

Special Thanks to:
Whitemarsh Township
Board of Supervisors
And
The Parks and Recreation Board

We would like to recognize the following sponsors who have supported our community events and programs. Without your generous support, the Parks and Recreation Department would not be able to be a success! Thank you to all who have sponsored and enriched our community!

Citizen's Bank
McNeill Pharmaceuticals
Kappa Publishing
Diane Cardano - Remax Consultants
Marsha Fleuhr - Prudential, Fox & Roach
Woodsma Chiropractor
SuperFit Family Fitness
Commerce Bank

Advertising & Circulation

Lafayette Hill Journal 3,500 Weekly
Plymouth Meeting Journal 3,500 Weekly
The Colonial 4,000 Daily
The Conshohocken Recorder 4,000 Weekly
Parents Express 49,000 Monthly
The Enterpriser 29,500 Monthly
MetroKids 70,000 Monthly
Brochures 20,100 Yearly
Flyers 14,444 Yearly
Website Visits 1,497,995

Whitemarsh Parks and Recreation
4021 Joshua Road
Lafayette Hill, PA 19444
www.whitemarshparks.org

Phone: 610.828.7276
Fax: 610.828.7391

**WHITEMARSH TOWNSHIP
PARKS & RECREATION**

"Building our future together"

**2008 RECREATION
SPONSORSHIP BROCHURE**

COMMUNITY EVENTS
WHITEMARSH TOWNSHIP DAY
WHITEMARSH TOWNSHIP 5K RUN/WALK
MOVIES IN THE PARK
SUMMER CONCERT SERIES

PROGRAMS
PRE-SCHOOL, YOUTH, TEEN,
ADULTS AND SENIORS

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How would your company or organization benefit by sponsoring one of the Whitemarsh Township Parks and Recreation Department Community Events?

Your participation will show community support and involvement. Advertising will reach thousands of residents throughout the Township. Your company or organization's name will be in print, posters, flyers, verbal announcements and more.

Whitemarsh Township has been working very diligently to provide the residents with community based events. As a result of these efforts, the Township has developed great events for all ages. These events have reached thousands of residents, and the number of attendees still grows each year, as do the events.

So far, 2007 has been the best year to date with approximately 7,000 residents at Whitemarsh Township Day and 758 residents at Movies in the Park. Our Summer Concert Series will be back in full swing for 2008. In 2005, over 3,000 residents attended the Summer Concerts in the Park Series. Over 10,740 residents attended these events and we expect even more for 2008. Our pre-school, youth, teen, adult and senior programming has served over 8,039 residents and continues to grow in participants, as well as new programs every year.

Monetary Donations are the only listed items in this brochure, but we can also accept merchandise and services as well. Please feel free to contact our office and we can work on some other arrangements.

We look forward to working with your company or organization in the near future. If you have any questions about the upcoming events or sponsorship opportunities, please contact:

Andrea Wellman

Sponsorship and Grant Coordinator

610.828.7276 awellman@whitemarshtwp.org



Summer Concerts in the Park

The Concerts in the Park Series has been offered for nine years now and has grown over the years. This program started with two concerts and is now up to nine. The genres of music range from Jazz, Celtic, Blues, Pops, and many more with audiences averaging 500 to 2,000 people for each performance. This program has been a summer favorite for years.

Summer Concert Sponsorship

\$1,000.00 per concert

Since there are many contributors, there cannot be a Marquee Sponsor and different sponsorship levels. The organizations that choose to sponsor the concerts will all receive the same promotion. The organization's name will appear:

- On the community sign at Miles Park
- In the Summer Concert Series program describing each concert
- On the promotional posters for the event and all advertising
- In the Summer Program brochure and on our Thank You page
- Announced at the concert chosen for sponsorship

Entertainer Sponsorship

\$300.00 per concert

- Your choice of the entertainer to sponsor
- All forms of promotional advertising
- Announced at the concert chosen for sponsorship

Whitemarsh 5K Run/Walk

Whitemarsh 5K Run/Walk Sponsorship

\$5,000.00

The Whitemarsh 5K Run/Walk began in 2004 and is an annual event that is at Fort Washington State Park. The course travels through paved roadways and ends at Parking Lot #1 of the Militia Hill Day Area. This event is offered to all ages. Prizes are awarded for: First Place Overall Female, First Place Overall Male, and Top Finisher in each age group. Each participant receives a t-shirt for the race.

- On the community sign at Miles Park
- On the promotional posters for the event and all advertising
- Your company's name on our Thank You page in our brochure
- Your company's name on the race t-shirt



Pre-School, Youth, Teen, Adult and Seniors Programming

The Whitemarsh Township Parks and Recreation department offers year round programming for ages 4 months through seniors. Our programs are designed specifically for each age group. Some of the preschool programs offered include: ABC Come Swim With Me, Kids in Motion, Two Days, Kids Create, Music Therapy and more! Our youth programs offer some of the following: Miles Park Summer Camp, Swim Lessons, Ballet, Tap, Jazz, Modern Dancing, Club 45, Science, Learn To Be A Magician, How To Create Your Own Video Game, Chess, Tennis and Soccer just to mention a few! Our teen programming offers sports, aquatics, dancing and Teen Extreme Camp! Our adults have the opportunity to participate in fitness programs, trips, aquatics and much more! Seniors have options such as: bridge, dancing, socials, casino trips and aquatics! All of these programs are an important part of what we offer to our residents.

Over 12,563 residents register for our programs yearly and look forward to them. These programs provide preschoolers, youth, teen, adult and seniors the opportunity to enjoy themselves, develop social skills, learn and grow. We are continuously adding new programs designed to suit the needs of our neighbors. These programs are year round favorites for all ages! Your support in this area of sponsorship is vital to our community's success.

*Pre-School, Youth, Teen, Adult and Senior
Sponsorship Program
Community Sponsor \$1,500
Neighborhood Sponsor \$1000*

In return for your generous support, your company name will be listed as a sponsor under the appropriate category you select, as well as appear on our thank you page in our seasonal brochures. In addition, your company will be listed as a sponsor on our website.



Demographics

Whitemarsh Township is dedicated to providing quality recreational programs and services that enrich the lives of the residents in the Whitemarsh community.

Size

- Whitemarsh Township is 14.53 square miles

Township Population

- 16,702 residents

Whitemarsh Percent Of Population By Age Group

- Under 5 - 6.7%
- 5-19 - 19.2%
- 20-44 - 33.2%
- 45-64 - 25%
- 65+ - 15.7%

Median Age

- 39.8

Median Household Income

- \$78,630

Educational Attainment Of People Over 25

- High School Graduate - 40.3%
- Bachelor's Degree or Advanced Degree - 51.5%

Total Resident participation in 2006

- 15,779

Female Participation In Programs/Events

- 3,956

Male Participation In Programs/Events

- 4,083

Whitemarsh Township Day Participation

- 6,982

Movies In The Park Participation

- 758



Whitemarsh Township Day

Township Day was created for residents of Whitemarsh Township to come out, enjoy each other's company, and learn about the many local civic and other organizations in the Township and what they do for the community. The event takes place at Miles Park, located at the intersection of Joshua Road and Germantown Pike. The event is now going to be entering its ninth year and should be the best yet. 2007 drew a total of 7,000 residents and it should only grow. To grow and better serve the residents, we need your help. Below you will find the sponsorship opportunity descriptions:

Gold Sponsorship *\$10,000.00*

This is an exclusive sponsorship and is available to only one sponsor. This organization will be considered the Gold Sponsor of the event. The sponsor's name will appear:

- Title presenter of the event and announced during the event
- In all promotional publications (flyers, posters, newspapers, brochures)
- On the banner at Miles Park and event signage
- Township newsletter and website
- Promotional take home item with company name and logo

Silver Sponsor *\$5,000.00*

This sponsorship is a mid-range sponsorship level and is limited to three organizations. Your organization will still have plenty of promotional opportunities. The sponsor's name will appear:

- In all promotional publications (flyers, posters, newspapers, brochures)
- Announced during the event
- Company name placement to be determined
- Township newsletter and website

Bronze Sponsorship *\$2,000.00*

This sponsorship is designed for those organizations that are unable to spend large amounts of money on events but still want to take part. The Bronze Sponsorship is designated to only five sponsors. The sponsor's name will also appear in the following:

- In all promotional publications (flyers, posters, newspapers, brochures)
- Announced during the event
- Company name placement to be determined



Movies in the Park

This event will be entering its fifth year. In 2007, we offered three movies to the residents of Whitemarsh Township, and there were approximately 300 to 500 people at each movie. The movies have been a great addition to the summer, and it has brought the community together. The Department is planning to show five movies during the summer of 2008. There are three levels of sponsorship to meet the needs of all who want to take part in this event. One sponsorship is good for all five movies.

Oscar Sponsorship *\$3,000.00*

This is an exclusive sponsorship and is available to only one sponsor. This organization will be named the presenting sponsor of all five movies. Your name will appear:

- Company name and logo on the screen before the movie
- In all promotional publications (flyers, posters, newspapers, brochures)
- Announced before the event
- Your company's name on our Thank You page in our brochure
- Company name in our Township newsletter and website

Golden Globe Sponsorship *\$500.00*

This sponsorship is available to two sponsors. This will be considered a mid-range sponsorship. Your name will appear:

- Company name listed on the screen before the movie
- In all promotional publications (flyers, posters, newspapers, brochures)
- Announced before the movie
- Your company's name on our Thank You page in our brochure

