



**AUSTIN STRONG**  
FOUNDATION

# AUSTIN SMITH INCLUSIVE PLAYGROUND

“Where EVERYONE can be a SUPERHERO”

## Sponsorship Opportunities Project Information





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This is Austin Smith.

Our son, and the inspiration behind this playground project.

Austin is a superhero in every sense of the word. As a vibrant 5 year old who loved everything superheroes, to a brave 6 year old who battled terminal brain cancer for 16 months more courageously than you could ever imagine, and now as our inspiration for the Austin Strong Foundation. He is a superhero. We promised Austin that we would do our part to put an end to this awful disease. In July of 2016 we started the Austin Strong Foundation. We are a 501C(3), non-profit organization that exists to raise awareness, fund research, and support those families affected by childhood cancer.

Why do we want to build an Inclusive playground?

Yes, the main goal of our foundation is funding research. But, we believe part of being a successful foundation includes stewardship in our community, facilitating projects that will benefit our youth, and aligns with our mission of helping families. We watched, over the course of 16 months, as cancer robbed our son of his physical abilities. It is heartbreaking to hear your son say he wishes he could run again. At the time we would've loved the opportunity to take our son to a playground where he could do some of the same things his peers were doing and really feel some freedom! And no matter the cause of a child's physical limitations, giving them the ability to participate alongside their peers is priceless. This inclusive playground design does just that! EVERYONE can be a SUPERHERO, just as Austin would want it!!

What's our plan?

With the blessing from Monticello's city council, we have been working with Monticello's Park & Rec department to design and finalize a plan that is sure to make this a destination for families to visit and spend some quality time. The park itself will be located next to the Monticello Aquatic Center. We have constructed a committee to help with the fundraising portion of the project. The playground is planned out in 2 phases with the 1<sup>st</sup> phase being the main playground with so many unique, interactive, sensory pieces and 2<sup>nd</sup> phase being a "tot" play area as well as accessible zip line tracks. There is something for EVERYONE! This will most likely be a \$400K + project by time it is complete, so we need your help!

How can you help?

First and foremost, if you are able, please consider being a sponsor! Sponsors will be essential to meeting our fundraising goals and delivering a playground for all to enjoy ASAP! Sponsors can be Corporations, small businesses, families, groups, organizations, kids, or in memory or in honor of a loved one.

Are you active in any clubs or organizations? Fundraise as a group and spread the word!

Are you or do you know of a contractor? We will be looking for fencing, lighting, electrical, landscaping, signage, and concrete work. If you or anyone you know would be interested in discounting or donating any of these types of projects please contact us! Recognition will be given similar to that of our sponsorships.

We hope you will consider being a part of this exciting project that is sure to bring out the superhero in all of us!

Britt & Mikinzie Smith  
Austin Strong Foundation



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## SPONSORSHIP RECOGNITION

### Logo and Message Placement

Our message will be spread throughout the Eastern Iowa area through a variety of media methods. At the mentioned sponsorship levels, we will place your name or corporate name and logo on all printed material, including:

- Flyers
- Brochures
- Direct Marketing Mailers
- Invitations
- Signage at events

### Media Coverage

We will take every opportunity to thank our major sponsors through the media to include:

- Identifying major contributors in press releases
- Recognizing major contributors during interviews

### Internet Visibility

All sponsors will be recognized on our social media page. Depending on contribution level, you will receive:

- Logo placement or family name featured on our social media page
- Inclusion of event photos in our photo gallery featuring your business representatives or family

### Visibility of Corporate Representatives

Major sponsors will be invited to participate as honored guests at all significant events to include:

- Ground breaking ceremony
- Ribbon cutting ceremony and celebration
- Introduction as an esteemed guest at designated events

### Long Term Recognition

Recognition will not end with the ribbon cutting ceremony. Your sponsorship will be permanently memorialized as part of the playground on our donor board or at the playground site. The size of your corporate logo or family name will be based on the level of sponsorship you choose.

### Be Creative

Do you have your own idea on how we can credit your generous contribution?

Let us know, we will do our best!



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## SPONSORSHIP LEVELS

### “Austin’s Avengers”

#### Captain America Sponsor \$50,000+

- Special recognition permanently placed at the site on donor wall
- Recognition on social media page with name or logo displayed
- Preferred logo or family name placement on all printed material
- Invitation to ground breaking with preferred recognition and participation
- Sponsor will be recognized and invited to participate at ribbon cutting ceremony and celebration

#### Incredible Hulk Sponsor \$30,000-\$49,999

- Special recognition permanently placed at the site on donor wall
- Recognition on social media page with name or logo displayed
- Invitation to ground breaking with preferred recognition and participation
- Invitation to and preferred recognition at ribbon cutting ceremony and celebration

#### Spiderman Sponsor \$20,000-\$29,999

- Special recognition permanently placed at the site on donor wall
- Recognition on social media page with name or logo displayed
- Invitation to ground breaking with preferred recognition
- Invitation to and recognition at ribbon cutting ceremony and celebration

#### Iron Man Sponsor \$10,000-\$19,999

- Special recognition permanently placed at the site on donor wall
- Recognition on social media page with name or logo displayed
- Invitation to ground breaking & ribbon cutting ceremony and celebration

#### Thor Sponsor \$5,000-\$9,999

- Special recognition permanently placed at the site on donor wall
- Recognition on social media page
- Invitation to ground breaking

#### Hawkeye Sponsor \$1,000-\$4,999

- Special recognition at playground site – location TBD
- Recognition on social media page
- Invitation to ground breaking

#### Junior Superhero Sponsor (under 18) \$250+

- Encouraging our youth to get involved in a project that will benefit their community
- Recognition on social media and at ribbon cutting celebration





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## PROJECT RENDERINGS





# AUSTIN SMITH INCLUSIVE PLAYGROUND

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## Inclusive Play for ALL Superheroes

Inclusive playground design goes beyond wheelchair-accessible playground equipment only; truly inclusive playground equipment includes systems and components that allow all children to play together in a rich and engaging way. In an inclusive play space, children of different abilities can play together, ensuring no one is left out. Sensory play equipment takes into account the unique sensory processing needs of children on the autism spectrum or with specific sensory needs, offering them the opportunity to play independently alongside others without getting overwhelmed by the noise and stimulation of a playground. Considering these various needs tends to come at a much higher cost than your traditional playground. Rather than just focusing on the physical development of a child, our inclusive playground will benefit the physical, mental, and emotional development of ALL little superheroes! We have included just a small sample of some of the unique, interactive features of this playground and what it takes to make it happen. We hope you find this information helpful when choosing a sponsorship level. Note: photos of items are included to give sponsors a visual of the item but are examples and do not reflect the proper colors or design.



Accessible Zip Line  
\$30,000



Inclusive Whirl  
\$20,000



Interactive Grand Gallery  
\$25,000



CyCone Whirl w/ Accessible Base  
\$30,000



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Concerto Vibes  
\$10,000



Concerto Chimes  
\$10,000



Sensory Panels  
\$3,000 each



Accessible Roller Slide  
\$15,000



JAX Web Climber  
\$17,000



Electronic Piano Panel  
\$4,000



Funnel Slide w/ Window  
\$15,000



Concerto Cabasas  
\$3,000



Magical Music Insert  
\$4,000



Mini City Community Helpers  
\$25,000



Concerto Congas  
\$5,000



JAX Climbers  
\$5,000





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Mini City Playhouse  
\$30,000



Mini City Traffic Light  
\$2,000



Mini City Truck  
\$10,000



Mini City Silly Tree  
\$15,000



Mini City Garden Wall  
\$4,000



Main Structure with accessible  
ramp system throughout  
\$200,000



Inclusive, Generational,  
and Standard Swings  
\$12,000





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## HOW TO MAKE YOUR CONTRIBUTION

ALL DONATIONS QUALIFY FOR CHARITABLE TAX DEDUCTIONS

<b>Jr. Superhero</b> \$250+ (Under 18)	<b>Hawkeye</b> \$1,000+	<b>Thor</b> \$5,000+	<b>Iron Man</b> \$10,000+	<b>Spiderman</b> \$20,000+	<b>Incredible Hulk</b> \$30,000+	<b>Captain America</b> \$50,000+
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A total of \$ \_\_\_\_\_ is enclosed.

Optional: For the Austin Smith Inclusive Playground, I/We pledge \$ \_\_\_\_\_

The balance will be paid over \_\_\_\_\_ years as follows: (up to 3 years)

\$ \_\_\_\_\_ Date: \_\_\_\_\_ \$ \_\_\_\_\_ Date: \_\_\_\_\_ \$ \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ This gift is in memory of \_\_\_\_\_

\_\_\_\_\_ This gift is in honor of \_\_\_\_\_

Business, Organization, Individual or Family Name (MAX of 25 characters)

Address

City, State, Zip

Phone

Email

Signature

Date

The Austin Strong Foundation is a 501(c)(3) nonprofit organization, which means donations will qualify for charitable tax deductions. Please make checks payable to “Austin Strong Foundation” and mail to:

Austin Smith Inclusive Playground  
c/o Austin Strong Foundation  
PO Box 727  
Monticello, Iowa 52310



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## QUESTIONS

If you have any questions regarding sponsorship levels, pledge arrangements, playground design, volunteering, please do not hesitate to reach out:

Mikinzie Smith, Austin Strong Foundation (319) 480-3909 or email at [info@austinstrong.org](mailto:info@austinstrong.org)

OR

Jacob Oswald, Monticello Park & Rec Director (319) 465-6640 or email at [joswald@ci.monticello.ia.us](mailto:joswald@ci.monticello.ia.us)

### Community Fundraising Committee

Amie Stadtmueller

Erin Cox

Johnny Russ

Kimberly Kremer

Jennifer Ballou

Jacob Oswald

Shannon Poe

Britt & Mikinzie Smith