

# SPONSORSHIP OPPORTUNITIES

SUMMER 2026



Support Local Parks & Programs • Reach 3,000+ Families

# Partner with Rocky Hill Parks and Recreation

**Rocky Hill Parks and Recreation** connects **21,000+** residents annually through parks, trails, camps, aquatics, leagues, and community events. Your sponsorship helps us deliver meaningful programs while putting your brand in front of **local families** all summer long.

**21,000+**  
Residents

**100+**  
Programs

**50+**  
Events

## Reach thousands. Grow your brand. Make a lasting impact.

Our strategic marketing provides businesses with:

- ✓ High-Visibility event exposure
- ✓ Direct community engagement
- ✓ Meaningful local brand recognition

## Why Sponsor With Us?



### Community Access

Connect face-to-face with families and decision-makers



### Brand Visibility

Signage, digital promotion, and on-site placements



### Local Support

Show your commitment to the Rocky Hill Community



### Proven ROI

Measurable reach across programs and events

Let's build a partnership that supports Rocky Hill families.



**ROCKYHILLCT.MYREC.COM**

# JOIN US IN 3 EASY STEPS

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1

## Sponsorship Selection

Pages 3-4 outline the 2026 sponsorship opportunities. Review all specially designed packages to see what fits your brand best.

2

## Submit Online Application

1. Visit [rockyhillct.myrec.com/info](http://rockyhillct.myrec.com/info)
2. Click on the Sponsorship icon (located at the top)
3. Complete Online Application

**Note:** Once you submit your application, our team will review it and follow up within 24-48 hours.

3

## Payment

Once your application has been received and reviewed, we'll reach out to finalize payment.

Acceptable payment methods include:

- Check (payable to "Town of Rocky Hill")
- Credit Card (Visa, Mastercard or Discover)

**DEADLINE TO APPLY:**

**Friday, May 29, 2026**

# SUMMER SPONSORSHIP OPPORTUNITIES

**\$250**

## Elm Ridge Park Pool Banner Sponsor

Secure your spot at Elm Ridge Park Pool and reach thousands during peak summer attendance.

**\$500**

## Summerscape Camper T-Shirt Sponsor

Showcase your brand to hundreds of Rocky Hill families, Pre-K through Grade 8, as a "Summerscape T-Shirt Sponsor" during our flagship summer camp.

**\$1,000**

## Summer Concert Series Sponsor

Amplify your brand's summer soundtrack! Sponsor our concert series (Tuesdays, 7/7-8/4, with rain dates on Wednesdays, 7/8-8/5) and enjoy prominent recognition on our sponsor board, in live announcements, and across printed marketing materials.

**\$500**

## National Night Out Sponsor

Strengthen community ties and support safer neighborhoods! Sponsor National Night Out (Tuesday, 8/4, with a rain date on Wednesday, 8/5) and showcase your commitment through high-visibility signage, live announcements, and marketing materials.

**\$250**

## Youth Fall Soccer Medal Sponsor

Inspire future soccer stars! Sponsor the Fall Soccer Medal and connect with hundreds of Rocky Hill families through a memorable keepsake for Pre-K through Grade 6.

**\$250**

## Market on the Hill

Join us for a festive indoor market featuring local artisans, handmade gifts, and specialty treats. This well-attended community event brings families together to shop small and celebrate the season, offering sponsors strong visibility and meaningful local engagement.

# SPONSORSHIP PACKAGES

Partner with Rocky Hill Parks & Recreation to connect with 21,000+ residents year-round.

Actual  
Price

## General Sponsorship

Build your own package by selecting individual events and programs that fit your goals.

\$2,000

## Summer Sponsor Package

- 20% savings on bundled summer events
- Logo placements across multiple programs
- Increased seasonal visibility

Value: \$2,500

FEATURED

\$5,000

## Ultimate Sponsor Package

- All Summer benefits
- Fall Fest + Fireworks sponsorship
- Winter Wonderland inclusion

Maximum exposure all year long  
Value: \$6,500



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# THANK YOU FOR INVESTING IN OUR COMMUNITY

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Thank you for supporting Rocky Hill Parks and Recreation.

Your partnership helps us provide safe spaces, vibrant programs, and memorable experiences for thousands of local families each year.

We're proud to grow our community together.

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## Connect With Us



**Rocky Hill Parks and Recreation**  
(860) 258-2772  
[cbowman@rockyhillct.gov](mailto:cbowman@rockyhillct.gov)

