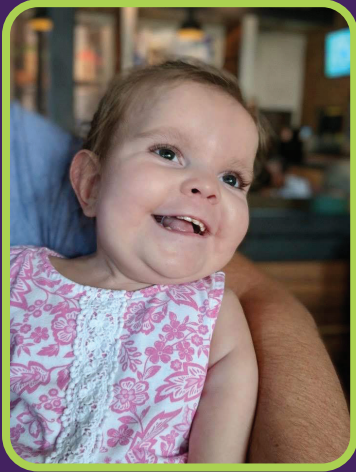




A Playground for All Ages and Abilities

Honoring Ellie G



Ellie G's Story

Franklin's first inclusive park will be named in memory of Elliott Grace Castro, known as Ellie G, who passed away at the age of 4-years-old in September 2019. Ellie G was the granddaughter of Franklin Alderman Brandy Blanton and was born with a very rare, terminal form of dwarfism called Rhizomelic Chondrodysplasia Punctata (RCDP). During her short life, she proved to be an example of courage, strength, and joy to all who had the privilege to know her or know of her.

At birth, her parents Samantha and Brandon Castro were told her life-expectancy was less than a week, but Ellie G defied the odds and would pave the way (along with help from State Rep. Charles Sargent) to make sure that any child born in Tennessee with RCDP would receive life-changing services and support from the Tennessee Early Intervention System, putting RCDP on the list of accepted diagnoses.

The community embraced this little girl and her family and showed their support in a myriad of ways. In 2015, there was a fundraiser called Light the Way hosted at Franklin's Eastern Flank Battlefield Park with live music, food, and a children's play area appropriately named Elliott's Dream World – the origin of the name of this park that will improve the quality of life for all families in Williamson County and beyond.

The inclusive playground will have a safari theme, something Ellie G would have loved.

**ELLIE G'S
DREAM WORLD**

Franklin, Tennessee • www.friendsoffranklinparks.org/inclusive-playground • [#changethewayweplay](https://twitter.com/changethewayweplay)

Message from the Mayor

"Diversity and inclusion are core values in our community, and the public and private sectors are always working to find new ways to ensure that every citizen and visitor to Franklin, Tennessee has equal opportunities to work, live and play here. For children with disabilities, we have historically been unable to offer an inclusive playground for all. Ellie G's Dream World can overcome that challenge for so many families. With your support, we can make this facility a reality and another source of great civic pride for Franklin."

– Mayor Ken Moore,
City of Franklin, TN

A Playground for All



The City of Franklin, Tennessee's First Inclusive Playground



We're committed to raising \$1.5M of the inclusive playground's total \$3M cost.

Your sponsorship can help us reach our goal:

Sponsor Levels

Tree of Life	\$500K
Lion	\$250K
Giraffe.....	\$100K
Elephant	\$50K
Hippo.....	\$25K
Zebra	\$10K
Toucan	\$5K
Tortoise.....	\$1K

The Vision

3 acres of inclusive play within the New Southeast Municipal Complex

The future playground will be four to six times larger than the Tinkerbelle Playground at Pinkerton Park and will be designed for two specific phases. Phase One includes the play structures and park amenities along with a pavilion and plenty of shade structures throughout. A future phase will include an outdoor fitness area and amphitheater.

The inclusive playground will have fully accessible restrooms with built-in baby changing stations, as well as dedicated men's and women's change rooms equipped with built-in changing tables that can accommodate larger children, teens, or adults. In addition to these facilities, there will be a mother's nursing room.

Estimated cost: The total cost of the Inclusive Playground is approximately \$3 million. We are committed to raising \$1.5 million of that cost.

Inclusive play

Play Structures • Park Amenities • Pavilion • Shade Structures • Accessible via I-65

Double zip line with inclusive seat



Safari adventure vehicle



Watering hole



Tree of Life play structure



Inclusive swings



Music area



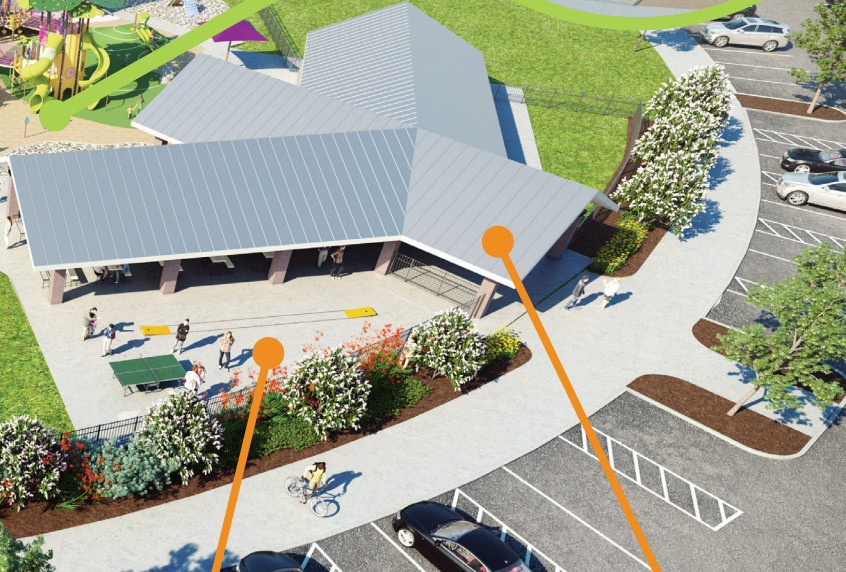
Individual picnic areas



Game area (cornhole, ping pong)



Entry, restroom, and picnic area



Tree of Life

Sponsorship includes

- Naming rights
- Premier logo placement at playground entry
- Speaking opportunity at Grand Opening
- Prominent display of logo at entrance of park
- Private reception/event
- Sneak preview at park/private tour with mayor/parks
- Press release specific to title sponsor
- Dedicated email blast by City of Franklin, Friends of Franklin Parks, and Franklin Tomorrow
- Featured story on website
- Direct link on website to a landing page
- Recognition on all event/marketing materials
- Term of sponsorship 10 years
- Recognition in City of Franklin, Friends of Franklin Parks, and Franklin Tomorrow social media channels

\$500,000



Lion

Sponsorship includes:

Premier logo placement at entrance of dedicated section

Speaking opportunity at Grand Opening

Dedicated e-mail blast

Featured story on website

Direct link on website

Premier logo placement at playground entry

Recognition on all event/marketing materials

\$250,000



Giraffe

Sponsorship includes:

- Premier logo placement at Grand Opening
- Dedicated e-mail blast
- Featured story on website
- Direct link on website
- Premier logo placement at playground entry
- Recognition on all event/marketing materials

\$100,000

Elephant

Sponsorship includes:

- Website recognition
- Logo placement at playground entry
- Direct link on website
- Recognition on all event/marketing materials

\$50,000



Hippo

Playground Equipment Sponsorship includes:

- Website recognition
- Logo placement at playground entry
- Direct link on website
- Recognition on all event/marketing materials

\$25,000

Zebra

Sponsorship includes:

- Website recognition
- Business/individual name placement at playground entry
- Direct link on website
- Recognition on all event/marketing materials

\$10,000



Toucan

Park Bench

Sponsorship includes:

Website recognition

Business/individual name at playground entry
or on park bench (limited number of benches)

\$5,000

Tortoise

Sponsorship includes:

Website recognition

\$1,000





Leaf

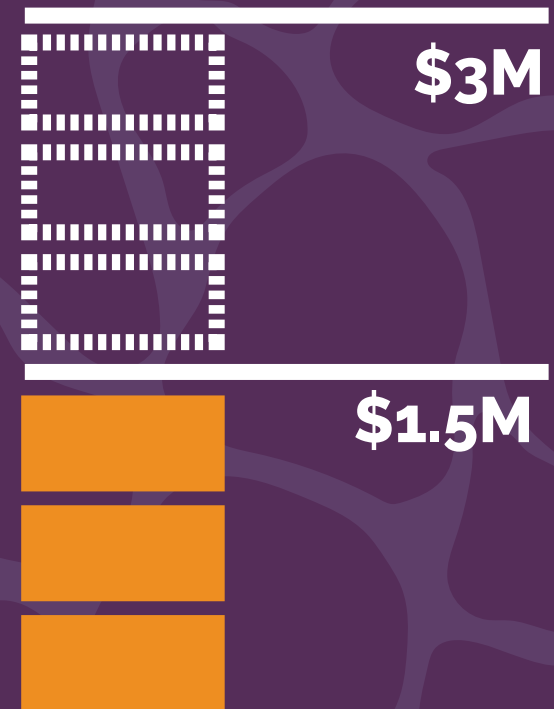
Everyone can
be a part
with a

**Community
Sponsorship**

\$100

We're committed to raising
\$1.5M of the inclusive
playground's total \$3M cost.

**Help your community
reach its goal.**



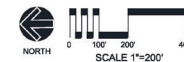


SOUTHEAST MUNICIPAL COMPLEX - FINAL CONCEPT

FRANKLIN, TENNESSEE

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FEBRUARY, 2022



BARGE
DESIGN SOLUTIONS

ELIE G'S
DREAM WORLD

Franklin, Tennessee • www.friendsoffranklinparks.org/inclusive-playground • [#changethewayweplay](https://twitter.com/changethewayweplay)

Inclusive playground at Southeast Municipal Complex



The future Southeast Municipal Complex is located on Carothers Parkway. The total park is on 233-acres and will include five football fields, miles of walking trails, concessions, ADA accessible restrooms, a pavilion, and Ellie G's Dream World playground. This second portion of the project will also include lacrosse fields and other court sports, like pickleball.

Combined social media presence

Includes City of Franklin, Friends of Franklin Parks, and Franklin Tomorrow

41,117 Facebook Followers

7,109,594 Impressions

28,900 Twitter Followers

2,554,000 Impressions

21,000 Instagram Followers

2,217,431 Impressions

Playground Planning Committee

Shahad Abdulrahman

Mike Alday

Amy Baggett

Torrey Barnhill

Brandy Blanton

Tammy Boclair

Hamilton Bowman

Denise Carothers

Lisa Clayton

Paige Cruse

Tom Curl

Paula Harris

Mark Hilty

Kevin Lindsey

Lynn Maddox

Kathie Moore

Gail Powell

Milissa Reiersen

Jennifer Salyer

Doug Sharp

Sheila Stewart

Mindy Tate

Teresa Vander Molen

Brian Walker



Made possible by:



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FRANKLIN

Renderings courtesy of:



To give, scan code or
text the word **inclusive**
to 615-551-4465



Make checks payable to:

Friends of Franklin Parks
P.O. Box 549, Franklin, TN 37065

Contact us:

torrey@friendsoffranklinparks.org

You will receive a receipt for
the tax-deductible amount.

#changethewayweplay