



SUFFOLK
PARKS & RECREATION



2019

SPONSORSHIP

Catalog



SUFFOLK

PARKS & RECREATION

MISSION STATEMENT

To be the national leader connecting people through play

VISION STATEMENT

To create memorable experiences through a cultural
of fun and customer service excellence.

VALUES

Community: To fulfill the National Recreation and Parks Association's
Three Pillars:

Health & Wellness

Conservation

Social Equity

Department: Innovation, Financial Sustainability and Customer Service
Excellence

Contact Us

Administrative Office

134 S. 6th Street

Suffolk, Virginia 23434

Admin Office; 757.514.7250

Suffolk Parks and Recreation

A CAPRA Accredited Agency



www.suffolkva.us/parks

DEPARTMENT AWARDS & SUCCESS

2008 – Best New Special Event Award

2008 – Best Promotional Effort—Circular/Flyer

**2010 – East Suffolk Recreation Center -Virginia Recreation & Park Society
“Best New Renovation” Population 50,000 – 100,000**

2014-15 Partner in Education with Suffolk Public Schools

2014 – Excellence in Youth Sports Award

**2015 – National Volunteer Coach of the Year – Suffolk Parks & Recreation-
National Alliance for Youth Sports**

**2015 – Whaleyville Community Center—Virginia Recreation & Park Society
“Best New Facility” Population 50,001-100,000**

**2016 – Suffolk Seaboard Coastline Trail – Project of the Year
“Honorable Mention” American Public Works Association
Mid Atlantic Chapter**

2016 – Community Champion – American Diabetes Association – Tour De Cure

2017 – Proud Member of the Hampton Roads Chamber of Commerce

2017 – Governor’s Environmental Award

Received the national CAPRA Accreditation in September 2017

OVERVIEW

Suffolk, an expansive 430 square miles of pristine wilderness, sparkling waterways, and old-fashioned charm, is a city on the move. Change is constant, controlled, and exciting... It's a good time to be in Suffolk!

PURPOSE

The purpose of the Department of Parks and Recreation is to provide the resources and opportunities for leisure activities for the citizens of Suffolk. The Department has four divisions: Administration, Support Services, Recreation Services and Parks, Gateways and Facilities Maintenance.

ADMINISTRATION—This division provides long range planning, policy development and implementation, research and personnel development. This department also oversees all capital projects at all regional parks and recreation facilities, which include community and neighborhood parks. It is also responsible for the supervision and management of all departmental divisions and serves as liaison to the City Manager's office and the public.

THE OFFICE ON YOUTH

The Office on Youth fosters the passion and dreams of Suffolk youth by promoting a quality and accessible system to address the needs of youth and families of the City of Suffolk. We work to achieve healthy, safe and nurturing communities through collaborative partnerships, education, advocacy, public policy, and the maximization of community initiatives and resources. The overall mission of the Office on Youth is to be a key leader of positive change for Suffolk's youth by promoting a safe educational and cultural environment for youth to build lasting, nurturing relationships while developing competence, confidence, and character in young adults.

THE SUPPORT SERVICES DIVISION-The Support Services Division is responsible for revenue development, fiscal management and special events. They develop and implement a comprehensive marketing plan for all of the department's programs, special events, classes, activities and facilities. This division also publishes the tri-annual "Don't Hesitate... Recreate!" leisure guide.

THE RECREATION SERVICES DIVISION- The Recreation Division plans and implements recreational and leisure programs for all ages, including: athletics, leagues, tournaments and municipal pool operations. Since 1974, this division has sponsored programs for senior citizens and has operated the Senior Service Center in downtown since 1979. It has managed the Suffolk Art Gallery for over 16 years, bringing Suffolk citizens exhibits, visual art classes and performing artists. The division's summer enrichment program, after school programs and outdoor camps serve children ages 6-15 throughout Suffolk.

THE PARKS, GATEWAYS, & FACILITIES MAINTENANCE DIVISION

This division is responsible for the maintenance and operation of 21 community parks, four regional parks, recreation and rental facilities and maintenance of the City's gateway corridors. This includes preparing ball fields, maintaining grounds, grass mowing, building maintenance, and custodial services.

MARKETING, ADVERTISING & PRESS

- ◆ Television Commercials on WVEC 13
- ◆ The Suffolk News Herald
- ◆ The Virginian Pilot
- ◆ Outdoor Banners in our Parks
- ◆ Outdoor Banners on City Owned Properties
- ◆ Radio Commercials with Sinclair, Max Media, WLQM Radio
- ◆ Target E-mailing Campaigns
- ◆ Facebook
- ◆ Twitter
- ◆ Snapchat
- ◆ Instagram
- ◆ Recreation Connection—5,000 copies quarterly



Venues

Bennett's Creek Park Park Road

3000 Bennett's Creek

Bennett's Creek Park has a stage situated in the middle of the 50-acre park. This park provides excellent space for parking and playing. There are picnic shelters, a playground, skating park, fishing pier and boat launch. Our attendees always enjoy a night of music and fun or a day of delightful play at our beautiful Bennett's Creek Park. Bennett's Creek Park is nestled in the Northern end of Suffolk. It is conveniently located off Interstate 64.

Constant's Wharf and Park

110 East Constance Road

Constant's Wharf Park & Marina is located on the Nansemond River at the Hilton Garden Inn and Riverfront Conference Center. The waterfront site is home to many concerts, festivals and family-friendly activities. The 9 acre park in the heart of downtown Suffolk where walking traffic is just as heavy as vehicular traffic. This venue is popular for its scenic views. The marina even provides access by boat.

Downtown Suffolk & Market Park

326 N. Main Street

Downtown Suffolk has shops, a Farmers' Market, restaurants and many Suffolk-grown businesses that help enhance our hometown charm. Market Park is a place where the Holiday atmosphere is filled with laughter, smells of sweet treats and a jolly old fella with lots of candy and cheer during our winter months. This venue has provided holiday cheer for over 750 attendees in the past.

The Suffolk Art Gallery

118 Bosley Avenue

The Suffolk Art Gallery is an eclectic, exciting venue for thought-provoking artwork. It is home to the oldest and largest juried photography exhibition in Hampton Roads. The Gallery provides hands-on art experiences for all citizens, serves as an exhibition venue for local and regional artists and offers a rotating selection of art classes suitable for all interests, ages and skills levels. The Gallery has hosted over 19 special events with over 1,500 people in attendance. Maximum Capacity: 150 people

The Planter's Club

4600 Planter's Club Drive

The Planters Club, located by the Nansemond River off Sleepy Hole Road, was built by Amedeo Obici, the founder of Planters Peanuts. It was originally intended as a social hall for his employees. With a beautiful view of the Nansemond River, this facility is great for wedding receptions and formal family gatherings. The facility includes a 2,500 square-foot banquet room with a raised stage, bar, and fully equipped kitchen. There is also a 450 square-foot deck that overlooks the Nansemond River. The facility holds a max of 144 people.

Whaleyville Community Center

132 Robertson Street

This facility is nestled in the western part of our city. This facility offers a full court gym, Free Weight area, treadmills, elliptical machines, and personal fitness training. Aerobics and special exercise classes are available during each season of the year. This facility has a community room, computer lab, commercial kitchen, group exercise room and game room. The community room and gymnasium are available for rental reservations. There are also pool tables, air hockey and more for the young and the young at heart. Of course, table tennis is an option as well. This facility also provides a walking trail around the exterior of the building. Don't limit your fitness goals to just equipment, you can recreate while recreating your personal fitness goals.

East Suffolk Recreation Center

138 S. 6th Street

This facility is located in the heart of downtown Suffolk. This facility provides an open full court gym, free weight area, treadmills, elliptical machines, and personal fitness training. Aerobics and special exercise classes are available during each season of the year. This facility also houses a multi-purpose room, computer lab, conference room, commercial kitchen and game room. We have special programs for our active older adults and Nutrition Program. You can even schedule a personal fitness evaluation. There are great classes that are offered each season.



Premiere Special Events

TGIF Summer Concert Series

The TGIF Summer Concert Series is a 9 week Friday night series of concerts that is held at both Downtown Constant's Wharf Park and Marina and Bennett's Creek Park stage in the Northern end of Suffolk. The TGIF Summer Concert Series starts in June and runs through August. During the concerts, the park opens at 6:00 pm and the bands will start at 6:30 pm. The park will host bounce houses, kid's games, food and merchant vendors and adult beverages will be served. The TGIF Summer Concert Series is a free and open to the public event. Park events are pet friendly for our furry friends on leashes (unless otherwise noted).

The Taste of Suffolk

Taste of Suffolk is in its twelfth year having attracted residents, as well as visitors, from all over Hampton Roads. The event site will stretch down Main Street starting on Finney Ave and cover Washington Street from Commerce to Saratoga Street. Main Street will be lined with restaurants from all over Suffolk presenting some of their specialty food items, merchandise vendors displaying a variety of goods and services, a New Car show with local Suffolk dealerships, all day entertainment with live music and contests that are sure to get everyone on their feet. Washington Street hosts the Children's Area featuring bounce houses, crafts, face painting, amusements and more. Everyone is sure to find something to enjoy with over 55 vendors and 6,000 people in attendance.

Stars & Stripes Spectacular

While the TGIF Summer Concert Series is in full swing down at Constant's Wharf Park and Marina, on the fourth of July, Suffolk lights up the sky overlooking the Nansemond River with a fireworks show. The park will open at 6:00 pm with an area band taking the stage at 6:30 pm. There are food trucks, merchant vendors, adult beverage sales and bounce houses till 9:30 pm. The fireworks show will take place at approximately 9:00 pm. Shuttle Service is also provided to accommodate the thousands of attendees.

The Holiday Events

Grand Illumination- The Suffolk Holiday Season begins the third Friday in November with a hometown kickoff. The Grand Illumination Ceremony at Market Park in downtown Suffolk will ring in the holidays for families in our community with the park opening at 6 p.m. Watch the 32 foot tree light up when the switch is flipped to illuminate Suffolk for the season. Be there as Santa arrives in style, enjoy seasonal music, take a tour of the Suffolk Seaboard Railroad Museum and purchase your own horse-drawn carriage ride. Youngsters are also to participate in various holiday themed craft activities in specially-heated tents. It's Hometown Holiday Charm at its best.

Downtown Holiday Parade—Join in the lights and sounds of the Suffolk Holiday Parade. Find the best spot to watch the floats, equestrian units, marching bands and festive vehicles as they stroll down West Washington Street and take a turn up North Main Street with the parade route ending at Finney Avenue. The Grandstand is usually found along North Main Street.



Classic Events & Programs

Senior Holiday Gala

Suffolk Parks and Recreation is hosts the Annual Holiday Gala for active adults ages 55 years and older each December. Door prizes, gift bags, dancing and games are the gateway to the fun for our active adults 55 and over. A catered lunch is served. It all makes a way for a happy Holiday gather for our active adults.

Drive In Movie

Throw it back to the days of the Drive In! Bennett's Creek Park transforms for a family fun night of children's activities and a larger-than-life movie screen to watch from the comfort of your front seat! Concession areas are available with food and treats. Pets are welcome and must be on a leash when outside of your vehicle. The park opens at 5 p.m. for parking and fun activities for the children, to include games, crafts, and bounce houses as they wait for the movie to begin. The movie usually begins around 7pm.

Sweetheart Ball

Suffolk Parks and Recreation is hosts the Annual Sweetheart's Ball for active adults ages 55 years and older. Active adults from across Hampton Roads come to Suffolk to celebrate Valentine's Day. As they enter, dressed to impress from ball gowns, to tuxedos and suits, the celebration begins with dancing and conversation. It is a great way to celebrate the day of love with great entertainment, food, fun, and friends!

Senior Summer Festival

Suffolk Parks and Recreation recently began an additional even to that provides a casual atmosphere for our Active Adults to enjoy great music, food, games and fun.



RECREATIONAL SPRING EVENTS

Whaleyville Community Day

The Whaleyville Community is a vital part of Suffolk's rich history and progress. Suffolk Parks and Recreation takes time to celebrate the Whaleyville Community. An awesome family event and something fun for the whole family happens at the Whaleyville Community Center for its "Family Fun Day". Enjoy activities that cater to all ages. There will be a bounce house, fun activities and face painting for the kids, a 3 on 3 basketball tournament for adults and craft projects for senior citizens. Lunch is provided free of charge. There is entertainment with a DJ, dancing and door prizes. This event is usually held the fourth Saturday in June.



Family, Fun & Fitness Day

There is no challenge like a Family Fun Fitness Challenge. Families will have the opportunity to spend time while interacting through fitness fun and family challenges. Activities for the entire family include dance/Zumba demo, exercise, toddler area, healthy food and desserts, give-a-ways and most exciting the family obstacle course challenge. Pre-registration is required. Registration is always required even though it is free and open to the public.



Earth Day

Global Youth Service Day (GYSD) allows youth to come together through service and help to improve their communities. It is the only day of service dedicated to children and youth. Everyone is invited to join us as we make a change. Whether a school group, youth organization, nonprofit, community group, faith-based organization, or just your family, together we can all make a difference.



Classic Events & Programs

RECREATIONAL FALL EVENTS

Lunch with Santa This holiday event is held at the Northern Shores Recreation Center. Children ages 12 and under can participate in this holiday-filled event with a donation of one new, unwrapped toy per child that will be donated to a local charity. Adults wishing to have lunch can do so for \$5 per person. Not only can children share their lists with Santa, they can also play games for fun prizes and take a free professional photo with Santa.

Chills & Thrills The Whaleyville Community Center hosts the Chills & Thrills Family event on October 31st. This event provides a safe environment for kids to come and play so that they may fill their bags with candy and partake in games, face painting, crafts and more. The event is free and open to the public.

Nightmare at Creekside Creekside Recreation Center hosts this Fall Family event. It is always held on the last Friday in the month of October prior to October 31. The event is free. It is open to the public, ages 4-12. Children and some adults come dressed in costume and enjoy a fun filled night! Haunted House, Arts & Crafts, Costume Contest, Games, Popcorn, Music, Trunk or Treat and More.....

Holiday Jingle Mingle Join the Whaleyville Community Center for some holiday fun! The Holiday Jingle Mingle is held the first Tuesday in December. From 5:30pm-7:30pm. This family event provides fun and recreation for the entire family. Children can hang out with their friends and enjoy some hot cocoa or coffee, fun games and crafts as they await the arrival of Mr. Saint Nic!

Family Fun Night On October 31st at 6:00 pm Proceed to East Suffolk Recreation Center's Gymnasium. There are crafts, fun games, and music! Oh My! The Recreation Center is always a safe place for family fun. During this event, family and friends take part in a worthy cause and raise food for the Southeastern Foodbank of VA. This is a Free Event however canned good donations are accepted.

ART & CULTURAL EVENTS

Annual Photography Exhibit *The Annual Juried Photography Exhibition* is Hampton Roads' largest and longest running juried exhibition for photographic works. It is open to all professional and amateur photographers. Photographers may submit a maximum of three entries at one time. Prizes are awarded.

Youth Cultural Arts Programs It has been documented repeatedly that students who participate in arts learning experiences often improve their achievement and success in other realms of learning and life. Problem solving, creative thinking, spatial awareness, communication and self-expression– these are a few of the skills kids develop through the arts. Your support of these programs is an investment in the future of Suffolk's youth.

Arts Outreach Trips The Suffolk Art Gallery partners with area non-profits as well as other government agencies to provide cultural arts experiences throughout the community. Suffolk's Youth and Senior populations are most often the beneficiaries of these outreach efforts that include trips to cultural events and special exhibits as well as art classes in targeted communities.



Classic Events & Programs

Art Supplies—To make art one has to have the right supplies! Help the Suffolk Art Gallery keep registration costs low by providing needed art supplies for classes, events, programs and more.

ATHLETICS

Youth Winter League Suffolk Parks and Recreation is proud of our award winning youth leagues! Our leagues are designed to teach sportsmanship, teamwork and enhance the young athletes' skills. Our Winter Youth League consists for Soccer, Basketball and Cheer Teams.

Youth Spring Leagues The Spring Youth Leagues provide recreational activity for youth 4-7 with T-Ball and youth ages 7-15 with Outdoor Soccer. These leagues are for boys and girls. Great memories of fun and excitement are created while teaching sportsmanship and enhancing the child's athletic and teamwork skills.

Swim Lessons Playing in the water is a great way to beat the heat. And yet every year, kids drown. The good news is that the rate of accidental drowning has decreased in recent decades. This trend may reflect the more widespread adoption of preventive strategies such as pool fencing and swimming lessons. Help sponsor swim lessons for a child who may not be able to afford it. Swim lessons are taught throughout the summer at our Cypress Park Pool here in Downtown Suffolk.

Adult Team Sports The Athletics Department provides Adult Basketball and Softball Leagues. These leagues help provide opportunities for recreation while showcasing athletic ability and creating friendly competition and a place for fun for the entire family.

Thanksgiving Tournament In an effort to raise donations and funds for families in need of assistance of the holiday, our men's, women's, teen boys' and girls' and youth boys basketball tournament is held during the Thanksgiving Holiday. There are contests, games, food and music. Admission is \$1 or a can good to be donated to a local charity.

OFFICE ON YOUTH

"Increase the Peace" Fashion Show The Suffolk Youth Advisory Council along with the Suffolk Office on Youth will be presents the Annual Increase the Peace Fashion Show. Admission to the event is \$5.00 for ages 5 and up. Proceeds from the event will benefit the March of dimes. The event will feature local youth modeling various types of attire. The event allows for a diverse group of young people to come together to collectively help make a difference in the community. Auditions are held during the month of month.

"Thank Your Mentor" Day On this day, the Office on Youth will reach out to thank and honor those individuals who have encouraged and guided others. Whether on the job, in the community, and/or church these individuals have had a lasting, positive impact on the lives of others. Mentors are invited to a banquet dinner and receive awards to show appreciation for their sacrifice and impact in the community by mentoring others.



Classic Events & Programs

Mother-Son Dance Father Daughter Dances are held throughout the community, but the Office on Youth provides an alternative for the Mother and Son. This event is an evening of dancing, food, fun, and more. This night features mothers being escorted by their most handsome guys, their sons. The DJ keeps the mothers and sons on the dance floor with music and musical dance contests. It is a fun night for all.

Teen Summit The Suffolk Teen Summit serves as an expansion of a variety of prevention activities and programs developed as a part of the Suffolk Initiative on Youth Crime Prevention Plan. This dynamic conference engages youth ages 11 to 17, along with parents and adults that work with youth, in interactive sessions on topics such as Teen Dating, Eating Healthy and Living Well, Bullying, Understanding the Impact of Social Media and Music, and the Importance of Volunteerism.

Therapeutic Prom All High School aged students with special needs and varied abilities are formally invited to come dance the night away at the "Reach for the Stars", Therapeutic prom event! During this event guests will experience a night of dancing, games, dining, and other great forms of entertainment!





Classic Events & Programs

Help Make a Difference!



Premiere Special Event Sponsorship

Premiere (\$5,000 and up)

Event Title Sponsor (Exclusive Sponsorship Level)
Name & Logo on marketing material
Banner on Stage at Event(s)
Website Link
Tent at Event(s)
Acknowledgement at the event
Sole Business Category

Gold (\$3,000-\$4,999)

Stage Sponsor
Name & Logo on marketing material
✦Banner
Website Link
Table
Acknowledgement at the event

Silver (\$2,500-\$2,999)

Name & Logo on marketing material
✦Banner
Website Link
Table
Acknowledgement at the event

Bronze (\$1,000-\$1,999)

Name & Logo on marketing material
✦Banner *
Website Link
Table
Acknowledgement at the event

Partner (\$500-\$999)

Table
✦Banner *
Acknowledgement at the event
✦ Sponsor must provide banner

Classic Event/Program Sponsorship

Gold (\$2,000 and up)

Event Title Sponsor
Name & Logo on marketing material
✦Banner
Website Link
Table
Acknowledgement at the event

Silver (\$1,000-\$1,999)

Name & Logo on marketing material
✦Banner
Website Link
Table
Acknowledgement at the event

Bronze (\$500-\$999)

✦Banner
Website Link
Table
Acknowledgement at the event

Partner (\$200-\$499)

Website Link
Table
Acknowledgement at the event

Friend (\$199 & below)

Acknowledgement at the event

✦ Sponsor must provide banner

CITY OF SUFFOLK PARKS & RECREATION



Company Name: _____
Business Type: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
E-mail Address: _____
Phone Number: _____

Premiere Special Event Sponsorship

- TGIF Summer Concert Series
- Stars and Stripes Spectacular (July 4th)
- Taste of Suffolk
- Holiday Events

Sponsorship Level

- o Premiere — \$5,000 and up
- o Gold — \$3,000-\$4,999
- o Silver — \$2,500-\$2,999
- o Bronze—\$1,000-\$1,999
- o Partner—\$500-\$999

Amount to sponsor (or *value of in-kind*):

In-Kind Item/Service: _____

Classic Event/Program Sponsorship

- Special Event: _____
- Recreational Spring Event: _____
- Recreational Fall Event: _____
- Art & Culture Event: _____
- Athletics: _____
- Office on Youth: _____

Sponsorship Level

- o Gold — \$2,000 and up
- o Silver — \$1,000—\$1,999
- o Bronzer—\$500-\$999
- o Partner — \$200-\$499
- o Friend — \$199 and below

Amount to sponsor (or *value of in-kind*): _____

In-Kind Item/Service: _____

Questions? Contact our Marketing Specialist, Chelsea Price, at cprice@suffolkva.us or by phone at 757-514-7260.

**Due to marketing material deadlines, inclusion of logo/name with marketing material will have a set deadline for each event. Please keep this in mind when considering sponsorships.*



THANK YOU

SUFFOLK PARKS AND RECREATION