



## Town of Rocky Hill Parks & Recreation

# Sponsorship Opportunities

- \* PROGRAM BROCHURE
- \* SPECIAL EVENTS
- \* BANNERS
- \* SPORTS SPONSORSHIPS
- \* COMMUNITY THEATER

# Town of Rocky Hill Parks & Recreation

*It is the mission of the Rocky Hill Parks and Recreation Department to provide comprehensive recreational and park programs to all ages at a reasonable cost to improve the quality of life for the residents of Rocky Hill. The goals of the Department are to improve health benefits, enhance self-esteem, reduce stress and provide life skills for all Rocky Hill residents. The programs are intended to promote family unity, reduce crime, strengthen neighborhood involvement, and provide safe, developed parks where these programs can take place and where residents can renew their spirits in natural settings.*

*Throughout the year, the Rocky Hill Parks & Recreation Department strives to provide quality programs and events to its 19,000 residents. While some of our funding is sponsored by the town much of it is raised through sponsorships from local businesses and organizations.*

*Perhaps you're a new business trying to get your name out or one that has been around for years, either way we have very effective ways to help improve your image, while marketing your products and services to the community and its surrounding areas. You can choose from a variety of vehicles — individual to multiple solutions.*



# Sponsorship Descriptions

## ❁ ADVERTISE IN OUR PROGRAM BROCHURE

What a great way to get your organizations' name out...

Often times people looking to relocate or who have relocated stop by the Parks and Recreation Department to pick up our brochure to learn more about the community.

This 16–20 page program guide is delivered to all 9,000 households in Rocky Hill quarterly, reaching over 19,000 residents. This publication highlights all our programs and services for the upcoming months which people tend to retain and reference frequently leading to optimal exposure.

*See Form in back pocket.*



## ❁ SPECIAL EVENTS

Look for more exciting events in addition to our Summer Concert and Movie Series typically held in the spring and fall. We'll put your name up on our sponsor board and announce your company's name throughout the venue giving you maximum publicity.

*Look for more details in the back pocket.*



### Concert Series

A 6-week summer concert series on Wednesday evenings featuring a variety of talent and music venues held at Veteran's Memorial Amphitheater in the back of Elm Ridge Park. For even more exposure in addition to the sponsorship, consider doing a presentation during our intermission or setting up a table at the concerts to promote your products and services (additional fees apply) or raise money for your civic group. *See Form in back pocket.*

### Movies in the Park

A 6-week series of family-oriented movies shown on Friday evenings during the summer at Veteran's Memorial Amphitheater at dusk. *See Form in back pocket.*



## BANNERS

If you're looking to gain additional publicity, putting up a banner in our high exposure areas such as Elm Ridge pool or our new skate park is a must. This is a great way to keep your organization's name out in front of the general public.

*See Sponsor Package Form in back pocket.*



## SPORTS SPONSORSHIPS

A great way to get your businesses' name out into the community is by sponsoring one of our fall soccer teams with over 400 participants. Sponsorship includes your company's name on our league schedule and on the back of the team's T-shirts. You're sure to get great publicity on and off the field.

*See Sponsor Package Form in back pocket.*



## COMMUNITY THEATER

Rocky Hill Community Theater is designed for people of all ages: Children, adults and seniors who work together to present quality Broadway shows with live orchestras and talent from all over Connecticut. The best singers, dancers, designers and directors collaborate to bring the public shows that have been called the "best locally produced musicals in Connecticut with superb performances and stunning sets." By sponsoring one of our productions you will not only gain meaningful exposure amongst the local arts community — you'll be supporting it.

*See Form in back pocket.*



# Sponsorship Guidelines

1. **All sponsorship commitment forms and payments are due by Memorial Day Weekend (except Rocky Hill Fallfest; see form in back pocket for deadline). Commitment forms will not be honored if payment is not received by the deadline.**
2. Please make copies of the form(s) you submit — NO invoices will be sent out unless requested.
3. Payment plans are available upon request but must be pre-approved.
4. Space is limited and on a first-come, first-serve basis. In the event that we run out of room a comparable substitution will be made.
5. Parks and Recreation will do its best to regulate and make vendors aware of products and services being offered, but cannot ensure duplication won't occur at events. Beverages are not considered exclusive to one vendor.
6. The town reserves the right to accept or reject vendors at its sole discretion.



# Brochure Advertising

## COMMITMENT FORM

### OPTION #1

#### Annual Renewal – August through May (runs quarterly)

Prepay for all 4 ads and take an additional 15% off the annual fee.

Payment must be enclosed with this commitment form to receive discount.

I would like to renew all 4 ads (please circle size)

Size	Regular price (annually)	With pre-paid 15% discount
1/8	\$380	<b>\$323</b>
1/4	\$720	<b>\$612</b>
1/2	\$1,100	<b>\$935</b>

### OPTION #2

I would like to choose by individual quarters.

Please select size and month(s). Include payment.

Size	Regular price (quarterly)	Month(s) to run ad (circle 1 or more)
1/8	\$95	August
1/4	\$180	November
1/2	\$275	February
--	--	May

Please provide the information below:

Use our ad you have on file.

We will provide a camera ready ad.

Must be submitted to Parks & Recreation Department 2 months prior to edition month (i.e. if you want to advertise in the August edition, you must submit by June).

We will contact your graphic designer, IGRAFIX creative solutions at 860-521-6567, to create an ad for an additional fee.

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact and phone: \_\_\_\_\_

\* Placement on the back cover of the brochure may be available for an additional fee.  
Please contact Parks & Recreation for more information.

**Please fill out the commitment form, enclose payment and mail to:  
Sponsorships c/o Rocky Hill Parks and Recreation  
761 Old Main Street, Rocky Hill, CT 06067.**

**For further information please call 860-258-2772.**

# Concert(s) Booth

*Looking for another way to supplement your exposure or raise money for your civic group?*

Rent a space at our concerts. You are responsible for bringing your own equipment, tables, chairs, etc. Electricity is available (request below). Space is limited and on a first-come, first-serve basis. If you are selling or sampling any food or beverage, you will also need to apply for a temporary food service license through the Health District, 860-258-2770 (application fee may apply).

Fee per event: For-profit organizations \$75; Non-profit organizations \$25

▶ ▶ ▶ ▶ **Deadline for all Food Group Applications is May 15.** ◀ ◀ ◀ ◀

Visit our Web site at [www.rhparkrec.org](http://www.rhparkrec.org) under events for specific dates.

## Concert(s):

Circle dates below

Do you need electricity  Yes  No

Total fee \$ \_\_\_\_\_

If yes, what are your needs (be specific) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Concert 1 2 3 4 5 6 7

Please describe what you will be selling & charging: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact and phone: \_\_\_\_\_

- Check here if your civic group is interested in cooking for Parks & Recreation concerts as a fundraiser. Fill out contact information above and send in. Someone will contact you.**
- **A minimum of 6–10 people is required**
  - **Volunteers will have to attend a mandatory food handling course provided by the Health District**
  - **Group is responsible for purchasing of food, supplies and delivery**

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# Community Theater

## COMMITMENT FORM

Please check off the level at which you would like to commit to:

- Patron (\$1000 and over) – Name on all publicity materials printed (flyers, newspapers, ads, Internet, etc.) and full page back cover of the program.  
Name on board in the lobby.
- Sponsor (\$500-999) – Full page ad in program and name on board in the lobby
- Donor (\$250-499) – Full page ad
- Contributor (\$100-249) – Half page ad
- Supporter (under \$100) – Name in program

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact and phone: \_\_\_\_\_

**FOR FURTHER INFORMATION, OR IF YOU HAVE QUESTIONS,  
PLEASE CALL 860-258-2772.**

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