



CITY OF MOORPARK

PARKS, RECREATION & COMMUNITY SERVICES DEPT. | 323 Science Drive, Moorpark, CA 93021
Main City Phone Number (805) 517-6200 | Fax (805) 532-2550 | moorpark@moorparkca.gov

12/30/25

Dear Community Partner,

The City of Moorpark's Recreation Division hosts a wide variety of community events each year. Our events contribute to Moorpark's unique character and help make it an amazing place to live by bringing the community together, providing recreational and cultural experiences for residents, and even supporting the local business community. In order to offer these events to the public at low or no cost, we depend on charitable contributions from event sponsors.

In addition to contributing to the good of the community, event sponsors receive many benefits. Sponsoring our events offers marketing opportunities in our quarterly recreation guide, and recognition of your company as an event sponsor on event promotional materials distributed via email, the City's website, and on our social media pages. Signage and face-to-face marketing opportunities at events are also available to sponsors. Additionally, charitable contributions to governmental units are tax-deductible under section 170(c)(1) of the Internal Revenue Code if made for a public purpose.

Through collaboration, our goal is to enhance and expand community events, while also highlighting the businesses and organizations committed to serving our Moorpark community. Thank you for taking the time to review the attached Annual Event Sponsor packet. We hope you decide to join us as a 2026 Annual Event Sponsor. If you have any questions on the Annual Event Sponsor program, please feel free to reach out.

Sincerely,

Stephanie Anderson
City of Moorpark, Recreation Services Manager
(805) 517-6302 | SAnderson@moorparkca.gov

Annual Event Sponsor Program

Event Sponsors Make a Difference!

We can't do it without you! Annual Event Sponsors allow us to bring a variety of fun community and special events to Moorpark at little or no cost to our residents. In addition to the happiness sponsors bring to our community as event partners, event sponsors receive great benefits such as:

- Complimentary advertisement space in Moorpark Recreation (seasonal Recreation Guide & City Newsletter) - mailed out to over 13,000 homes!
- Banner placement at select City events and onsite marketing opportunities at select events.
- Sponsor recognition on event marketing materials and onsite during events.
- PLUS: Charitable contributions to governmental units for a public purpose are tax-deductible under section 170(c)(1) of the Internal Revenue Code

To become an Annual Event Sponsor, simply complete and submit the attached Annual Sponsor Agreement with payment. 2026 Sponsorships should be submitted by January 9, 2026.

We appreciate your support of the Moorpark community!

SPONSORSHIP ELIGIBILITY AND RESTRICTIONS

Sponsor logo(s), banner(s), brochure advertisement(s), booth(s), and other promotional items (collectively "Marketing Materials") used in relation to this sponsorship shall include only the Sponsor as identified on the Annual Sponsorship Agreement. Marketing Materials may not contain profane or obscene images or language, political campaign images or language, or any image or language in violation of local, state, or Federal law. Logo(s) must be a minimum of 300 dpi with a transparent background and submitted in PNG, JPEG, or PDF format. Brochure advertisements must be submitted in compliance with the requirements as listed on the current Brochure Advertisement application.

The following are not eligible for the Annual Sponsorship Program:

- Political campaigns or organizations.
- Marijuana, drug paraphernalia, and related businesses.
- Pornography and sexually oriented businesses.
- Payday loan, check cashing, and bail bond services.
- Tobacco and firearms businesses, except where the aforementioned are incidental to the business and constitute less than 10% of the business' gross sales.



Annual Sponsorship Levels & Benefits

Platinum: \$10,000 (1 space available)

- Recognition as a Platinum Level Sponsor and top level logo inclusion in event marketing materials
- Prime banner placement at events (Banner to be provided by Sponsor, artwork must be approved by City. Maximum size 10'W x 3'H)
- Sponsor recognition announcements at events
- Onsite Marketing Opportunities with Activity & Outreach Booth Space at up to 4 events (Includes booth space only. Vendor booth option not available at all events.)
- (4) full-page, full color, inside-page advertisements in Moorpark Recreation*
- Still advertisement at Movies in the Park events (Content to be provided by Sponsor and must be approved by City.)
- Complimentary passes to the Fireworks Extravaganza, Breakfast with Santa, and Summer Camp Out.

Gold: \$5,500 (2 spaces available)

- Recognition as a Gold Level Sponsor and second level logo inclusion in event marketing materials
- Prime banner placement at events (Banner to be provided by Sponsor, artwork must be approved by City. Maximum size 10'W x 3'H)
- Sponsor recognition announcements at events
- Onsite Marketing Opportunities with Activity & Outreach Booth Space at up to 3 events (Includes booth space only. Vendor booth option not available at all events.)
- (2) full-page or (4) half-page, full color, inside-page advertisements in Moorpark Recreation*
- Still advertisement at Movies in the Park events (Content to be provided by Sponsor and must be approved by City.)
- Complimentary passes to the Fireworks Extravaganza, Breakfast with Santa, and Summer Camp Out.

Silver: \$3,500 (4 spaces available)

- Recognition as a Silver Level Sponsor and logo inclusion in event marketing materials
- Banner placement at events (Banner to be provided by Sponsor, artwork must be approved by City. Maximum dimension 6'W x 3'H)
- Sponsor recognition announcements at events
- Onsite Marketing Opportunities with Activity & Outreach Booth Space at 1 event (Includes booth space only. Vendor booth option not available at all events.)
- (2) half-page or (4) quarter-page, full color, inside-page advertisements in Moorpark Recreation*
- Still advertisement at Movies in the Park events (Content to be provided by Sponsor and must be approved by City.)
- Complimentary passes to the Fireworks Extravaganza.

Bronze: \$2,000 (8 spaces available)

- Recognition as a Bronze Level Sponsor and logo inclusion in event marketing materials
- Banner placement at events (Banner to be provided by Sponsor, artwork must be approved by City. Maximum dimension 4W x 2H.)
- Sponsor recognition announcements at events
- (2) quarter-page or (4) business card, full color, inside-page advertisements in Moorpark Recreation*
- Still advertisement at Movies in the Park events (Content to be provided by Sponsor and must be approved by City.)

In-Kind Sponsorships also available.

*Moorpark Recreation, our recreation guide, is mailed quarterly with an approximate distribution of 13,000 per season. Advertisement value may be credited towards the purchase of other ad sizes. Applies to Spring, Summer, Fall, & Winter editions during the sponsorship year.

Annual Sponsorship Agreement 2026

Organization Name (Sponsor):		
Contact Name & Title:		
Address	City	Zip
Email Address	Primary Phone	Secondary Phone
	()	()
Sponsorship Level (Check One)		
<input type="checkbox"/> Platinum (\$10,000) <input type="checkbox"/> Gold (\$5,500) <input type="checkbox"/> Silver (\$3,500) <input type="checkbox"/> Bronze (\$2,000) <input type="checkbox"/> In-Kind (In-Kind form required)		
Make checks payable to "City of Moorpark". Checks can be delivered or mailed to: Arroyo Vista Recreation Center, 4550 Tierra Rejada Road, Moorpark CA 93021. To pay by credit card, call us at (805) 517-6300.		

The City shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless Sponsor and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising from participation in City events, except damages from which the Sponsor is obligated to hold harmless, indemnify, and defend City and its employees, officials, contractors, volunteers, and agents pursuant to the next paragraph.

The Sponsor shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless the City, and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising in whole or in part from participation in City events.

The parties to this agreement understand that this agreement is not intended to release any party from any act or omission of willful misconduct or "gross negligence," as that term is used in applicable case law and/or statutory provision.

For onsite participation at City events, sponsors may be required to provide proof of liability insurance, acceptable to the City, and include the City as an additional insured. All event sponsor's activities and giveaways must be pre-approved by the City in writing. Additional documentation and payments may be required, such as a signed service agreement or Ventura County Environmental Health Fee, for participation in certain events.

The City will provide each sponsor with a contribution receipt upon payment. A summary of benefits provided will be sent to each sponsor by January 31 after the sponsorship year. The City's tax ID number is 95-3860962. Please consult your tax preparer to determine the portion of your contribution that is tax deductible.

SPONSOR SIGNATURE	PRINT NAME	DATE

STAFF REVIEW

REVIEWED BY	SIGNATURE	DATE

For questions or additional information, please call Stephanie Anderson at (805) 517-6302.

Thank you for your support of our community events!

In-Kind Sponsor Form 2026

Item(s) or service(s) to be donated

Describe item or service	Quantity	Fair Market Value
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
Total Fair Market Value		\$

CITY REPRESENTATIVE TO COMPLETE:

In-Kind Sponsorship Approved: Yes No

If approved:

Sponsorship Level & Benefits: Platinum Gold Silver Bronze

Insurance required: No Yes (If yes, attach insurance documents)

Deposit required: No Yes (amount: \$ _____)

IN-KIND SPONSOR AGREEMENT (completed *after* City approval):

Sponsor agrees to provide the above listed items/services:

on or before ____/____/____ OR according to the attached schedule

Sponsor acknowledges and agrees that sponsor benefits will be provided at the level noted above, and that benefits will cease if services/items are not provided as scheduled.

Unless otherwise noted below, items/services are to be delivered to/performed at the Arroyo Vista Recreation Center & Park, or another specified event site.

Special arrangements and details:

SPONSOR SIGNATURE

PRINT NAME

DATE

--	--	--

STAFF APPROVAL

APPROVED BY

SIGNATURE

DATE

--	--	--