular fields, used primarily for youth soccer. The Purple Complex also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Youth competitive soccer

**Fields:** three rectangle

**Amenities:** Concessions, restrooms, vending

**Months used:** February, March, April, August, September, October

**Annual impressions: 80,588**

**Signage:** Two two-sided 4'x8' signs, (separate entrances)



## Sponsorship: \$6,000/year; 3-year contract

The Pelican Park Purple Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on two 4'x8', double-sided signs at Purple Complex entrances
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports





# Pelican Park

# The Groves Stage

The Groves Stage at Pelican Park will soon occupy a portion of the open lawn at The Groves recreational area. This beautiful stage and surrounding space will be the centerpiece for community concerts, festivals, and other events. It will be located adjacent to the Park's pickleball courts, outdoor fitness equipment,

## Quick Facts

**Amenities:** New home for concerts and performances at The Groves. Adjacent amenities include pickleball courts, outdoor fitness equipment, boardwalk, pond, and family fun game area

**Months used:** Will be used year-round for concerts, festivals, and other special events

**Annual impressions:** 12,500 (estimated for year-one)

**Signage:** One double-sided 4'x8' sign near entrance to the stage



**SOLD**  
**through February 2028**

**Sponsorship: \$6,000/year; 3-year contract**

The Groves Stage at Pelican Park sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign near stage entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports

# Pelican Park Dog Parks



Pelican Park boasts two dog parks dedicated to its patrons and their four-legged friends! The largest is the four-acre Bark Park located within Pelican Park. A satellite park, the one-acre Pretty Acres Dog Park, is located in Covington.

The Bark Park features separate fenced areas for large and small dogs, and boasts amenities such as benches, water fountains, gazebos, pools, dog-wash stations, and nighttime lighting.

Pretty Acres features a brand new gazebo and three new live oaks, thanks to a generous donor.

## Quick Facts - Bark Park

- Large and small dog areas
- Amenities include benches, water fountains, gazebos, pools, nighttime lighting, dog-wash stations

**Annual impressions: 33,000**

**Signage:** One, two-sided 4'x8' sign at entrance to the Bark Park; 4'x8' sign at Pretty Acres.



## Sponsorship: \$5,000/year; 3-year contract

The Pelican Park Bark Park sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Bark Park entrance; 4'x8' sign at Pretty Acres.
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Silver Complex

The Pelican Park Silver Complex features six fields used for a variety of sports, primarily outside groups (such as high school teams; travel lacrosse, baseball, and soccer teams; and FNA football) that rent the facilities. The Silver Complex also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Primarily outside rental groups, such as high school teams and travel lacrosse, baseball, and soccer teams. Park adult kickball league also plays here.

**Fields:** three diamond, three rectangular

**Amenities:** Concessions, restrooms, vending

**Months used:** All

**Annual impressions:** 25,809

**Signage:** One, two-sided 4'x8' sign



## Sponsorship: \$5,000/year; 3-year contract

The Pelican Park Silver Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Silver Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Pelican's Nest Skate Park and Pump Track



The Pelican Park Pelican's Nest Skate Park is undergoing a major expansion that will include a new pump track. The new 28,000-square-foot facility promises to be a regional attraction for riders (skateboards, bikes, scooters) of all ages and skill levels, with completion slated for late 2024. It will be the second largest skate park and pump track in the state and will feature cutting edge technology and a design that will accommodate more than 100 users at any given time. The Pelican's Nest also features lights for night riding, restrooms and vending machines.



Rendering of update and expansion

## Sponsorship: \$5,000/year; 3-year contract

The Pelican Park Pelican's Nest Skate Park sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 3'x5', double-sided sign
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



Current facility

# Pelican Park

# Red Complex

The Pelican Park Red Complex features three fields, used primarily for youth and adult softball. The Red Complex also boasts a concession stand, playground, restrooms and vending machines.

## Quick Facts

**Sport:** Youth softball (girls ages 7-15); adult softball; youth outside soccer tournament (one in October; 474 players)

**Fields:** three diamond

**Amenities:** Concessions, playground, restrooms, vending

**Months used:** April, May, June, October

**Annual impressions:** 29,580

**Signage:** One, two-sided 4'x8' sign



## Sponsorship: \$4,000/year; 3-year contract

The Pelican Park Red Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Red Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Blue Complex

The Pelican Park Blue Complex features three fields, used primarily for youth baseball. The Blue Complex also boasts a concession stand, playground, restrooms and vending machines.

## Quick Facts

**Sports:** Youth baseball (boys ages 10-12); adult softball; youth outside baseball tournaments (two per year; 25 teams per tournament)

**Fields:** three diamond

**Amenities:** Concessions, playground, restrooms, vending

**Months used:** April, May, June, September, October, November

**Annual impressions:** 28,397

**Signage:** One, two-sided 4'x8' sign



## Sponsorship: \$4,000/year; 3-year contract

The Pelican Park Blue Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Blue Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Semi-annual Pelican Park update reports



# Pelican Park Grey Complex



The Pelican Park Grey Complex features three fields, used primarily for youth baseball. The Grey Complex also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Youth baseball (boys ages 9-10 recreational); youth soccer, and youth football

**Fields:** two diamond, one rectangle

**Amenities:** Concessions, restrooms, vending

**Months used:** January, February, March, April, May, June, August, September, October

**Annual impressions:** 11,385

**Signage:** One two-sided 4'x8' sign, one two-sided 3'x5' sign (separate entrances)



## Sponsorship: \$4,000/year; 3-year contract

The Pelican Park Grey Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign and one 3'x5' double-sided sign at Grey Complex entrances
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



# Pelican Park Gold Complex

The Pelican Park Gold Complex features two fields, which are used primarily for football, soccer, and lacrosse. The Gold Complex also boasts a concession stand, restrooms and vending machines.

## Quick Facts

**Sports:** Youth football (ages 5-12); youth soccer, youth lacrosse

**Fields:** two rectangle

**Amenities:** Concessions, restrooms, vending

**Months used:** February, March, April, September, October

**Annual impressions:** 6,645

**Signage:** One, two-sided 4'x8' sign



## Sponsorship: \$2,000/year; 3-year contract

The Pelican Park Gold Complex sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on one 4'x8', double-sided sign at Gold Complex entrance
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports





# Pelican Park The Pines Disc Golf Course



The Pelican Park Pines Disc Golf Course is an 18-hole disc golf course situated on the north end of Pelican Park. The Pines Disc Golf Course is open on a first-come, first-serve basis except when rented for tournaments.



## Sponsorship: \$2,000/year; 3-year contract

The Pelican Park Pines Disc Golf Course sponsor receives the following for their commitment to Recreation District #1/Pelican Park:

- Name and/or logo on three 3'x5' double-sided signs placed throughout the course
- Name and/or logo on Pelican Park website sponsor page
- Press release/social media post announcing sponsorship
- "Thank you" plaque
- Annual Pelican Park update reports



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*For more information or to become a partner in  
Recreation District #1/Pelican Park's ongoing efforts to  
make a difference in the lives of children and adults, contact us today!*



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