

SPONSORSHIP OPPORTUNITIES

WINTER 2025



WHY US

Rocky Hill Parks & Recreation connects with 20,000+ residents through vibrant parks, trails, programs, and events. To maintain these offerings, we rely on valued sponsors like you.

Reach Thousands, Grow Your Brand:

Our strategic marketing ensures your business gains prominent exposure at high-profile events, driving awareness and customer engagement.

So Why Sponsor Rocky Hill Parks & Recreation?

- **Direct Community Access:** Connect with your target audience and build lasting relationships.
- **Enhanced Brand Visibility:** Leverage signage, marketing, and event placements for maximum impact.
- **Demonstrate Local Support:** Position your business as a dedicated community partner.
- **Proven Marketing ROI:** Maximize your investment with our effective sponsorship strategies.

We are committed to delivering on our promises and exceeding your expectations.

Invest in Your Brand & Community:

Increase brand awareness, drive customer engagement, and support Rocky Hill. Explore our sponsorship packages and create a successful partnership today!

MEET US



Logan Gauvin
Rec. Supervisor



Craig Bowman
Director



Nick Pizzoferrato
Rec. Supervisor



Walt Sykes
Parks Crew Leader



Rita Chhabra
Admin. Assistant/ Office Manager



JOIN US IN 3 EASY STEPS



01

Sponsorship Selection: Located on page 3 is an outline of the 2025 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.



02

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.



03

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)



Deadline to Apply

Friday, November 28, 2025



WINTER SPONSORSHIP OPPORTUNITIES



\$250

Goodie Bag Sponsor

Your Brand in Every Home: Secure placement of your business on our event-day insert in every single family take-home bag. Your logo also receives recognition on all event flyers and online promotions, reaching hundreds of local families.

\$500

Hot Chocolate & Cookies Sponsor

The Family Treat Corner: Exclusively sponsor the hot cocoa and treats served at the charming **Mrs. Claus's Cozy Corner**. Your logo will be prominently displayed at the serving counter in this area (as well as all event flyers and online promotions), making you the brand that provides the ultimate cozy refreshment and treats!

\$500

Build-A-Blizzard Buddy Sponsor

The Premium Creative Zone: Be the exclusive sponsor of the imaginative Build-A-Blizzard Buddy workshop and the high-energy Snowball Alley Challenge! Your business logo dominates signage in this popular, hands-on area (as well as all event flyers and online promotions).

\$750

North Pole (Inflatables) Fun Zone Sponsor

The Grand Finale High-Impact Zone: Gain massive visibility as the host of the entire North Pole Fun Zone (Inflatables, Free Play, and the Arctic Rescue Outpost). Your name and logo will be featured on gym signage (as well as all event flyers and online promotions).

\$1,500

Premiere Winter Wonderland Sponsor

The Ultimate Headline Partner: Your brand commands top-tier recognition across the entire event's captivating journey. We will feature your support at all the key stops during this wonderful family outing. You receive all the benefits listed above, positioned as an official headline partner of Winter Wonderland 2025.





THANK YOU!

Contact Us

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