



Washington County Planning and Parks Department

PRESS RELEASE

Dated 01/26/2018

Contact: Eric Hyde, Parks Property Manager
Washington County Planning and Parks Department
Email: eric.hyde@co.washington.wi.us Phone: 262.335.4802

Parks Naming Rights, Sponsorships, and Advertisements

The Washington County Parks Division is seeking naming rights, sponsorships, and advertisement partnerships. Opportunities within the following list of parks includes existing and planned amenities, shelters, facilities, and parks may be pursued by private and public entities.

All partnerships and agreements are subject to the PPD-1-Donations and Naming Rights Policy and are accompanied by a signed contract reviewed by the County Attorney.

Naming Rights and Sponsorships are set up in a favorable manner for businesses and may be considered tax deductible if deemed appropriate by said businesses legal/accountant teams. Advertisement opportunities are also available and negotiable with the intent of providing a financial incentive for said business.

New opportunities listed for the first time in this press release are subject to the terms below.

- a) If no inquiries are made on a specific opportunity within 30 days from the date of the press release the parks division may solicit individual entities/organizations/ businesses and negotiate freely under the parameters of this policy.
- b) If only one inquiry is made on a specific opportunity within 30 days from the date of the press release, the parks division may negotiate with just the interested party under the parameters of this policy.
- c) If multiple inquiries are made on a specific opportunity within 30 days from the date of the press release, competitive bid/proposal procedures will be followed.

Note: Due to the structure that some organizations have, Department Staff may have to follow existing processes in place by organizations in order to have the opportunity for them to be naming rights partners.

****See the attached list to view potential opportunities within the Washington County Park System.***

- Ackerman's Grove County Park
- Eisenbahn State Trail
- Family County Park
- Glacier Hills County Park
- Goeden Count Park
- Henschke Hillside Lake Access
- Heritage Trails County Park

- Homestead Hollow County Park
- Leonard J. Yahr County Park
- Lizard Mound County Park
- Sandy Knoll County Park
- Spaeth County Park
- Washington County Golf Course



Washington County Planning and Parks Department

Parks Naming Rights, Sponsorships, and Advertisements Opportunity List By Park

- **Ackerman's Grove County Park**

- Park Naming Rights
- Shelters/Facilities
 1. Shelter 1 (cabin)
 2. Shelter 3 (large open)
 3. Shelter 4 (soccer open)
- Amenities
 1. Soccer Complex – Consist of 4 soccer fields near the entrance of the park along CTH Z.
 2. Beach
 3. Playground
 4. Fishing Pier
 5. Boat Launch
 6. Trailhead/Trail
 7. Boat Dock (Does not exist, dependent on sponsorship dollars)

- **Eisenbahn State Trail**

- Trail Sponsor
- Trailhead Sponsor

- **Family County Park**

- Park Naming Rights
- Shelter/Facilities
 1. Shelter 1
- Playground
- Arboretum

- **Glacier Hills County Park**

- Park Naming Rights
- Shelters/Facilities
 1. Components of Shelter 1 (Hall) – The hall has an existing honorary name but could have a donation board/tree for donations of components of the hall (updates, volunteer labor, donated materials, etc.)
 2. Glacier Hills Hall Patio & Garden Beds
 3. Shelter 2 (Chapel)

- 4. Shelter 3 (Large Closed)
 - 5. Cabins 6,7,8,9,14
 - 6. VRBO Ranger House
 - Amenities
 - 1. Trailhead/Trails
 - 2. Playground
 - 3. Sledding Hill
 - 4. Boat Dock (Does not exist, dependent on sponsorship dollars)
- **Goeden County Park**
 - Park Naming Rights
 - Shelters/Facilities
 - 1. Shelter 1
 - Amenities
 - 1. Playground
 - 2. Canoe Launch
- **Henschke Hillside Lake Access**
 - Parking Naming Rights
 - Boat Launch
- **Heritage Trails County Park**
 - Park Naming Rights
 - Shelters/Facilities
 - 1. Shelter 1 (open)
 - Amenities
 - 1. Disc Golf
 - Course naming rights
 - Hole sponsors
 - 2. Foot Golf
 - Course naming rights
 - Hole sponsors
 - 3. Playground
 - 4. Soccer Complex
- **Homestead Hollow County Park**
 - Park Naming Rights
 - Shelters/Facilities
 - 1. Shelter 1 (Barn)
 - 2. Shelter 2 (Smaller portion of barn)
 - 3. Shelter 3 (Small closed)
 - 4. Shelter 4 (Small closed)
 - Amenities
 - 1. Playground
 - 2. Soccer Complex
 - 3. Volleyball Courts

4. Basketball Courts
5. Trail/Trailhead Sponsors
6. Dog Park (Does not exist, dependent on sponsorship dollars)(This opportunity includes other smaller components that would make up the amenity; ex: benches, exercise equipment, fencing, etc.)

- **Leonard J. Yahr County Park**

- Shelters/Facilities
 1. VRBO Lake House
 2. Shelter 3 (large open)
- Amenities
 1. Beach
 2. Fishing Pier
 3. Kaya/Canoe Launch/Pier
 4. Playground
 5. Boat Dock (Does not exist, dependent on sponsorship dollars)

- **Lizard Mound County Park**

- Shelters/Facilities
 1. Interpretive Kiosk
- Amenities
 1. Interpretive Trails

- **Sandy Knoll County Park**

- Parking Naming Rights
- Shelters/Facilities
 1. Shelter 1 (barn)
 2. Shelter 2 (small open)
 3. Shelter 3 (small open)
 4. Shelter 4 (small closed)
- Amenities
 1. Beach and Pond
 2. Trailhead/Trail/Boardwalk
 3. Disc Golf Course
 - Course Name
 - Hole Sponsors (\$500)
 4. Playgrounds (2)
 5. Nature Playground Activities

- **Spaeth County Park**

- Shelters/Facilities
 1. Shelter 1

- **Washington County Golf Course**
 - Golf Course Naming Rights
 - Shelters/Facilities
 1. Deck (to be constructed)
 2. Clubhouse
 3. Sun Room
 - Amenities
 1. Driving Range
 2. Par 3 Course

****Disclaimer: All naming rights, sponsorships, and advertisement opportunities are subject to review prior to the sale. Park naming right sales require approval by the Washington County Public Works Committee.***