



PARKS, RECREATION, & FORESTRY

Kristine Butteris
Director

Andrea Draeger
Office Manager

Hunter Karnitz
Recreation Manager

Megan Schwefel
Administrative Assistant

February 12, 2026

Watertown Redevelopment Authority
Ryan Wagner
106 Jones Street
Watertown, WI 53094

Dear Ryan Wagner,

The Watertown Parks, Recreation & Forestry Department is excited to invite you to join us as a 2026 program and event sponsor. Each year, our department serves thousands of community members of all ages through youth sports, enrichment programs, senior services, camps, and family-friendly events. Sponsorships from local businesses and organizations like yours ensure we can continue providing affordable, high-quality experiences that bring our community together.

Why Your Sponsorship Matters

With youth t-shirts costing \$9.50 each, bussing expenses for summer field trips averaging \$400, and senior programs ranging from \$250-\$1,500, sponsorship support keeps participation fees low while enriching the lives of children, families, and seniors. Your contribution goes beyond dollars — it creates opportunities, builds connections, and strengthens community pride.

We are offering a wide variety of sponsorships so businesses of all sizes can participate. Please see the complete list of opportunities on the following pages.

Benefits of Sponsorship

As a sponsor, your business will be recognized and promoted through:

- Press releases, brochures, and flyers
- Social media platforms with broad community reach
- Logo placement on t-shirts, banners, and signage (where applicable)
- Inclusion in print and digital advertising for sponsored events
- On-site recognition during events, with the option to provide promotional materials
- And most importantly, the knowledge that you are helping Watertown families, seniors, and youth thrive

Opportunities are limited and available on a first-come, first-served basis. We encourage you to select your preferred sponsorship soon to maximize your recognition and impact in 2026.

To secure a sponsorship or for more details, please contact the office at 920-262-8080 or email

514 S. First Street • Watertown, WI 53094 • Phone 920.262.8080 Fax: 920.262.8087

kbutteris@watertownwi.gov

adraeger@watertownwi.gov

hkarnitz@watertownwi.gov

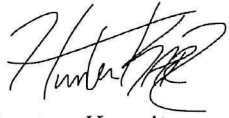
mschwefel@watertownwi.gov

Opportunity Runs Through It

parkrecprogramming@gmail.com.

Thank you for considering this opportunity to partner with us in building a stronger, more connected Watertown community. We look forward to working with you in 2026.

With appreciation,

A handwritten signature in black ink, appearing to read "Hunter Karnitz". The signature is fluid and cursive, with the first name "Hunter" being more prominent than the last name "Karnitz".

Hunter Karnitz
Watertown Parks, Recreation & Forestry Department

514 S. First Street • Watertown, WI 53094 • Phone 920.262.8080 Fax: 920.262.8087
kbutteris@watertownwi.gov adraeger@watertownwi.gov hkarnitz@watertownwi.gov mschwefel@watertownwi.gov

Opportunity Runs Through It

2026 Sponsorship Opportunities

Youth Sports Programs

- Youth Sport Leagues – **\$100** per team (58 teams total)
 - Spring Soccer (22 teams)
 - Summer Baseball (12 teams)
 - Fall Soccer (20 teams)
 - Fall Flag Football (4 teams)

about 10 participants each
- Instructional Youth Programs – **\$200** per program (11 available)
 - Little Kickers Soccer (Spring & Fall, 6 sessions total)
 - Little Sluggers Baseball (Summer)
 - Youth Volleyball (Summer)
 - Little Dunkers Basketball (Fall, 2 sessions)
 - Youth Wrestling

about 20 participants each

Rock River Day Camp

- Field Trip Sponsors – **\$200** per trip (8 available)
 - *Each sponsorship offsets half the bussing costs. *

Senior Center & Enrichment Programs

Special Events

- \$1,700 – Veteran's Day Event
- \$1,750 – Holiday Party
- \$1,500 – Volunteer Recognition Ceremony
- \$750 – Senior Citizen Day Celebration (or in-kind pizza or ice cream)
- \$500 – Quarterly Birthday Parties
- \$500 – Fundraiser Supplies

Enrichment Events

- \$1,250 – Senior Center Program & Activity Supplies
- \$1,250 – Movie & Streaming Services
- \$1,000 – Senior Center Refreshment Supplies
- \$2,000 – Intergenerational/Family Fun Nights
- \$750 – Taxi Vouchers
- \$500 – Membership Scholarships
- \$250 – Newspaper Subscription

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One-Time Building Improvements

- Updated and functional interior furniture
- Interior art and design elements
- Accessibility improvements (flooring, front desk, restroom upgrades)

Bentzin Family Town Square Entertainment & Community Events

Concert Sponsorships – **\$5,000–\$10,000** (4 available)

Boo Bash Watertown Players Sponsor - **\$200** (1 available)

Individual Activity Sponsorships – **\$100** (10 available)

Make Your Business Sparkle Tree Sponsorship – **\$200** (6 available)

Holiday Decorations & Treats – any amount welcome

Filled Sponsorships:

Senior Center Bingos approx. value **\$100** each

- ProHealth Care
- The View
- Senior Helpers
- River View Assisted Living
- Pizza Ranch
- Rainbow Hospice
- Spero/Heritage-A-Cedar Community

BFTS Sponsorships:

Concert – Northwestern Mutual - **\$500**

Beverage **\$500** each

- Birthday Bash – Brisc Plumbing
- Road Crew – Fort Community Credit Union
- Hypnotized – Fleetwood Mac Tribute – Holz Chevrolet
- Cherry Pie – Holz Chevrolet
- The Playlist – Brisc Plumbing

Boo Bash Event Sponsor – Ixonia Bank - **\$1500**

Kids Fest – Bank of Lake Mills - **\$2500**

Make Your Business Sparkle Tree Sponsorship - **\$200** each

- Fisher Barton
- Glory Global
- Platinum Communities

Tree Lighting Arch Rental – Theder Landscaping - **\$750**

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