



# Sponsorship Opportunities

## Summer 2022

### Partner With Us!

The Rocky Hill Parks & Recreation Department is dedicated towards providing our community with a variety of; parks, trails, athletic fields, programs and special events for its 20,000+ residents and friends. As a department, we take great pride in our offerings and are always striving to ensure positive and memorable experiences for all.

In order to have the ability to continue our multitude of offerings, we rely on the support of our sponsors. We appreciate and value the business partnerships that we've grown and maintained over the years, and make sure to carry out everything we promise through our sponsorship opportunities.



Our sponsorship program has been designed to not only develop and strengthen our offerings we provide for our community, but also support our local businesses. Through our highly effective marketing strategies, we are able to communicate with thousands of current and perspective customers. As such, our sponsorship opportunities will provide your business with a chance to brand yourself to the community while supporting it at the same time! With you being part of our community we want to ensure that you have a quality experience that exceeds your expectations!



(Veterans Memorial Amphitheater)



(Drive-In Movie Series)



(Elm Ridge Park- Outdoor Pool)

#### Step 1: Sponsorship Selection

Located on the back of this page is an outline of the 2022 sponsorship opportunities. Please take a few moments to review all of our specially designed sponsorship opportunities. For your convenience we have also created, some unique package options to choose from as well.

**(See back for more information.)**

#### Step 2: Submit Online Application

Now that you've decided on which opportunities you'd like to sponsor, please follow the below instructions on submitting an application to sponsor:

1. Visit our website: <https://rockyhillct.myrec.com/info>
2. Click on our Sponsorship Icon (Located on top of website)
3. Complete Online Application (Link at bottom of sponsorship page)
  - **Note:** From the time you submit your application, a member from our team will review your application and follow-up accordingly to secure payment generally within 24-48 hours.

#### Step 3: Payment

Once your application has been received and reviewed, a member from our team will reach out to secure payment. Acceptable payment methods include:

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

## Sponsorship Selection 2022

Sponsorship Package Options		
Selection	Packages	Price
<input type="checkbox"/>	<b>Year- Round Premiere Package:</b> Benefits of Summer Gold Package PLUS benefits of Fall Fest Fireworks Display Sponsorship & Jolly Jamboree Premiere Sponsor Package (includes Winter Wonderland and Holiday Drive-In Movie Sponsorships) \$6,500 Value (Save up to \$1,500!)	\$5,000
<input type="checkbox"/>	<b>Summer Gold Package:</b> Benefits of all Summer Sponsorships packaged at 20% off discount (Valued at \$2,500)	\$2,000
<input type="checkbox"/>	<b>General Sponsorship:</b> Pick any combo from below for actual price.	Actual Price

Summer Sponsorship Opportunities		
Selection	Planned Opportunities	Price
<input type="checkbox"/>	<b>Elm Ridge Park Pool Banner Sponsor:</b> Promote your business on a 2 ¾ x 5 ft. banner at Elm Ridge Park's Outdoor Pool. (Outdoor Pool Open Mid-June through Mid- August)	\$500
<input type="checkbox"/>	<b>Farmers Market Sponsor:</b> Have your business name displayed on our event signs, announced throughout the event, as well as printed on *marketing materials. ( <i>Farmers Market Dates: Wednesdays 6/22, 7/27, 8/10, 8/24, 9/7</i> )	\$250
<input type="checkbox"/>	<b>Summer Concert Series Sponsor:</b> Have your business name displayed on our sponsor board, announced before we introduce the band(s), and during intermission for each concert, as well as printed on *marketing materials. ( <i>Concert Dates: Tuesdays 7/12, 7/19, 7/26, 8/2, 8/9. Rain Dates: Wednesdays 7/13, 7/20, 7/27, 8/3, 8/10</i> )	\$750
<input type="checkbox"/>	<b>Summer Drive-In Movie Series Sponsor:</b> Business name displayed on 37-foot diagonal inflatable movie screen prior to movie start, recognized on pre-movie announcements over FM Transmitter, and event *marketing materials. ( <i>Movie Dates: Fridays 7/8, 7/22, 8/5. Rain Dates: Fridays 7/15, 7/29, 8/12</i> )	\$750
<input type="checkbox"/>	<b>Youth Fall Soccer Team Sponsor:</b> Have youth Fall Soccer Team named after your business and business name printed on back of athlete t-shirts. <b>Please indicate your t-shirt color preference:</b> _____	\$250

\*Marketing Content Includes but not limited to; Facebook Posts, Website Content, Event Announcements, etc....

## Check Back for General Sponsorship Opportunities



**Sponsorship Details Expected By:**  
**August 2022**



**Sponsorship Details Expected By:**  
**November 2022**