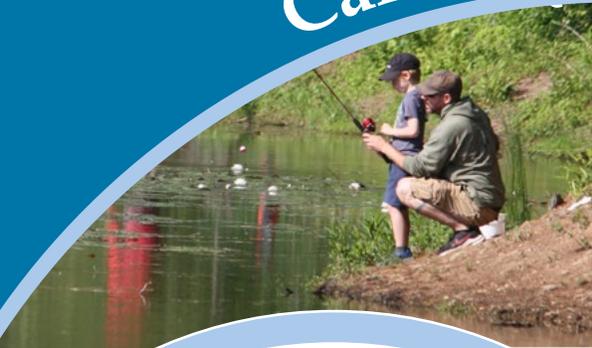


Carroll County Department of Recreation & Parks

Sponsorship Opportunities



Robert Moton Center
300 South Center Street
Westminster

Phone: 410-386-2103
Website: ccrecpark.org
Email: ccrec@carrollcountymd.gov

| 2024

    @ccrecpark

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
8,676



Instagram reach
441

Instagram Followers
367



Twitter Followers
338



Flickr Images
2,831



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 • \$1,000 - \$6,000 per watercraft

Location: Piney Run Park • Contact Piney Run to discuss the type of boat to be donated.

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: Friday, June 28 2024 • 5:30 9:30 pm • Carroll County Farm Museum

Featuring " The Reagan Years - THe East Coast's Original 80's tribute band"

Approximately 500 - 1500 patrons. Kick-off Summer as a Sponsor for the Family Summer Fest, at the Carroll County Farm Museum, with music, food, and fun for the entire family. Any level of donation is accepted, see page 7 for details. Proceeds support the Park Legacy Fund.

Band Sponsor \$7,500 - Benefits: Logo displayed on promotion material, vinyl banner at event, booth at event, 2 VIP picnic tables by the band with 8 Adult Admissions. Deadline is March 1, 2024

Kids Zone Sponsor \$2000 – Benefits: Logo displayed on promotion material, advertisement placement at Kids Zone, booth at event. 4 Adult Admissions 4 youth wrist bands. Deadline is March 1, 2024

Others excepted – see page 7.

Tier II Events • \$500 - \$1,000



TR Day (Therapeutic Recreation) • \$500

Date & Location: June 11, 2024 • 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.



Sasquatch Saturday • \$500 - \$1,000

Date & Location: June 15, 2024 • Piney Run Park

Approximately 800 patrons

Becoming a Sasquatch Saturday 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.

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



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

Date & Location: Westminster Community Pond - April 28, 2024 & Krimgold Park - May 19, 2024
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.

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 13, 2024 • 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.

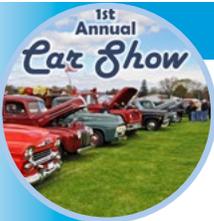
CC Sports Complex Fence Banners • \$500 - \$850 per banner



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. \$500 for Spring or Summer. \$850 for entire season (March - November).



Classic Car Show • \$500

Date & Location: April 13, 2024 • Smith Avenue Fields

Becoming an Classic Car Show 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.

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.



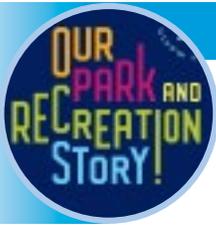
Santa Calling • \$500

Date & Location: December 5, 2024

Approximately 300 patrons

Target Audience: Families with kids ages 3-8

Benefits: Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement, donation will cover food for our volunteers the night of the event and must be received by Sept. 15, 2024 for marketing schedule.



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, 2024.

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: June • 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. Donation will support give-a-ways for the program.

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.

- 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.





2024 DONOR/SPONSOR AGREEMENT

Please fill out this pdf form or use our online form by scanning the QR code or clicking here: <https://bit.ly/4bLI5Ye>



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

Family Summer Fest

Parks & Recreation Month

CC Sports Complex Fence Banners

Henry Lysy/Krimgold Fishing Rodeo

TR Day (Therapeutic Recreation)

Horror Movie Night

Santa Wagon Rides

Jingle Bell Hop

Youth Fishing Rodeos

Egg Hunt For Adults

Santa Calling

Maple Sugarin Days

100-Mile Challenge

Classic Car Show

Total Donation/Sponsorship: _____

Check enclosed (payable to Carroll County Commissioners)

I want to use my credit card. (must contact Carroll County Dept. of Recreation & Parks at 410-386-2103 or ccrec@carrollcountymd.gov)

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.

We agree to the terms indicated above:

DONOR/SPONSOR

By: _____ Date: _____

Recreation
R&P Parks
Carroll County, MD

