

# Carroll County Department of Recreation & Parks



Robert Moton Center  
300 South Center Street  
Westminster

Phone: 410-386-2103

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@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 the community.

## MARKETING SNAPSHOT



Facebook Page Views  
243,500

Facebook Followers  
10,796



Instagram Reach  
389

Instagram Followers  
552



Flickr Images  
4,829



Web Site Views: 169,447 annually • Active Users: 77,649 • Views Per Active User: 2:18



Monthly newsletters through all Carroll County Public Schools  
Gov. Delivery subscribers (Rec. & Parks): 40,179 recipients



Annual Park Visitation  
- Piney Run Park (over 100,000 visitors annually)  
- Bear Branch Nature Center (29,425 visitors annually)



Activity Guides posted online: 6 • Printed: 1200-1500 • Online Digital Version Available.



## 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 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 31,000 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.



### TR Day (Therapeutic Recreation) • \$1,000 - \$6,000

**Date & Location:** June 9 2026 • 11:00 am - 2:00 pm • 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.  
Donation needed by April 2026.



### Celebrate 250 Years of America, One Mile at a Time! • \$1,000 - \$5,000

Join us this summer for a community-wide wellness adventure as we honor America's 250th anniversary with a 250-mile movement challenge! From June through August 2026, participants are invited to log miles through their favorite activities—walking, running, biking, hiking, or paddling—as we collectively celebrate the spirit of exploration, endurance, and unity that has shaped our nation. This challenge is designed for all ages and abilities—move at your own pace, choose your own activities, and enjoy a healthier, more active summer while celebrating 250 years of America's story.

**Target Audience:** Families, adults, active seniors

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



### Carroll County Car Fest • \$500 - \$2,000

**Date & Location:** Saturday, July 11, 2026 • 11:00 am – 2:00 pm • Carroll County Farm Museum  
Approximately 1,000 - 2,000 patrons

Help us celebrate Parks and Recreation month as a Sponsor for Car Fest, at the Carroll County Farm Museum, with our 3rd annual car show, music, food, and fun for the entire family. Any level of donation is accepted, see page 10 for details. Proceeds support the Park Legacy Fund.

Car Fest Program Sponsorship

Want to support the event in a different way? Advertise your business in the Car Fest Event Program! The program will be distributed to all car show participants and event attendees. \$25 quarter page ad, \$50 half page ad, \$75 full page ad.

#### Gold: \$2,000

Logo on all social media mentions, event promotional flyer, large logo on roadside promotional banners, band banner, 2 passes event vehicle admission, booth at event, 1 VIP event picnic table large logo on pavilion banner, Rec & Parks calendar from 7/1-7/31, and logo on front page of event program.

#### Silver: \$1,000

Social media mentions, event promotional flyer, medium logo on roadside promotional banners, 2 passes event vehicle admission, booth at event, medium logo on pavilion banner, and half page ad in event program.

#### Bronze: \$500

Social media mention, logo on event promotional flyer, 1 pass event vehicle admission, booth at event, small logo on pavilion and roadside banners, and quarter page ad in event program.

## Tier II Events • \$500 - \$1,000



### 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.



### KidzFest • \$1000

**Date & Location:** August 15, 2026

Approximately 1,000 - 2,000 patrons.

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

If you are interested in sponsoring the 2nd Annual KidzFest at the Carroll County Farm Museum, please contact Dana Watcher, [dwatcher@carrollcountymd.gov](mailto:dwatcher@carrollcountymd.gov).

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



### Jingle Bell Hop • \$1,000

**Date & Location:** December 2026 • Carroll Springs School

Approximately 75-100 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, their families.

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



### Sasquatch Saturday • \$500 - \$1,000

**Date & Location:** May 2026 • 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.



### 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 fence line of the sports fields. \$500 for Spring or Summer. \$850 for entire season (March - November).



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



### Family Movie Night • \$600 per event

**Date & Location:** March 13, 2026 • Charles Carroll Community Center

Approximately 100 - 200 patrons. This is a FREE event.

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

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



### Club Vibe • \$300 - \$600 per dance

**Date & Location:** May, 2026 • Charles Carroll Community Center

Therapeutic Recreation Event promotes inclusion for all participants regardless of disability. Event activities include music with a DJ, dancing, 18+, and more.

**Target Audience:** Adaptive recreation, caregivers, parents, and families.

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



### Santa Wagon Rides • \$500

**Date & Location:** December, 2026 • 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.



### Piney Run Summer Camp • \$500

**Date & Location:** July - August, 2026 • Piney Run Park

Approximately 400 campers.

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

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement. Help campers experience a positive camp experience that promotes a great learning environment during the duration of camp.



### The Great Egg Drop • \$500

**Date & Location:** April 2, 2026 • Westminster Veterans Memorial Park

Approximately 100 - 200 patrons.

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

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



### Native Plant Garden • \$500

**Date & Location:** July - August, 2026 • Piney Run Park

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

**Benefits:** Logo/sign displayed out by the garden. Help patrons and program registrants learn about native plants that grow here in this region of Maryland.

## Tier III Events • \$200 - \$500



### ADA Picnic • \$500

**Date & Location:** July 28, 2026 • 11:30 am - 1:30 pm • Charles Carroll Park and Community Center  
Approximately 40-50 patrons.

Celebrate ADA Day at Charles Carroll Park and Community Center! Join us for a fun, welcoming picnic featuring games and activities for individuals with disabilities, along with their families and friends.

**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 26, 2026 & Krimgold Park - May 17, 2026  
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.



### Dine & Movie Fright Night • \$250 - \$500

**Date & Location:** October 16, 2026 • 6:30 - 8:30 pm • Charles Carroll Community Center

**Target Audience:** Adaptive recreation, caregivers, parents, as well as Families.

Celebrate the spooky season with friends and family, geared towards individuals with disabilities. Come in your favorite costume and enjoy pumpkin decorating, a Halloween-themed movie, and a snack.

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



### Monarch Madness • \$500

**Date & Location:** September 12, 2026 • Bear Branch Nature Center

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

Approximately 400 -500 patrons.

The Monarch Madness Festival celebrates the migration of the Monarch butterfly from Maryland to Mexico. Becoming a sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**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, 2026

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. Deadline is May 16, 2026, for marketing schedule.

**Target Audience:** Families

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

## Tier III Events • \$200 - \$500



### Youth Fishing Derby • \$500

**Date & Location:** June, 2026 • 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.



### Ales & Tails • \$400

**Date & Location:** October 2, 2026 • Eldersburg, MD

Approximately 400-500 patrons.

Connect your business with a fun, pet-friendly community event celebrating local craft brews, live music, food, and our four-legged friends! Help us make our 2nd annual Ales and Tails a success!

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

**Benefits:** Your logo featured on all event promotional materials including flyers, banners, emails, social media posts, and a booth at the event (participate in the dog trick-or-treat trail while promoting your business!)



### Maple Sugarin' Festival • \$250

**Date & Location:** March 1, 2026 • Hashawha Environmental 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 • \$200

**Date & Location:** December, 2026

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. 12, 2026, for marketing schedule.



### Sounds of Summer: Park Concert • \$200

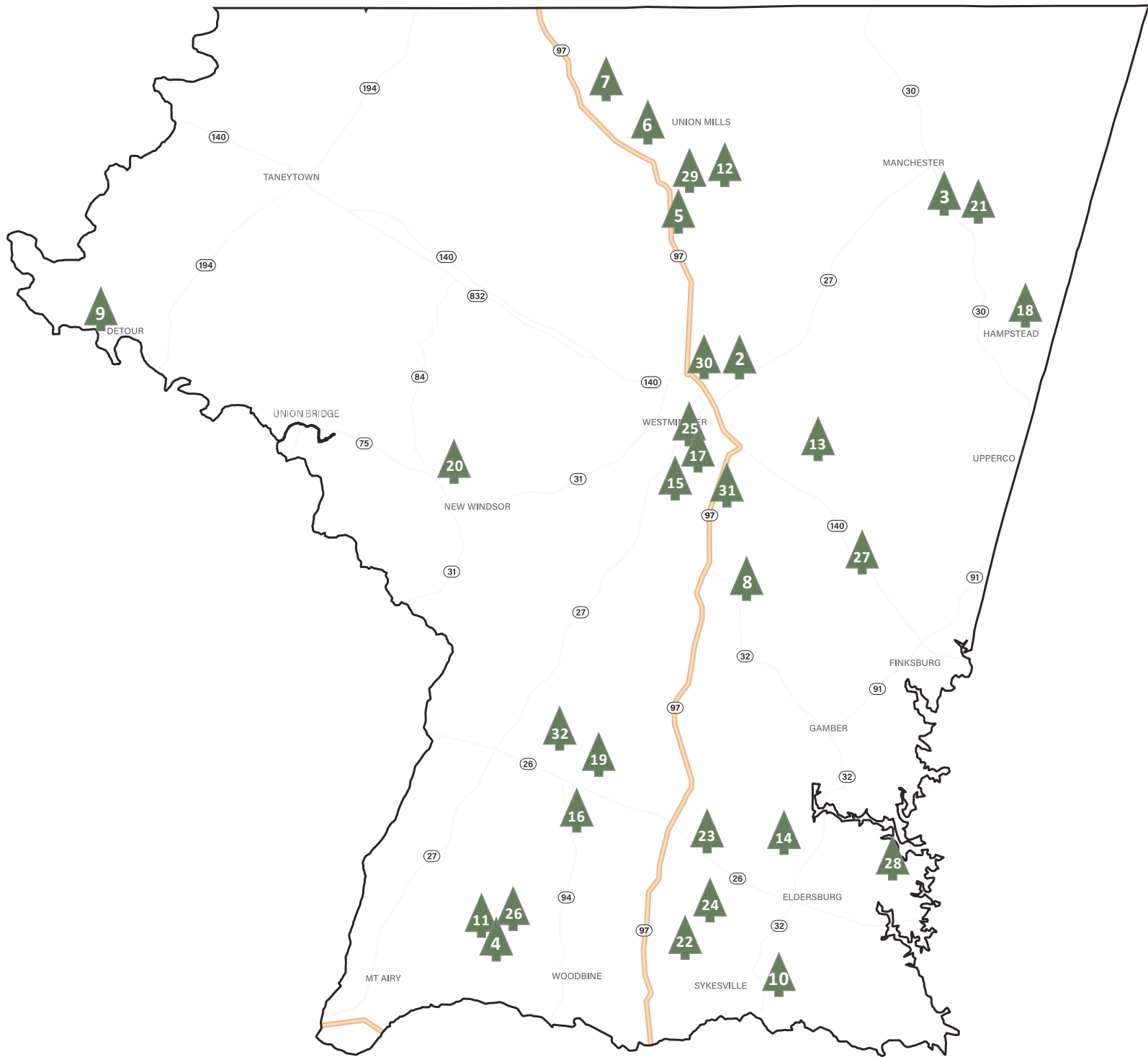
**Date & Location:** May 8, 2026

Approximately 200 patrons.

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

**Benefits:** Logo displayed on all promotional materials (flyers, posters, emails, event signage, and social media). Opportunity to host a vendor table or booth during concert, public recognition during stage announcements at event.

# PARKS & FACILITIES





- 1 BARK HILL PARK**  
515 Peace N Plenty Drive, Union Bridge, MD 21791
- 2 BENNETT CERF PARK & DOG PARK**  
544 Manchester Road, Westminster, MD 21158
- 3 CAPE HORN PARK**  
2500 Cape Horn Rd, Hampstead, MD 21074
- 4 CARROLL COUNTY EQUESTRIAN CENTER**  
2512 Grimville Road, Mount Airy, MD 21771
- 5 CARROLL COUNTY SPORTS COMPLEX**  
2225 Littlestown Pike, Westminster, MD 21158 • 410-857-4832
- 6 CHARLES CARROLL PARK & COMMUNITY CENTER**  
3719 Littlestown Pike, Westminster, MD 21158
- 7 CHERRYTOWN ROAD PARK**  
1260 Cherrytown Rd, Westminster, MD 21158
- 8 DEER PARK**  
637 Deer Park Rd, Westminster, MD 21157
- 9 DOUBLE PIPE CREEK PARK**  
7577 Middleburg Road, Detour, MD 21157
- 10 FREEDOM PARK**  
1111 Raincliffe Rd, Sykesville, MD 21784
- 11 GILLIS FALLS RESERVOIR SITE**  
2512 Grimville Road, Mount Airy, MD 21771
- 12 HASHAWHA/BEAR BRANCH NATURE CENTER**  
300 John Owings Rd, Westminster, MD 21158 • 410-386-3580
- 13 HAP BAKER FIREARMS FACILITY**  
1400 Baltimore Blvd, Westminster, MD 21157
- 14 HODGES PARK**  
5630 Hodges Rd, Sykesville, MD 21784
- 15 KATE WAGNER FIELDS**  
1100 Gist Road, Westminster, MD 21157
- 16 KRIMGOLD PARK**  
5355 Woodbine Rd, Woodbine, MD, 21797
- 17 LANDON C. BURNS PARK**  
700 Gist Road, Westminster 21157
- 18 LEISTER PARK**  
4134 Black Rock Road, Hampstead, MD 21074
- 19 MAYESKI PARK**  
1300 W. Old Liberty Road, Sykesville, MD 21784
- 20 NEW WINDSOR COMMUNITY ROOM**  
1100 Green Valley Road, New Windsor, MD 21776
- 21 NORTH CARROLL COMMUNITY POND**  
2401 Hanover Pike, Hampstead, MD, 21074
- 22 OBRECHT ROAD PARK**  
100 E. Obrecht Road, Sykesville, MD 21784
- 23 OLD LIBERTY ROAD**  
100 W. Old Liberty Road, Sykesville, MD 21784
- 24 PINEY RUN PARK & NATURE CENTER**  
30 Martz Rd, Sykesville, MD 21784 • 410-795-6043
- 25 ROBERT MOTON CENTER**  
300 S. Center Street, Westminster, MD 21157 • 410-386-2103
- 26 SALT BOX PARK**  
2201 Gillis Falls Rd, Woodbine, MD 21797
- 27 SANDYMOUNT PARK**  
2250 Old Westminster Pike, Finksburg, MD 21048
- 28 SOUTH CARROLL DOG PARK**  
5928 Mineral Hill Rd, Sykesville, MD 21784
- 29 UNION MILLS RESERVOIR**  
220 John Owings Road, Westminster, MD 21158
- 30 WESTMINSTER COMMUNITY POND**  
30 College View Boulevard, Westminster, MD 21157
- 31 WESTMINSTER VETERANS MEMORIAL PARK**  
355 CREST LN, Westminster, MD 21157
- 32 WINFIELD PARK**  
4388 Salem Bottom Rd, Westminster, MD 21157

## WE ARE...

# 32

County Parks  
and Facilities

# 14

Fishing Locations

# 24

Number of Pavilions

# 73

Athletic Fields

# 51

Miles of Trails

# 24

Playgrounds

# 14

Tennis Courts

# 37

Public Schools Used By  
Recreation & Parks

2 Nature Centers • 2 Dog Parks • 1 Aero Modelers Park • 1 Planetarium • 1 Observatory • 7 Basketball Courts • 2 Disc Golf Courses • 5 Community Centers

## In-Kind Donations

Another great way to support the Department of Recreation and Parks 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 Department of 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 league play for hundreds of children ages 3 to 18 for games. The Nature Centers provide programs and events for all ages. Supporting these programs through sponsorship offers multiple opportunities for company promotion.





# DONOR/SPONSOR AGREEMENT

Please fill out this pdf form or use our online form by scanning the QR code or go [here](#).



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 Purchases  
TR Day(Therapeutic Recreation)  
Celebrate 250 Years of America  
Carroll County Car Fest  
Piney Run Fish Stocking  
KidzFest  
Jingle Bell Hop  
Sasquatch Saturday  
CC Sports Complex Fence Banners  
Family Movie Night  
Club Vibe  
Santa Wagon Rides  
Piney Run Summer Camp  
The Great Egg Drop

Native Plant Garden  
ADA Picnic  
Henry Lysy Fishing Rodeo/Krimgold Fishing Rodeo  
Dine & Movie Fright Night  
Maple Sugarin Festival  
Parks & Recreation Month  
Ales & Tails  
Monarch Madness  
Youth Fishing Derby  
Santa Calling  
Sounds of Summer: Park Concert  
\_\_\_\_\_

**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](mailto:ccrec@carrollcountymd.gov))

Send me an invoice      In-Kind Donation

Please remit donor/sponsor agreement to:

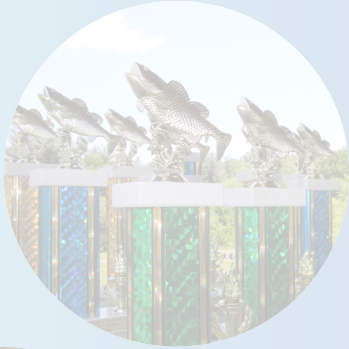
Carroll County Department of Recreation & Parks  
300 South Center Street  
Westminster, MD 21157

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: \_\_\_\_\_



# Recreation R&P Parks

*Carroll County, MD*

