

SPONSORSHIP OPPORTUNITIES

PLAY CHEROKEE



Cherokee
County
1831
GEORGIA



playcherokee.org

JOIN US!

Cherokee Recreation & Parks (CRPA) is the leading provider of public parks and recreation in Cherokee County, serving more than 3.3 million visitors annually across **25 parks, 15 facilities, and 3,563 acres**. Our mission is **MAKING LIFE BETTER** by cultivating active communities through recreation while preserving our parks and facilities.

From premier recreation centers, athletic complexes, and aquatics facilities to trails, playgrounds, and community parks, CRPA offers year-round opportunities for residents of all ages to play, connect, and thrive. Each year, we provide athletics, aquatics, instructional programs, therapeutic recreation, and special events that bring the community together. In 2026, CRPA will host **27 signature events**, including the Georgia Outdoor Festival & Expo, Touch-A-Truck, Great Pumpkin Fest, Tuesdays in the Park, Live Like Laken 5K, Guns n' Hoses 5K, Eggs-traordinary Extravaganza, Swim with the Grinch, and more.

Partner with Cherokee Recreation & Parks to connect your organization with thousands of residents where they live, work, and play.

Community Impact

- ✓ 6,000+ youth athletes
- ✓ 77,000+ event attendees
- ✓ 3.3 million park visits
- ✓ 45+ miles of trails
- ✓ 14,000+ quarterly Play Cherokee magazine reach
- ✓ 17 playgrounds
- ✓ Therapeutic Recreation programs serving individuals with disabilities
- ✓ Free community events
- ✓ Outdoor wellness opportunities for every age



SPONSORSHIP BENEFITS

Our family-friendly events bring thousands of residents together throughout the year. Support a single event or become a year-round partner!

Gold Sponsor – \$1,000

- Logo on event marketing & promotional press releases
- Dedicated social media post
- Event recognition & PA announcements
- 10×10 Booth space at event
- Two complimentary event entries (if applicable)
- Banner placement in the park during the month of the event
- Logo and link on website for one year
- Access to Facebook event page

Silver Sponsor – \$500

- Logo on all event marketing materials
- Dedicated social media post
- Event-day recognition and PA shout-outs
- 10×10 Booth space at event
- Logo and link on website for one year
- Access to Facebook event page

Bronze Sponsor – \$250

- Event-day recognition and PA shout-outs
- 10×10 Booth space at event
- Logo and link on website for one month
- Access to Facebook event page



Picture from Touch-A-Truck

****All booths require bringing your own supplies such as tables, chairs or tent per event.**

VENDOR INFORMATION

ONLY \$75 PER EVENT

Connect with
Thousands of
Local Families

Our signature events attract thousands of residents from Cherokee County and surrounding communities. Vendor booths are a great way to showcase your business, generate leads, sell products, and build lasting relationships with the community.

Benefits:

- 10' x 10' vendor space
- Logo listed on event website
- Opportunity to engage directly with attendees
- Vendors provide their own tent, tables, and chairs

Vendor supplies tent, tables, chairs, and display materials.

"Touch-A-Truck was one of our best community events. We met hundreds of local families and will definitely be back."

— Local Vendor

Why Become a Vendor?

- ★ Build brand recognition
- ★ Sell products on-site
- ★ Grow your email list
- ★ Support your local community



2026 UPCOMING EVENTS

5,000–10,000+ ATTENDEES

Tuesday, August 25

Tuesday at the Waterpark

Cherokee County Aquatic Center | Canton



Saturday, September 12

Touch-A-Truck

Cherokee Veterans Park | Canton



Sunday, September 27

Paws in the Pool

Cherokee County Aquatic Center | Canton



Tuesday, September 29

Skate Night Party

The WREC | Woodstock



Saturday, October 10

The Great Pumpkin Fest

Cherokee Veterans Park | Canton



Saturday, October 24

Live Like Laken 5K

Hobgood Park | Woodstock



Saturday, December 5

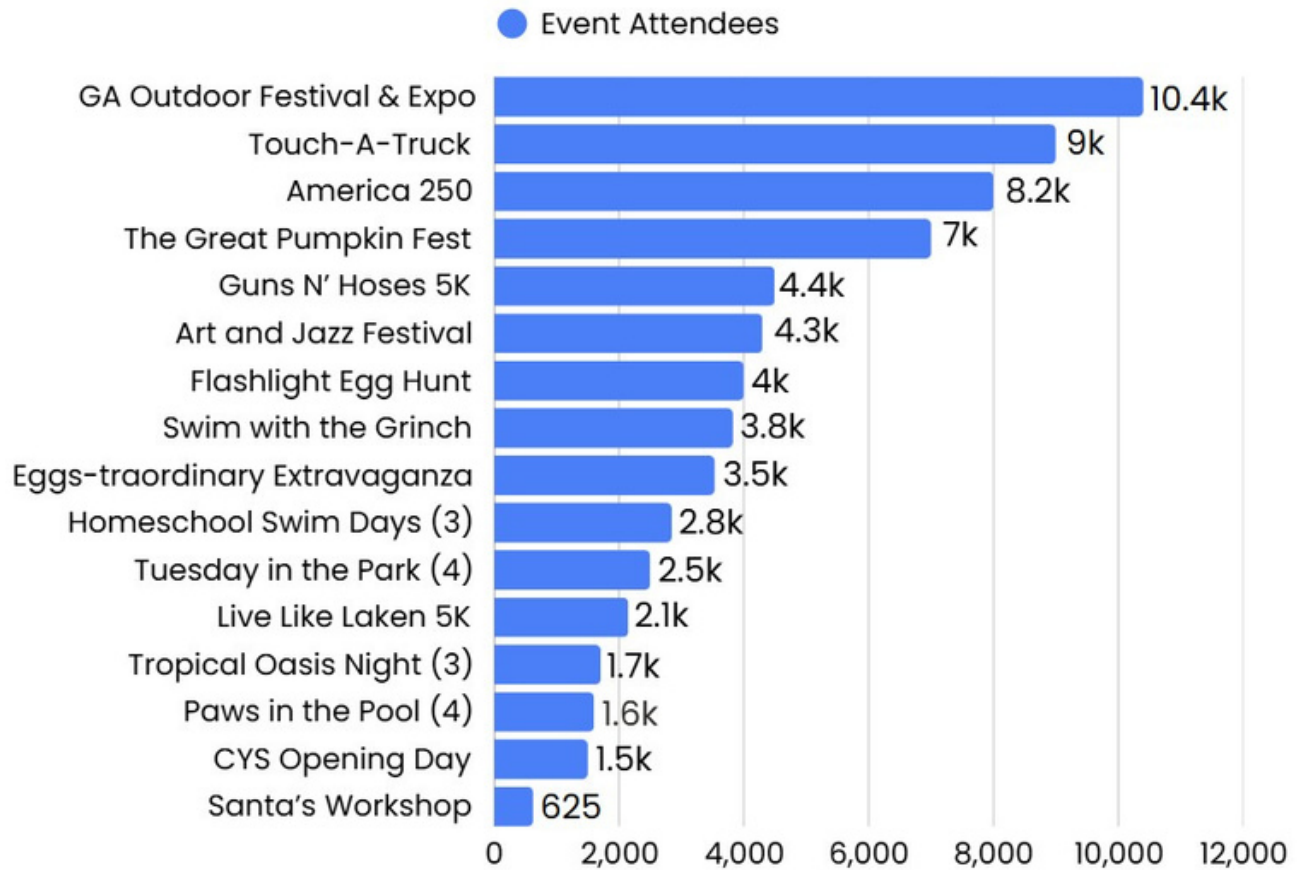
Swim with the Grinch

Cherokee County Aquatic Center | Canton



● Vendors ● Sponsor ● BSP Vendor

2025-2026 VISITORS TO OUR SPECIAL EVENTS



Total Number of Attendees: 77.3k | Number of Events: 27

Numbers in parentheses indicate the number of events held.

Visitation data is based on analytics provided by Placer.ai.

**WE OFFER
COUNTLESS
PROGRAMS**

**40
PARKS &
FACILITIES**

**27
EVENTS
& MORE**

**3,563.6
TOTAL
PARK
ACRES**

**OVER 45
CAMPS
OFFERED
IN A YEAR**

SUMMER CAMP SPONSORSHIPS

Sponsor Adventures Express or Therapeutic Recreation Camps and support hands-on learning, play, and creativity.

Camp Supporter – \$500+

- Recognition on summer camp materials
- Opportunity to provide branded giveaways
- Thank-you shoutout in summer camp recap content
- Logo on camp signage or welcome boards





ADULT ATHLETICS SPONSORSHIPS

Put your business in front of local athletes, families, and fans while supporting adult recreation in Cherokee County!

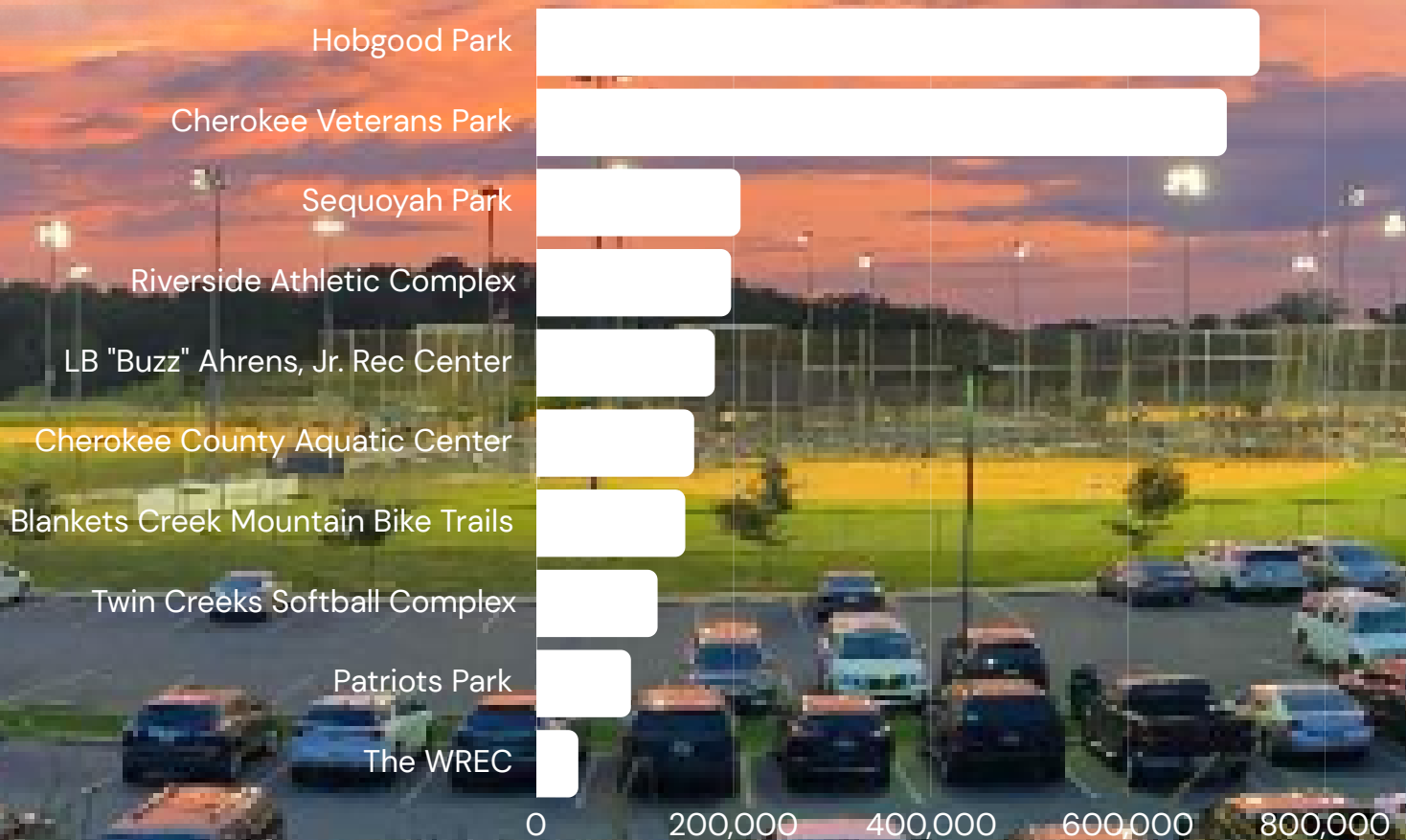
Championship Sponsor – \$500+

- Logo featured on championship shirts
- Visibility with local athletes and fans
- Promotional booth at designated games



TOP 10 MOST VISITED PARKS & FACILITIES

Cherokee Recreation and Parks welcome thousands of visitors each year across our park system, offering a wide range of amenities and experiences for all ages.



Visitation data is based on analytics provided by
Placer.ai.

SPORTS ADVERTISING



REACH THOUSANDS OF ATHLETES, FAMILIES & FANS ALL YEAR

Advertise at Cherokee Recreation & Parks facilities and get your message in front of thousands of local families and visitors throughout the year. **One-year advertising commitment**



3.3M+
ANNUAL
VISITORS



40+
TOURNAMENTS
EACH YEAR



27
COMMUNITY
EVENTS



40
PARKS &
FACILITIES

ADVERTISING OPTIONS



SMALL SCOREBOARD SIGN

35" x 35"

STARTING AT

\$110 /MONTH

**\$2,320 yr. cost

+ One-Time Fabrication &
Installation Fee: \$1,000

Available at multiple parks and
fields



LARGE SCOREBOARD SIGN

94" x 95"

STARTING AT

\$125 /MONTH

**\$2,500 yr. cost

+ One-Time Fabrication &
Installation Fee: \$1,000

Hobgood Park & Twin Creeks



AQUATIC CENTER BANNER

96" x 60"

STARTING AT

\$125 /MONTH

**\$2,500 yr. cost

+ One-Time Fabrication &
Installation Fee: \$1,000

Cherokee County Aquatic Center



OUTDOOR BANNER

3 ft. x 5 ft.

STARTING AT

\$80 /MONTH

**\$1,210 yr. cost

+ One-Time Fabrication &
Installation Fee: \$250

Barrett Park, Hobgood Park,
Cherokee Veterans Park &
Cherokee County Aquatic Center

WHY ADVERTISE WITH US?



Reach thousands of athletes,
families & spectators



High visibility during league play
& tournaments



Year-round exposure across
multiple facilities



Support local recreation &
connect with your community

Advertisers must
provide print-ready
artwork.

Cherokee Recreation
& Parks does not
provide graphic
design services.

AVAILABLE LOCATIONS

ATHLETIC COMPLEXES

- Cherokee Veterans Parks
- Hobgood Park
- Twin Creeks Softball Complex
- Riverside Athletic Complex
- Kenney Askew Park
- Patriots Park
- Waleska Park
- Weatherby Park
- Barnett Park

OTHER LOCATIONS

- Cherokee County Aquatic Center



LET'S PARTNER!

Contact us to reserve your space today.



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Parks Division Director

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playcherokee.org





Sponsorship Contact

Jessica Hallman

Marketing & Community Outreach Coordinator

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770-924-7768



Logo/Advertisements:

All sponsorships will need a .png or .jpeg file of your business logo to be added to our website.

Hi-res logos are used on our 5k race t-shirts for Guns and Hoses 5k race in February and the Live Like Laken 5k race in October.