



THE  
**Jones**<sup>™</sup>  
CENTER

2011 Corporate Sponsorship Opportunities



# “This Place is a Gift.”

A gift for the 1.5 million annual visitors. 120,000 ice skaters. 75,000 swimmers. 100,000 computer users. And the 45,000 enrolled in educational enrichment classes.

But it's a gift that's become more dependent on the generosity of our corporate friends, individuals, and foundations.



# “All are welcome.”

Bernice Jones

When Bernice Jones’ obituary ran in the New York Times, the headline referred to her with the most succinct and complimentary of titles: Philanthropist.

Bernice and husband Harvey accomplished much, but their lasting legacies were as altruists, humanitarians and benefactors.

Harvey kept the Springdale schools open in the Great Depression, renting classroom space, providing school supplies, and paying teachers’ salaries. He was instrumental in the founding of the city’s first hospital and served on the board for 47 years.

Bernice’s generosity resulted in the awarding of a Presidential Citizen Medal in 1996. She was lead supporter for the Children’s Library Fund, Arkansas Children’s Hospital, the Baptist Youth Ranch, and many other children’s learning and disability programs that continue to vastly improve young lives.

Their biggest gift is their legacy gift: The Harvey and Bernice Jones Center for Families. Bernice’s vision for a special place for learning, play, and fellowship was born as The Jones Center, a 220,000 sq. ft. no charge and minimal fee facility. It is a gift to Northwest Arkansas, a destination for life enrichment, and a place where “all are welcome.”

# Help us keep the gift alive

Seed money for The Jones Center came from Harvey's ownership of Jones Truck Lines. His benevolence built an inspiring place for all to learn, play and belong. It is truly a gift, but we need your help to continue Harvey and Bernice's legacy of generosity, charity and philanthropy. Please review this list of investment opportunities, and please open your heart for The Jones Center.



## Corporate Friends of Harvey

### **Giving Circle** *Annual Gifting for 5 Years*

This support is crucial for the Center's operating needs. With your help, we can continue to offer our patrons services for little or no cost.

#### **Harvey Jones Legacy Level: \$50,000**

\$10,000 annually/ \$2,500 per quarter

#### **Jones Truck Line Legacy Level: \$25,000**

\$5,000 annually/\$1,250 per quarter

#### **Jones Center Legacy Level: \$12,500**

\$2,500 annually/\$625 per quarter



## Corporate Sponsorships

### GOLD SPONSOR LEVEL: \$40,000

*Create Your Own Presenting Sponsorships (pick 2) (see page 10 for a complete listing of sponsorship opportunities.)*

#### **Year long multi-media marketing campaign events:**

Television  
Radio  
Web Site  
Regional Magazines  
Newspapers  
Signage  
Social Media  
Promotional Billboard  
Space Within The Center

*Company logo Featured on The Center's Video Network*

*Company Profile Featured on Community Central Jones television programs on Cox Channel 22*

*Business Day Out at The Jones Center Customized for Your Team:*  
Meeting Space  
Full A/V Capabilities  
Catered Breakfast & Lunch  
Team Building Exercise  
Recreation Tickets  
Full Staff Support

### SILVER SPONSOR LEVEL: \$20,000

*Create Your Own Presenting and Supporting Sponsorships (pick 1 of each) (see page 10 for a complete listing of sponsorship opportunities.)*

#### **Year long multi-media marketing campaign events:**

Television  
Radio  
Web Site  
Regional Magazines  
Newspapers  
Signage  
Social Media

*Classroom/Meeting Room Naming Opportunity*

*Company logo Featured on The Center's Video Network*

*Team Building Session:*  
Meeting Space  
Team Building Exercise  
Light Refreshments

### BRONZE SPONSOR LEVEL: \$15,000

*Create Your Own Supporting Sponsorships (pick 2) (see page 10 for a complete listing of sponsorship opportunities.)*

#### **Year long multi-media marketing campaign events:**

Web Site  
Regional Magazines  
Newspapers  
Signage  
Social Media

*Company logo Featured on The Center's Video Network*

*Private Team Event in Pool or Ice Arena*





## Naming Opportunities

Examples include logo flags and banners, billboards in the alcoves, pool covers, ice arena dashboards and center logo, and naming opportunities for the meeting rooms, aerobics room, gymnasium, conference center, and the Birthday Celebration Station in the food court. Costs vary, so please contact us for more details.

### Examples Include:

#### North & South Concourse Alcoves:

Large Billboards (17' x 5')  
\$25,000 (paid over 3 years)

Small Billboards (8' x 5')  
\$15,000 (paid over 3 years)

#### Billboards or Signage at Birthday Celebration Station Food Court: \$16,500 (paid over 3 years)

#### Ice Rink Naming

Side logo in Ice: \$25,000 annually  
Skate Rental Area: \$10,000 annually  
Dasher Boards: \$5,000 annually

**Meeting Rooms:** \$15,000 over 3 years



# Individual Sponsorships

## **8<sup>th</sup> Annual Spring Break Week**

is a week-long celebration that immerses elementary students & their families in science, interactive music activities, fitness, and arts & crafts. Past attendance has been as high as 30,000 visitors.

**\$10,000/\$7,500/\$5,000**

## **3<sup>rd</sup> Annual Summer Youth Academy**

is a structured 8-week interactive, educational and recreational program for children ages 8-11. Themed weeks include art, drama, cooking, science and fitness. Support includes student scholarships.

**\$10,000/\$7,500/\$5,000**

## **Teen Programming**

is a safe & supervised recreational program for teens every Friday and Saturday night. Almost 20,000 participate annually.

**\$10,000/\$7,500/\$5,000**

**Senior Life** is a weekly program that encourages seniors to keep up their social and educational interests. Activities include seminars, movies, dances, bingo, fitness programs and much more.

**\$5,000/\$2,500**

## **Swimming Programs**

Over 75,000 enjoy our two pools annually, learning to swim, swimming laps, participating in aerobic programs, or just splashing around.

**\$10,000/\$7,500/\$5,000**

## **Ice Skating Programs**

Some 120,000 skate each year, from beginners to accomplished figure skaters and hockey players.

**\$10,000/\$7,500/\$5,000**

## **Health & Wellness Programs**

Topics include nutrition, childbirth preparation, baby care, tobacco cessation, lifeguard certification, CPR, heart disease, and senior driving programs.

**\$10,000/\$7,500/\$5,000**

## **11<sup>th</sup> Annual Fall Health Fair**

features more than 100 information booths and free health screenings.

**\$3,500**

## **5<sup>th</sup> Annual Golf Outing**

This *Friends of The Jones Center* Golf Outing is a four-man scramble and includes lunch.

**\$5,000/\$2,500**

**Title Sponsor:**

**\$15,000/\$7,500**

## **Back Pack Day**

We fill 1600 backpacks with essential school supplies for deserving children, ensuring they have the materials needed to excel.

**\$15,000/\$10,000/\$5,000**

## **Diversity Outreach Activities**

Annually, The Jones Center is the host site for Cinco de Mayo, Marshallese Constitution Day and Juneteenth Celebration, in addition to a variety of classes including ESL and citizenship.

**\$10,000/\$7,500/\$5,000**

## **2<sup>nd</sup> Annual Big Night Gala**

The socialite event of the year... all benefiting The Jones Center. The Big Night Gala features dining, entertainment, dancing and more!

**\$10,000/\$7,500/\$5,000**

## **Team Adventure Center**

Is a unique experiential education and ropes course for corporate, non-profits and youth groups. Price varies by length of training and size of group.

**\$5,000/2,500**



The Jones Center is a 501c (3) non-profit organization, and all contributions are tax-deductible.

This is a general overview of sponsorship opportunities and donor benefits. We would welcome the opportunity to further discuss these options with you, and will work to meet your corporate recognition needs.

Please consider scheduling a tour of The Jones Center to experience first-hand the Center's offerings.

\*In-Kind - In addition to financial support, in-kind contributions are also essential to the success of The Jones Center. Agreed to items will be valued at retail value.

To learn more, please contact:

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