

2021

SPONSORSHIP OPPORTUNITIES



“A brand is worthless if it doesn’t **connect**
with the right audiences in a relevant way.”

1995

**Year
Established**

5.8 MILLION

**Visitors Served
since 1995**

26

**Awards
Won**

NRH₂O Website

New Users 36,826
Unique Visitors 28,803
Returning Visitors 24%

*new website developed June 2020

Social Media

Facebook 39,552
Twitter 1,967
Instagram 2,460



**2019
ATTENDANCE**

185,971

That's
a LOT of
people!

OPENING DAY 744

MEMORIAL DAY 2427

FIREWORKS 8818

DIVE IN MOVIE 9752

JULY 4TH 3040

PASSHOLDER EXCLUSIVE 3808

BEACH BASH 1970

LABOR DAY 1718

SPLASH DASH SMILE 200

DOGGIE BEACH BASH 2347





2021 Sponsorship Opportunities

PRESENTING SPONSOR

\$20,000

3 year term

General

- Category Exclusivity
- First Right of refusal
- Right to use NRH2O logo w/Sponsor designation
- Logo locked below Venue Logo
- Presentation of Attraction

Digital Assets

- Logo with link on home page website- 28,803 unique visitors annually- 1st position
- Logo with link in E-Blast- 20% open rate- 5x E-Blasts- 1st position
- Facebook 39,552 followers- Exclusive mention 5x/season
- Instagram 2,460 followers- Exclusive mention 5x/season
- Twitter 1,967 followers- Exclusive mention 5x/season
- (2) Digital Boards in Park logo inclusion- 1st position
- (2) Digital Billboards outside of Park logo inclusion- 1st position

Signage

- (3) Ticket Windows logo inclusion- 1st position
- (2) Giant Outdoor Map logo inclusion- 1st position
- Beachside Bay logo inclusion- 1st position
- (4) Pole Banners in Park- Exclusive logo inclusion
- Beverage Stations- 1st position
- (2) Concession Stands- 1st position
- Guest Service Booth- 1st position

Tickets

- Walkups- Logo/offer inclusion on 46,000+ annually- 1st position

ADDED VALUE

Activation Booth Space- up to 4x/season

Splash Radio- :15 spot 10x/day

Complimentary Tickets- 300 Day Tickets

Discount Ticket Program (online code generated)

*Additional assets for sale as 1-off
or as added to package if needed.
Please call for availability.



2021 Sponsorship Opportunities

ANCHOR SPONSOR

\$12,500

1 year term

General

- First Right of refusal
- Right to use NRH₂O logo w/Sponsor designation

Digital Assets

- Logo with link on home page website- 28,803 unique visitors annually- 2nd position
- Logo with link in E-Blast- 20% open rate- 5x E-Blasts- 2nd position
- Facebook 39,552 followers- Exclusive mention 4x/season
- Instagram 2,460 followers- Exclusive mention 4x/season
- Twitter 1,967 followers- Exclusive mention 4x/season
- (2) Digital Boards in Park logo inclusion- 2nd position
- (2) Digital Billboards outside of Park logo inclusion- 2nd position

Signage

- (3) Ticket Windows logo inclusion- 2nd position
- (2) Giant Outdoor Map logo inclusion- 2nd position
- Beachside Bay logo inclusion- 2nd position
- Beverage Stations- 2nd position
- (2) Concession Stands- 2nd position
- Guest Service Booth- 2nd position

Tickets

- Online Tickets- Logo/offer inclusion on 23,000+ annually- 2nd position

ADDED VALUE

Activation Booth Space- up to 4x/season

Splash Radio- :15 5x/day

Complimentary Tickets- 100 Day Tickets

Discount Ticket Program (online code generated)

*Additional assets for sale as 1-off
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2021 Sponsorship Opportunities

PREMIUM SPONSOR

\$7,500

1 year term

General

- Right to use NRH₂O logo w/Sponsor designation

Digital Assets

- Logo with link on home page website- 28,803 unique visitors annually- 3rd position
- Logo with link in E-Blast- 20% open rate- 5x E-Blasts- 3rd position
- Facebook 39,552 followers- Exclusive mention 3x/season
- Instagram 2,460 followers- Exclusive mention 3x/season
- Twitter 1,967 followers- Exclusive mention 3x/season
- (2) Digital Boards in Park logo inclusion- 3rd position
- (2) Digital Billboards outside of Park logo inclusion- 3rd position

Signage

- (3) Ticket Windows logo inclusion- 3rd position
- (2) Giant Outdoor Map logo inclusion- 3rd position
- Beachside Bay logo inclusion- 3rd position
- Beverage Stations- 3rd position
- (2) Concession Stands- 3rd position
- Guest Service Booth- 3rd position

Tickets

- Online Tickets- Logo/offer inclusion on 23,000+ annually- 3rd position

ADDED VALUE

Activation Booth Space- up to 2x/season

Splash Radio- :15 2x/day

Complimentary Tickets- 50 Day Tickets

Discount Ticket Program (online code generated)

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Asset Branding

Attractions- Priced per attraction based on availability

Life Jackets-\$5500/yr or \$5000/yr multi yr

Gift Shop- \$5500/yr or \$5000/yr multi yr

Bathrooms- \$5000/yr - \$4500/yr multi yr

Locker Wraps- \$5500/yr or \$5000/yr multi yr

First Aid Station- \$3000/yr - \$2500/yr multi yr

(6) Cabanas- \$3000/yr-\$2500/yr multi yr

(13) Luxury Loungers- \$3000/yr-\$2500/yr multi yr

Photo Op/ Selfie Station- \$5000/yr - \$4500/yr multi yr

Bayous Banquet- \$4000/yr - \$3500/yr multi yr

Splashatory Picnic- \$3000/yr - \$2500/yr multi yr

Pavilion Picnic- \$3000/yr - \$2500/yr multi yr

Forest Picnic- \$2000/yr - \$1500/yr multi yr

THANK YOU!

**For more information, contact Jim Tolbert at
JT@prochallengeinc.com or 214.498.3557**

