

DARDENNE



PRAIRIE

**2026
Sponsorship
Opportunities**

Introduction

The City of Dardenne Prairie proudly hosts a variety of community events that bring residents, businesses, and visitors together to celebrate our shared spirit and sense of place. These events create meaningful opportunities for local engagement, family-friendly entertainment, and economic vitality while strengthening connections throughout our community. Through sponsorship partnerships, businesses and organizations play a vital role in helping the City deliver high-quality, inclusive experiences that residents look forward to year after year.



Strengthening community connections by creating inclusive events and partnerships that celebrate the people and spirit of Dardenne Prairie.



Light Post Sign

City Hall Park

01

\$750



Located at 2032 Hanley Road, behind the City of Dardenne Prairie, this 3.38-acre community park offers an excellent opportunity to showcase your business or project to more than 60,000 visitors annually through a light post sign sponsorship.

The park features a bandstand pavilion, an amphitheater hosting a popular community concert series, a splash pad, concession stand, two age-specific playgrounds, and three baseball fields home to the New Horizons Baseball League for children ages 5–14. With ICD and Barfield Early Education Center located directly across the street, the park serves as a vibrant hub for families and community activity.



You are the designer of the banner. Print will happen 30 days from date of design submission and hang until February 1, 2027

Ball Field Banner

City Hall Park

02

\$750

3'X6'

\$1,200

4'X8'



The Dardenne Prairie Athletic Complex is a 6.5-acre, state-of-the-art facility offering premium banner placement on baseball fields with direct visibility from the roadway. Home to the New Horizons Youth Baseball League (NHBL), the complex attracts teams and families from Wentzville, New Melle, Flint Hill, O'Fallon, and St. Paul.

The facility features three baseball/softball fields, six dugouts, backstops, LED field lighting, four pickleball courts, an expanded paved parking area, and a public restroom building. Serving more than 300 teams and nearly 3,500 local athletes, this high-traffic location provides businesses with outstanding exposure to commuters, spectators, and visiting families throughout the season.



You are the designer of the banner. Print will happen 30 days from date of design submission and hang until February 1, 2027

Youth Baseball Uniform

5U/6U Team

03



\$350



A limited opportunity is available to sponsor youth baseball team uniforms, with only four teams offered on a first-come, first-served basis. Your business logo will be prominently displayed on 8–12 team uniforms (including the coach) for a 5U/6U team, providing consistent visibility throughout the season.

Sponsors may request the team's game schedule and coach contact information, allowing you to attend games, connect with families, and show support at one game or throughout the season. Each sponsor will also receive a custom team uniform (size XL) and a commemorative end-of-season trophy as a lasting reminder of your community investment.



Games begin in April

You are responsible for providing logo for front of shirt.

Easter Egg Hunt

04

\$100

OR

Unit: \$100 worth of Candy



Support one of Dardenne Prairie's most beloved community traditions by becoming an Easter Egg Hunt sponsor. For each \$100 donation (Unit), sponsors receive an 18" x 12" sign displayed around the hunt fields at our 6.5-acre ball field complex, providing visible recognition during this high-attendance event. Donations may be made as a monetary contribution or as a candy donation equal in value.

Our Easter Egg Hunt has been a cherished tradition for nearly 20 years and proudly serves children ages 0-10, including an inclusive hunt for children and adults with disabilities. The event was honored with the 2025 Missouri Municipal League Award, and each year dedicated volunteers stuff over 15,000 eggs for participants.



Always the Saturday before Easter

You are responsible for providing logo no later than 30 days prior to event.



Monthly Bingo

04

Price of Lunch

The Bingo Lunch sponsorship offers businesses a unique opportunity to engage directly with Dardenne Prairie residents in a relaxed, social setting. This interactive event allows you to connect one-on-one and with a group of approximately 80 participants, creating meaningful, personal brand exposure.

Sponsors are welcome to distribute coupons, promotional materials are encouraged, and will have 15–30 minutes (your choice) to address the group and share information about your business. To participate, sponsors provide lunch and dessert for 80 attendees, six attendance prizes, and a Bingo caller. You may choose the prepared lunch option that best represents your business.



First Friday of each month, unless there is a holiday

You are responsible for providing logo no later than 30 days prior to event.

Summer Concert Series

City Hall Park

05

\$500

Per Concert

\$1,000

All Concerts



Each summer, the City of Dardenne Prairie presents the popular Summer Concert Series, a free outdoor event that brings families and friends together to enjoy live music in a relaxed, community atmosphere. Concerts are held on the third Friday of the month in the evening from 6:30–9:30 p.m., beginning in June, and feature an exciting lineup of bands throughout the season.

Events take place at the City Hall Park Amphitheater, located at 2032 Hanley Road, a highly visible community gathering space. Sponsors receive two (2) 18" x 12" signs displayed near the bandstand and along Hanley Road, providing excellent exposure before and during the concert.



Third Friday in June, July, August

You are responsible for providing logo no later than 30 days prior to event.

Prairie Day

City Hall Park

06

\$1,500

Bronze



\$3,000

Gold

Dardenne Prairie Day is the City's largest and most anticipated annual event, bringing together residents, families, and local businesses for a full day of entertainment, activities, and community celebration. With live music, vendors, a popular scavenger hunt, and high community attendance, this event offers sponsors exceptional visibility and a meaningful way to connect directly with the Dardenne Prairie community.

·Bronze Sponsor: Includes company logo placement on the City website and Facebook, two (2) 18" x 12" signs

·Gold Sponsor: Includes all Bronze benefits, logo printed on official event mailers, plus logo placement on Prairie Day advertisements produced by the City, inclusion on sponsorship banners and signage (if produced), and recognition during the live musical performance.



Last Saturday in September

You are responsible for providing logo no later than 60 days prior to event.

Fourth of July

City Hall Park

07

\$750

Children's Area



\$1,500

Bronze

\$3,000

Gold

4th of July – Liberty Rocks

The 250th Star-Spangled Celebration of Freedom

Celebrate America's 250th birthday with a full day of red, white, and blue fun in Dardenne Prairie! Liberty Rocks kicks off with a festive parade through the City, followed by events and programs for all ages throughout the day. The celebration crescendos with a high-energy evening concert featuring Almost Skynyrd, a premier Lynyrd Skynyrd tribute band, with a special opening act, and wraps up with a spectacular fireworks display lighting up the night sky.

Come celebrate freedom, community, and America's 250th birthday with us!

-Children's Area Sponsor. Includes (1) 18x12 sign placed in the children's area, inclusion on City website and Facebook, and entry in parade participation

-Bronze Sponsor. Includes company logo placement on the City website and Facebook, two (2) 18" x 12" signs, and entry in parade participation

-Gold Sponsor. Includes all Bronze benefits, logo printed on official event mailers (if produced), entry in parade participation, plus logo placement on Prairie Day advertisements produced by the City, inclusion on sponsorship banners and signage (if produced), and recognition during the live musical performance.

This event is on July 4th.

You are responsible for providing logo no later than 60 days prior to event.



Back To School

04

\$100

or

Item of Donation

Join us at City Hall Park for a Back to School Fair designed to help students and families start the school year strong. This outdoor, family-friendly event will feature college prep resources, tutoring services, and other educational supports focused on preparing our community for success. The fair is open to residents of Dardenne Prairie and surrounding areas, with all ages welcome and no registration required.

Sponsors may participate by hosting a booth and contributing a \$100 sponsorship OR 75 items in approved donated items such as paper, folders, pencils and more to support local students. Large item donation of backpacks, water bottles, or headphones are available.



Date TBD. Usually end of July beginning of August

You are responsible for providing logo no later than 30 days prior to event.

Premier Package

08

\$7,500

**with a value of
\$9,000+ !**



Premier Sponsorship Package

The Premier Sponsorship Package offers unmatched visibility across Dardenne Prairie's most popular community events and facilities at a significant savings. This comprehensive package includes Gold Sponsorship recognition for both the Fourth of July Liberty Rocks celebration and Prairie Day, sponsorship of the full Summer Concert Series, eight units of Easter Egg Hunt sponsorship, and a 4' x 8' ball field banner for extended brand exposure. With a total à la carte value of over \$9,000, the Premier Package is available for \$7,500—providing year-round recognition, direct community engagement, and exceptional value for businesses looking to make a lasting impact in Dardenne Prairie.

Item	À La Carte Value
Fourth of July – Gold Sponsor	\$3,000
Summer Concert Series (All)	\$1,000
Easter Egg Hunt (8 units)	\$800
Prairie Day -Gold Sponsor	\$3,000
4' x 8' Ball Field Banner	\$1,200
Total Value	\$9,000
Premier Package Price	\$7,500

You are responsible for providing logo no later than 60 days prior to event.

Thank You



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