

# 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.

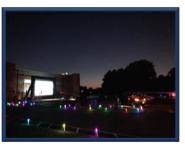


Our sponsorship program has been designed to not only develop and strengthen our offerings we provide for our community, but also support our local businesses. Through our highly effective marketing strategies, we are able to communicate with thousands of current and perspective customers. As such, our 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: <a href="https://rockyhillct.myrec.com/info">https://rockyhillct.myrec.com/info</a>
- 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)

Last Updated: April 26, 2022

### **Sponsorship Selection 2022**

Sponsorship Package Options			
Selection	Packages	Price	
	Year- Round Premiere Package: 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	
	<b>Summer Gold Package:</b> Benefits of all Summer Sponsorships packaged at 20% off discount (Valued at \$2,500)	\$2,000	
	General Sponsorship: Pick any combo from below for actual price.	Actual Price	

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

<sup>\*</sup>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**