

# 2023 Sponsorship Opportunities



## Carroll County Department of Recreation & Parks

Robert Moton Center  
300 South Center Street  
Westminster

Phone: 410-386-2103  
Website: [ccrecpark.org](http://ccrecpark.org)  
Email: [ccrec@carrollcountymd.gov](mailto:ccrec@carrollcountymd.gov)



# PARTNER WITH US

Is your business looking for ways to connect with potential customers? Have you considered sponsorship of Carroll County Recreation & Parks events to improve your brand awareness and yield a high return on investment? Each year, Recreation & Parks offers a variety of family friendly activities to residents and visitors at little or no cost to the public that improve their quality of life. With a variety of sponsorship opportunities for programs & events, we've made connecting with our community easy by creating a variety of sponsorship packages that can provide positive exposure in healthy environments.

This comprehensive sponsor packet will provide you with detailed information about our events and a variety of ways to support recreation and parks. Each sponsorship package offers opportunities to get your name out into the community and actively engage with event participants.

## MARKETING SNAPSHOT



Facebook Page reach  
129,877

Facebook Followers  
7,734



Instagram reach  
441

Instagram Followers  
279



Twitter Followers  
323



Flickr Images  
2,052



Web Site Views: 31,275 annually • Unique Page Views: 25,258 • Average Time on Page: 1:10



Bi-monthly newsletters through Carroll County Public Schools  
Gov. Delivery subscribers (Rec. & Parks): 48,513 recipients



Comcast Channel 24 - event promotion with sponsor name



Annual Park Visitation  
- Piney Run Park (over 100,000 visitors annually)



Activity Guides posted online: 4 • Printed: 1200-1500



## MISSION STATEMENT

Connecting people, parks and programs in support of a strong healthy community and natural environment.

## Tier I Events • \$1,000 - \$15,000



### Piney Run Fish Stocking • \$1,000

**Location:** Piney Run Park

Becoming a Fish Stocking Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Logo displayed on all promotional signs/emails/social media for fishing events, advertisement/flyer placement.



### Piney Run Boathouse/Boat Purchases • \$1,200 per watercraft

**Location:** Piney Run Park

Approximately 30,000 patrons/year

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Your business name will be displayed on the side of the boat as indicated by your sponsorship. Recognition of all boat sponsors and their level of sponsorship on a dedicated email blast.



### Family Summer Fest • \$2,500 - \$15,000

**Date & Location:** June 23, 2023 • Freedom Park, Sykesville

It's time to celebrate Summer, and what better way than becoming a sponsor for the annual Family Summer Fest, with music, food, and fun for the entire family. Any level of donation is accepted, see page 7 for details.

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Logo displayed on all promotional material, advertisement/flyer placement, booth at event, free admission, honorable mention during event, free promotional materials.

## Tier II Events • \$500 - \$1,000



### TR Day (Therapeutic Recreation) • \$500

**Date & Location:** June • Carroll County Farm Museum

Approximately 300-400 patrons

Therapeutic Recreation Event promotes inclusion for all participants regardless of disability. Event activities include music with a DJ, dancing, catered lunch, numerous activities and presentations, informative information for parents/caregivers and providers.

**Target Audience:** Adaptive Recreation, Caregivers, Parents, and families

**Benefits:** Logo displayed on promotional signs/emails/social media for TR Day Event, advertisement/flyer placement.



### Henry Lysy Fishing Rodeo/Krimgold Fishing Rodeo • \$500

**Date & Location:** Westminster Community Pond - April 30, 2023 & Krimgold Park - May 21, 2023

Approximately 200 patrons

Support one or both fishing rodeos – to help promote fishing to youth and families within Carroll County. This is a free event to youth age 15 and younger.

**Target Audience:** Kids 15 & younger

**Benefits:** Provide fishing opportunities and fishing experience in a safe controlled, environment. • Teach basic angling skills. • Help children to develop a stewardship ethic. • Offer a positive fishing experience that fosters future interest in fishing. • Encourage fishing as an outdoor family activity.

## Tier II Events *continued* • \$500 - \$1,000



### Santa Wagon Rides • \$500

**Date & Location:** December • Piney Run Park  
Approximately 150-300 patrons  
**Target Audience:** Families with kids of all ages, adults and active seniors  
**Benefits:** Logo displayed on all promotional material, advertisement/flyer placement, booth at event, free admission, honorable mention during event, free promotional materials.



### Jingle Bell Hop • \$500

**Date & Location:** December 15, 2023 • Carroll Springs School  
Approximately 50-75 patrons  
Becoming a Jingle Bell Hop Sponsor is a great way to take part and celebrate this annual Holiday Event! The "Hop" offers a live DJ, great food, and giveaways!  
**Target Audience:** Adaptive Recreation, Caregivers, Parents, as well as families  
**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



### CC Sports Complex Fence Banners • \$500 - \$850 per banner

**Date & Location:** Spring and or Fall Season • CC Sports Complex  
Approximately 30,000 patrons/year  
**Target Audience:** Families with kids of all ages, adults and active seniors  
**Benefits:** Being a Recreational Fence sponsor is the perfect way to connect your organization/business values and work with the passions and interest of participants. These 36" X 48" signs will be located on the fenceline of the sports fields.



### Outdoor Movie Nights • \$500 - \$1,000 per event

**Date & Location:** June, July, & August • Various Locations  
Sponsor one of our free outdoor movies on the big screen – to be held in one of Carroll County's beautiful parks.  
**Target Audience:** Families with kids of all ages, adults and active seniors  
**Benefits:** Logo displayed on all promotional signs/emails/social media for Outdoor Movie events, advertisement/flyer placement.

## Tier III Events • \$250 - \$500



### Maple Sugarin Days • \$250

**Date & Location:** September • Bear Branch Nature Center  
Approximately 200-400 patrons  
Becoming a Maple Sugarin Days Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.  
**Target Audience:** Families with kids of all ages, adults and active seniors.  
**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.

## Tier III Events *continued* • \$250 - \$500



### Story Stroll • \$250 - \$500

**Date & Location:** Year Round • Leister Park, Deer Park, etc.

Approximately 200-400 patrons

Becoming a Story Stroll Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors.

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



### Santa Calling • \$500

**Date & Location:** December 5, 2023

Approximately 300 patrons

**Target Audience:** Families with kids ages 3-8

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



### Parks & Recreation Month • \$500

**Date & Location:** Various Parks for the Month of July

Your generous donation will support month long activities in July, which is Parks & Recreation Month. Businesses will be recognized on social media, as well as event fliers. Application deadline is May 15, 2023.

**Target Audience:** Families

**Benefits:** Logo displayed on all promotional material, advertisement/flyer placement.



### Egg Hunt For Adults • \$500

**Date & Location:** April • Bear Branch Nature Center

Becoming an Egg Hunt For Adults Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Adults and active seniors

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



### Youth Fishing Derby • \$500

**Date & Location:** April • Piney Run Park

Approximately 450-600 patrons

**Target Audience:** Families with kids of all ages

**Benefits:** Provide fishing opportunities and fishing experience in a safe controlled environment. Teach basic angling skills. Help children to develop a stewardship ethic. Offer a positive fishing experience that fosters future interest in fishing. Encourage fishing as an outdoor family activity.



### 100-Mile Challenge • \$500

**Date & Location:** Annually

Becoming a 100-Mile Challenge Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors.

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement/materials.

## In-Kind Donations

Another great way to support the Carroll County Recreation and Parks Department is for individuals, families and companies to make in-kind donations. Items regularly needed include:

- Tickets to events
- Gift certificates
- Promotional items
- Prizes for tournaments

## Corporate Work Days

Get out of the office and into nature by participating in a team building work day at a Carroll County Recreation & Parks Park! For more information or to schedule a corporate volunteer work day, contact us at [ccrec@carrollcountymd.gov](mailto:ccrec@carrollcountymd.gov).

- Tree Plantings
- Trail Work and improvement
- Erosion Mitigation Projects
- Bridges

## Helping Hands

The Helping Hands Keep Parks Green initiative (hereafter referred to as Helping Hands) is modeled after similar efforts such as Adopt-A-Road and is designed to promote local ownership and care of parks.



## Park Legacy Fund

The Park Legacy Fund has been established to accept contributions from individuals, families, businesses, and corporations to improve and enhance our county parks for future generations.



## Scholarship Fund

Financial assistance is awarded in the form of a program scholarship, to county residents only, for registration costs only (material fees and equipment are not covered). Scholarships are limited to one person per year, while funds are available, and space availability of the program.



## Recreation Councils

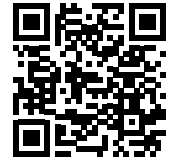
The Recreation Councils provide sport leagues play for hundreds of children ages 3 to 18 for games. Supporting these programs through sponsorship offers multiple opportunities for company promotion.





# 2023 DONOR/SPONSOR AGREEMENT

**Please fill out this pdf form or use our online form by scanning the QR code or clicking here: <http://bit.ly/3SrdyV9>**



Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**I would like to donate/sponsor the following event(s):**

Piney Run Boathouse/Boat Purchase

Piney Run Fish Stocking

Outdoor Movie Nights

Family Summer Fest

Parks & Recreation Month

CC Sports Complex Fence Banners

Henry Lysy/Krimgold Fishing Rodeo

TR Day (Therapeutic Recreation)

Santa Wagon Rides

Jingle Bell Hop

Youth Fishing Rodeos

Egg Hunt For Adults

Santa Calling

Maple Sugarin Days

Story Stroll

100-Mile Challenge

**Total Donation/Sponsorship:** \_\_\_\_\_

Check enclosed (payable to Carroll County Commissioners)

I want to charge my:    Visa    Mastercard    Discover

Send me an invoice    In-Kind Donation

Please remit donor/sponsor agreement to:

Carroll County Department of Recreation & Parks  
300 South Center Street  
Wesminster, MD 21157

Return signed agreement by the sponsor deadline for inclusion in printed materials. Email high resolution vector or native format (ai, eps, or psd) logo/artwork to [ccrec@carrollcountymd.gov](mailto:ccrec@carrollcountymd.gov).

We agree to the terms indicated above:

DONOR/SPONSOR

By: \_\_\_\_\_ Date: \_\_\_\_\_

