

2012



# WHITEMARSH TOWNSHIP

## PARKS & RECREATION SPONSORSHIP OPPORTUNITY GUIDE

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# WHITEMARSH TOWNSHIP

## 2012 SPONSORSHIP OPPORTUNITY GUIDE

Every year, the Whitemarsh Township Parks & Recreation Department offers a wide variety of quality and affordable recreational programs to the community. However, maintaining a level of beauty in the parks and excellent quality of programs is difficult without the support of our community. To help offset the dependence of public tax dollars and to continue to provide quality parks and recreation programs, the Township is seeking donors and sponsors.

Why should your business/organization become a supporter of Whitemarsh Township recreation programs and parks facilities?

- ❖ You and your business/organization will maintain and enhance the great tradition of parks, trails and programs that make Whitemarsh Township a great place to live, work and play.
- ❖ You and your business/organization will join a growing number of sponsors, building a strong network of support.
- ❖ Recognition of your business/organization will be provided through various means, including printed material, media outlets, signage, and other customized forms.
- ❖ Your business/organization will be a part of the Township Parks and Recreation “excitement” and as being involved and supportive of the programs, special events, and the parks within the community.
- ❖ You and your business/organization can be a trusted member of the community and supporter of what makes Whitemarsh Township unique.

I invite you to review the following pages, which categorize the variety of ways sponsors can help maintain high-quality and valuable recreation programs and events in the Township. If you find a program or event that is of interest to you or have any questions, please contact the Director of Whitemarsh Parks & Recreation, Douglas W. Knauss at 610-828-7276 or at [dkanuss@whitemarshtwp.org](mailto:dkanuss@whitemarshtwp.org) to discuss your sponsorship opportunity.

Sincerely,

Bruce Horrocks,  
Whitemarsh Township Manager

# WHITEMARSH TOWNSHIP DAY

Whitemarsh Township Day is now entering the 13th year, and has grown from a small idea to the largest single day event in the Township with an annual attendance exceeding 6,000 people and upwards of 65 plus vendors, local organizations and businesses. This has become an event that the whole family can enjoy from the games and rides for the children, to the variety of food from the local restaurants and the great crafts and organizational information that are available. This event, which was created with the goal to bring the community together, has been achieved by the support of organization like yours that value the importance of community and recreation. Once again we ask for your support. As you will see below, there are a variety of levels of opportunities to support this event, and we hope that you find something that will fit your needs.

## **Gold Sponsorship**

**\$7,000.00**

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This is an exclusive sponsorship and is available to only one sponsor. This organization will be considered the Gold Sponsor of the event and will receive the following recognition in return:

- ❖ Title presenter of the event and announced throughout the event.
- ❖ Name on the large promotional banners
- ❖ Named as part of radio ads on Radio Disney
- ❖ Township publications (newsletter, flyers, monthly e-news)
- ❖ Township Website
- ❖ Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ Listed on our Thank You page after the event

## **Silver Sponsorship**

**\$3,000.00**

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These organizations will be considered the Silver Sponsor of the event and will receive the following recognition in return:

- ❖ Listing in all promotional materials
- ❖ Announced during the event
- ❖ Banner placement with in the event grounds
- ❖ Township Website
- ❖ Listed on our Thank You page after the event

## **Bronze Sponsorship**

**\$500.00**

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These organizations will be considered Bronze Sponsors of the event and will receive the following recognition in return:

- ❖ Listing in all promotional materials
- ❖ Announced during the event
- ❖ Township Website
- ❖ Listed on our Thank You page after the event

# SUMMER NIGHTS ENTERTAINMENT SERIES

(Movies & Concerts in the Park)

Summer Nights has become a summer tradition for many families in our community. The Whitemarsh Township Parks & Recreation Department provides a series of concerts and movies open to the public from mid-June until mid-August. Concerts include a variety of performers from jazz and contemporary to family entertainment. Movies in the Park consist of all-time favorite animated movies and family-friendly movies. In 2011, the Township Parks & Recreation Department introduced the coveted *People's Choice Movie* at the end of the season where the residents of our community had the opportunity to vote for their choice of the final movie of the season. The Summer Nights Entertainment Series is a great tradition and a wonderful night-out with the family. And as in the past, the movies and concerts are free of charge to the public, thanks to all the great sponsors that we have had throughout the years to support these family-friendly events. Below are the sponsorship opportunities that are available for the Summer Nights Entertainment Series.

## **Executive Sponsor**

**\$2,000.00**

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The Executive Sponsor will be listed as a presenting sponsor for all the Movies & Concerts in the Park. This is a great opportunity with six nights of movies and four nights of concerts each year. This Sponsor will have great exposure to a very diverse and large audience. The following is the recognition that the Executive Sponsor will receive.

- ❖ Event Banner at each concert and movie
- ❖ Organizations name on the movie screen for each movie
- ❖ Organizations announced before each concert
- ❖ Listed as a presenter in all event advertising and promotional items
- ❖ Listed as a presenter on Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ Listed as a presenter on the website
- ❖ Organization announced at each event
- ❖ Listed in our thank you page after the conclusion of the series

## **Associate Sponsor**

**\$400.00 (per movie/concert)**

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For those of you who wish to pick and choose what movie or concert you would like to sponsor we have the Associate Sponsor which allows you to select from the scheduled performances what you would like to sponsor.

The following is the recognition that an Associate Sponsor will receive.

- ❖ Listed on the movie screen before the movie
- ❖ Announced before the concert
- ❖ Listed on the web site
- ❖ Listed on the Miles Park Sign
- ❖ Listed in our thank you page after the conclusion of the series

# 4TH OF JULY PARADE

Whitemarsh Township, in partnership with the local chapter of the Lions Club, will be hosting the 57<sup>th</sup> Annual Fourth of July Parade. This event draws between three to four thousand residents each year along the parade route and at Miles. In recent years, the Parade has grown with over 150 participants in the 2011 parade and we anticipate that the 2012 parade will only be bigger and grander. With the parade route extending down Germantown Pike from Barren Hill Fire Company to Miles Park where, at the conclusion of the parade, there is live music and a community picnic with free hotdogs and beverages for all. With the efforts of the Whitemarsh Lions Club, who for years has operated the parade with volunteers, has established a strong foundation for the American Classic Parade. With continued community support from our local organizations this event, like many others, will go on for generations to come.

## **Star Spangled Sponsorship**

**\$2,000.00**

This sponsorship is an exclusive sponsorship and is available to only one sponsor. This organization will be considered the Star Spangled sponsor who is the presenting sponsor for the event. The Star Spangled Sponsor will receive the following recognition:

- ❖ Titled presenter of the event and announcements throughout the event.
- ❖ In all promotional publications
- ❖ Banner that will appear as advertisement for the event
- ❖ Prime Placement in the parade
- ❖ On Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ On the website
- ❖ Listed in the Thank you page after the event

## **Patriotic Sponsor**

**\$500.00**

This organization will receive the following recognition:

- ❖ Listed in all promotional publications
- ❖ Listed on the website
- ❖ Announced during the event
- ❖ Listed in the Thank you page after the event



2011 4<sup>th</sup> of July Parade

# HAUNTED BARN & PRE-SCHOOL HAUNTED BARN

This popular fall event brings a mixture of young and old wanting to get into the spirit of Halloween. This fright event offers a variation of a Haunted House or Not-so-Scary Pre-School Haunted Barn. Participants and their Haunting Guide tour through a number of haunted scenes on three floors of the Cedar Grove Barn. With the growth of popularity of this event in the past three years, the Haunted Barn is open to the public over a two-week period. This is a wonderful opportunity to reach a wide variety of our community members. This event gets everyone into the Halloween spirit.

## **SPOOKTACULAR SPONSORSHIP**

**\$1,000.00**

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As the Spooktacular sponsor your organization would be named as the presenting sponsor and this is also an exclusive sponsor and is only available to one organization. Your organization will receive the following recognition:

- ❖ On the street side banners in three different locations throughout the township.
- ❖ On all printed promotional materials
- ❖ On the website
- ❖ On Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ Announced during the event
- ❖ Presenter of the opening night concert
- ❖ On our thank you page at the conclusion of the event

## **GOBLIN SPONSORSHIP**

**\$500.00**

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As the Goblin Sponsor your organization will receive the following recognition:

- ❖ On all printed promotional materials
- ❖ On the Website
- ❖ Announced During the event
- ❖ On our thank you page at the conclusion of the event



**Haunted Barn**

# TOUCH -A- TRUCK

Be a part of the 6<sup>th</sup> Annual Touch a Truck! This event draws children and adults of all ages. The event is held in October, and is a fun-filled day for all, as visitors view a variety of vehicles from the Township Police Department, area fire companies, the Township Public Works Department and other trucks and vehicles that you see on the road every day. This is a great and fun way to get up close to the trucks that keep our everyday life moving.

## FLEET SPONSORSHIP

**\$300.00**

As a fleet sponsor your organization will receive the following recognition:

- ❖ Organizations name announced during the event
- ❖ In all printed promotional material
- ❖ Listed on our website
- ❖ Listed on our Thank You page after the event.



**Touch-A-Truck**

# SHREDDER EVENT

Clean up your desk, clear out your files and bring your papers to be shredded for free. Shredding your obsolete paper records is a good way to protect sensitive personal and business data. Identity theft is a serious problem that is on the rise. In just two hours, over 4,500 pounds of documents were collected and shredded at this twice-a-year event. Onlookers can watch a video screen showing their documents being shredded. The Federal Trade Commission (FTC), which serves as our national consumer protection agency, recommends shredding financial documents with personal information before you dispose of them. The shredder event takes place in the spring and the fall of each year.

## SHREDDER SPONSOR

This is an exclusive sponsorship and is available to only one sponsor. The sponsor will receive the following recognition:

- ❖ Title present of the event
- ❖ Street side banner advertising the event
- ❖ In all printed promotional material
- ❖ On Whitemarsh TV
- ❖ On the website

# WONDERS OF WHITEMARSH GARDEN TOUR & GARDEN CONTEST

The Wonders of Whitemarsh is a self-guided tour that provides access to a variety of private gardens in the Township. Stroll through a backyard oasis with a koi pond and a waterfall enhanced by a multitude of colorful year round flowers, shrubs and trees. Be inspired by intimate garden retreats. Experience a landscape designed with native species of plants to entice wildlife. This annual event brings you to the hidden beauty of Whitemarsh Township. As part of the Wonders of Whitemarsh, we hold an annual garden contest for those who want to show off all their hard work and receive a bit of recognition as well.

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## **Garden Sponsorship                      \$400.00**

As the Garden Sponsor your organization will receive the following recognition:

- ❖ In all promotional printed materials
- ❖ On Whitemarsh TV (Comcast Ch. 965 and Verizon Ch. 46)
- ❖ On the Website
- ❖ Signage at the Garden Tour check-in
- ❖ Signage displayed and awards and volunteer recognition reception

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## **Bouquet Sponsorship                      \$150.00**

As the Bouquet Sponsor your organization will receive the following recognition:

- ❖ In all promotional printed materials
- ❖ On the Website
- ❖ Signage displayed at the awards and volunteer recognition reception



**2011 Garden Contest**

# HISTORY TOUR

The Whitemarsh History Tour is a great way to take a step back in time to visit the past and learn about the history that you drive by every day without even realizing. With sites such as the Hope Lodge, The Highlands and even that corner house with a lot of rich history. Participants have the option of a self-guided tour or a guided bus tour. Either way, this is a great opportunity to learn a little about the history in your own community.

## **Lafayette Sponsorship**

**\$500.00**

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As the Lafayette Sponsor your organization will receive the following recognition:

- ❖ Logo and contact information in the Guide Book
- ❖ Appear on the website
- ❖ Appear on Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ In all printed promotional publications
- ❖ Display table at registration and bus pick-up

## **William Penn Sponsorship**

**\$200.00**

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As the William Penn Sponsor your organization will receive the following recognition:

- ❖ Listed in the guide book
- ❖ Appear on the website
- ❖ In all printed promotional publications

# WAG N' WALK

Whitemarsh Township will be hosting its annual Wag n' Walk. It is an annual event for community members with dogs to enjoy a great day in the park and to raise awareness for the SPCA and other dog friendly organizations and companies. This is also a way to generate interest in the future development of a Dog Park in Whitemarsh Township.

## **Grand Champion Sponsor**

**\$500.00**

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As the Grand Champion Sponsor your organization will receive the following recognition:

- ❖ In all printed promotional materials
- ❖ On the website
- ❖ On Whitemarsh TV (Comcast Ch. 965, Verizon Ch. 46)
- ❖ Display table at the event

## **Blue Ribbon Sponsor**

**\$200.00**

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As the Blue Ribbon Sponsor your organization will receive the following recognition:

- ❖ In all printed promotional materials
- ❖ On the website

# PARK AMMENITIES

The Whitmarsh Township Parks and Recreation Department offers ways for families and organizations alike to be a part of our park systems as well. Families and organizations can make donations for park amenities such as benches or picnic tables. The picnic tables currently used in all the Township parks are expanded metal tables and the benches are made of recycled plastic lumber benches. The information below will detail each opportunity.

## Bench Sponsorship

**\$450.00**

The benches are recycled lumber, in-ground mounted benches. They are brown slats with black bases. Each bench will have an engraved aluminum plaque with the family or organization name. The style of bench is restricted to the current standard and the location of the bench can be discussed with the staff of the Township Parks & Recreation Department. All efforts will be made to meet the donor's wishes for a preferred site/location, but that will be determined on the number of benches currently in a park or along a trail.



## Picnic Table Sponsorship

**\$850.00**



Picnic tables are expanded metal and are either in ground mounted or surface tables. They are brown rubber coated tables and are available as either ADA accessible or non-accessible tables. The colors of the tables are brown table-tops with black legs. The style of the table is restricted to the current standard and the location of the table can be discussed with the staff of the Township Parks & Recreation Department. All efforts will be made to meet the donor's wishes for a

preferred site/location, but that will be determined on the number of tables currently in a park or along a trail. Each bench will have an engraved aluminum plaque with the family or organization name.

## STATISTICS AND DISTRIBUTION

Whitemarsh Township distributes and promotes recreational programs continuously throughout the year in a number of formats. The Township distributes the *Whitemarsh Recreator* three times a year and the *Whitemarsh Living Magazine* twice a year, both of which contain a complete listing of all the upcoming programs and events listed in this sponsorship brochure for the upcoming season. Both publications reach every household in the Township (approximately 6000), and are also posted on the website to make the information accessible to the public.

The Township also utilizes other forms of local media such as Whitemarsh TV (Comcast Ch. 965 and Verizon Ch. 46), The Enterprise News Magazine, Plymouth-Whitemarsh Patch, and social media outlets such as facebook and twitter.

The Whitemarsh Township Parks & Recreation Department also produces individual event and program flyers that are distributed to the local schools and organizations to target appropriate age groups, in addition to banners that are placed strategically near high traffic areas to promote some of the larger events such as Township Day and the 4<sup>th</sup> of July Parade.

## ACKNOWLEDGEMENTS

### **Whitemarsh Township Board of Supervisors**

Robert R. Hart, *Chair*  
Sara J. Erlbaum, *Vice-Chair*  
David E. Brooke  
Leslie S. Richards  
Melissa S. Sterling

### **Whitemarsh Township Parks & Recreation Department**

Douglas W. Knauss, Director

### **Whitemarsh Township Parks and Recreation Board**

Thomas Manley, *Chair*  
Joanne Crawford, *Vice-Chair*  
Kevin Kissling  
Brian Rosenthal

Beth Suchsland,  
*Colonial School Board Representative*  
Barbara Seidenberg,  
*Whitemarsh Art Center Liaison*