



DeSoto Parks & Recreation  
Discover, Experience, Play!

# Sponsorship Guide

## Programs & Events





# About Us

DeSoto Parks and Recreation is the heartbeat of the community! On any given day, you can hear the thumping throughout DeSoto because our community is at play. The Parks and Recreation Department manages 21 parks, beautification of medians and right of way space, Recreation Center, Civic Center, Senior Activity Center, Moseley Pool, Corner Theatre, and numerous programs and activities for the community and visitors.

## Our Mission

The DeSoto Parks and Recreation Department's mission is to enrich the quality of life in DeSoto, provide World Class customer service, premier parks and dynamic recreational experiences.

## Our Vision

DeSoto Parks and Recreation is a vital component in the community that provides diverse services and opportunities. Our staff will be known for their commitment to professionalism and their ability to grow and change with the community.

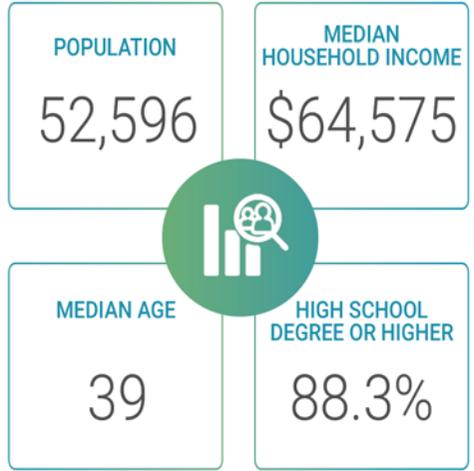
- Professionalism: We will exemplify the highest standards of the profession.
- Engage: We will develop strong relationships.
- Inspire: We will promote community health and vibrant lifestyles.
- Integrity: We will be fair and honest.

# Sponsor the Fun

The DeSoto Parks and Recreation Department (DPARD) strives to offer dynamic opportunities for area residents by providing a diverse array of recreational, cultural, sporting, adult/senior programs and activities for the entire community. By partnering with the Parks and Recreation Department and taking advantage of sponsorship opportunities, your business will connect with residents of DeSoto, demonstrate community support and maximize your exposure.

## Discover DeSoto

In an ever-changing society and industry, DeSoto Parks and Recreation is aware that community trust and perceptions are important for effective development, implementation and evaluation of recreational and cultural services. Engaging citizens is a key component in creating programs, facilities and activities that best meet the needs of the community.



# Sponsor an Award-Winning Parks and Recreation Department

- 2019 Volunteer Service Individual Award, Texas Recreation and Parks Society
- 2018 Advocate of the Year Award, Texas Recreation and Parks Society
- 2017 Excellence in Maintenance and Quality, Texas Turfgrass Association
- 2016 Commission for Accreditation of Parks and Recreation Agencies, National Recreation and Park Association
- 2015 Committee's Choice Award, Texas Recreation and Parks Society
- 2015 Readers Choice Award - Best Place for Kids, Focus Daily News
- 2015 Recreation Professional of the Year Award, Texas Recreation and Parks Society
- 2014 Arts and Humanities Programming Achievement Award, Texas Recreation and Parks Society
- 2014 Excellence in Innovative Programming Award, National Recreation and Park Association
- 2013 Excellence in Programming Award Special Event, Texas Recreation and Parks Society



## Why Get Involved?

Sponsorship offers the best kind of exposure for your organization, demonstrating your commitment to making a healthier and more enjoyable community for thousands of individuals and families that live here or visit regularly.



True to the very philosophy of public parks and recreation is the idea that all people have access to programs, facilities, places and spaces that make their lives and communities great. - NRPA



## Why Sponsor Us?

The City of DeSoto is a tapestry of diverse backgrounds, cultures and passions. We're connecting this unique community with a variety of *dynamic recreation opportunities*. With your support, DeSoto Parks and Recreation Department can continue to make significant advancements, advocate for creating expansions of park facilities and programs that enhance our community, making DeSoto a special place to live.



### Yearly Visitor Count

Aquatics Center	17,063
Civic Center	81,931
Recreation Center Members	10,508
Senior Center	50,400
Special Events	21,110
Sports Tourism	82,500
Youth Athletic Attendance	154,453

# OPPORTUNITY

Unlike other traditional forms of advertising, sponsorships allow businesses, large and small, to be associated with the positive benefits of a community event with a wide target demographic.



Quality parks and recreation are cited as one of the top three reasons that business cite in relocation decisions in a number of studies. - NRPA





## Join Us On Social Media!

Facebook@desotorec

Instagram@desotopard

## Plan Your Next Visit With Us

972.230.9653 | [specialevents@desototexas.gov](mailto:specialevents@desototexas.gov)

[www.desototexas.gov/parks](http://www.desototexas.gov/parks)

211 E. Pleasant Run Road

DeSoto, TX 75115



The DeSoto Parks and Recreation Department is an elite park and recreation agency through the Commission for Accreditation of Park and Recreation Agencies. CAPRA accreditation is the only national accreditation for park and recreation agencies, and is a measure of an agency's overall quality of operation, management and service to the community. This mark of distinction indicates that an agency has met rigorous standards related to the management and administration of lands, facilities, resources, programs, safety and services.