



2016

SPONSORSHIP OPPORTUNITIES

City of Newark • Parks & Recreation Department

220 South Main Street, Newark, DE 19711

302.366.7000 x1042 • Fax 302.366.7169

sbruen@newark.de.us • cityofnewarkde.us/parksrec

Dear Friend of Newark Parks and Recreation Events,

The Newark Parks and Recreation Department has been planning and managing events and programs for the Newark community for many years. From the 4th of July Fireworks with 40,000 attendees to much smaller events and programs, such as Winterfest and NewBark PawLooza, our programs and events attract a wide variety of individuals from the community.

The 4th of July Fireworks and Liberty Day Celebration and Newark Community Day are two of the best known events in Newark. Both of these events can attract tens of thousands of participants from Newark and surrounding communities. In addition to the large events, the Parks and Recreation Department also offers smaller events and programs with a more defined target audience. I'm sure that as you look through this booklet, you will find an event or two that will be a perfect fit for your business.

As a sponsor of a Newark Parks and Recreation program, your business or organization can be highlighted in a forum that exposes you to a large number of community members or a targeted group of participants in order to foster mutually beneficial partnerships. Sponsorship through the Parks and Recreation Department provides local businesses and organizations the opportunity to partner with us to bring community events and enrichment programs to Newark and area residents. When sponsoring programs with us, we try to maximize exposure for your business or organization, match you with an audience, and tailor a package that aligns with your specific needs and corporate giving guidelines.

Sponsorship of Newark Parks and Recreation programs may be in the form of monetary sponsorship or in-kind donations. Whether it is a \$15,000 title sponsorship for the 4th of July Fireworks or a donation of a filled gift basket for the Egg Hunt, we will do our best to maximize your exposure to the public, while serving the Newark community.

In this booklet, you will find information outlining many of our upcoming events and programs that are available for sponsorship. They have been divided into categories to match corporate donation and sponsorship goals.

We look forward to gaining new sponsors this year while maintaining relationships with those businesses that have been supporters of our programs for many years. Whether you are a new sponsor looking to maximize your exposure in the Newark area or one of our long term sponsors, we will strive to make your experience the best that we possibly can.

In order to maximize your sponsorship dollars and exposure to the community, please notify us as soon as possible so that we can be sure you are included in early marketing of programs and events. Please contact me at (302) 366-7000 x1043 or e-mail sbruen@newark.de.us at your earliest convenience so that we may discuss tailoring a sponsorship plan to meet your needs.

Thank you very much for your consideration. We hope to hear from you soon.

Sincerely,

Sharon
Sharon Bruen
Recreation Supervisor

City of Newark Parks & Recreation Department

220 South Main Street, Newark, DE 19711

Phone (302) 366-7000 x1043 Fax (302) 366-7169

E-mail sbruen@newark.de.us Web - www.cityofnewarkde.us/parksrecreation

LARGE EVENTS



4th of July Fireworks & Liberty Day

Monday, July 4

6 – 10 p.m.

(Rain Date – July 5 for fireworks only)
University of Delaware Athletic Complex

The award-winning 4th of July Fireworks will be held at the University of Delaware Athletic Complex in conjunction with the annual Liberty Day event. This event attracts approximately 40,000 people annually and includes food, vendors, and live entertainment prior to the fireworks display.

Sponsorship opportunities include title sponsorship, fireworks, stage or performance area, and general event sponsorship.



Community Day

Sunday, September 18

11 a.m. – 4 p.m.

(Rain Date - Sunday, September 25)
University of Delaware Green

Community Day is held on the University of Delaware's Green and attracts approximately 15,000 people annually. The event provides artisans and crafters from Newark and the surrounding areas the opportunity to display and sell their wares. Two stages and a performance area host local performing groups throughout the day. Additional areas are designated for organizations and businesses to provide information and children's games.

Sponsorship opportunities include title sponsorship, stage or performance area, activity area, and general event sponsorship.



Newark Community Day



NewBark PawLooza

Saturday, May 7

9 a.m. – 1 p.m.

Handloff Park

The NewBark PawLooza promises to be a tail wagging good time with lots of local rescue groups, canine contests, dog demonstrations, and vendors that cater to pets.

Sponsorship opportunities include title sponsorship of the event, contests (individual or packaged), interactive area, demonstrations, chill zone, and general event sponsorship.



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ARTS & ENVIRONMENTAL



Spring Concert Series & Newark's Youth's Got Talent

Thursdays in May & June
(May 5 – June 23)
Youth 5:30 – 6:30 p.m.
Spring Concerts 7 – 8 p.m.



Spring Concert Series

The Spring Concert Series features a variety of music from local and regional musicians. These weekly concerts are held on the Academy Building lawn on Main Street. Two of this year's concerts will focus on music especially for children and families.

For the second year, we will welcome Newark's youth to the Academy Building Lawn to perform. The youth performance will serve as the opening act for the Spring Concert Series and will take place on Thursday evenings from 5:30 until 6:30 p.m.



Sponsorship opportunities include title sponsorship for the entire series and general sponsorship (for the series or specific nights).

Spring Community Clean Up Saturday, April 9 9 - 11 a.m.

Community Clean Up



Individuals, families, and volunteer organizations gather to give Newark a good cleaning. A lunch is provided for volunteers following the event for the Spring Clean Up.

Sponsorship opportunities include general sponsorship to cover the costs associated with the event as well as in kind donations of trash bags, work gloves, and food for a volunteer luncheon.

Fall Community Clean Up Saturday, October 8 9 - 11 a.m.



Traffic Island Beautification

Opportunities are available to businesses, organizations, or individuals to sponsor roadway median beautification sites throughout Newark. Sponsor signs are placed in the medians and funding is used to purchase plant material, mulch, and other items necessary to maintain the sites.

Please call (302) 366-7000 for additional information regarding this opportunity.



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HOLIDAY EVENTS



Egg Hunt

**Saturday, March 19
10 a.m.**

White Clay Creek State Park



Newark's annual Egg Hunt is a longstanding tradition for area families with children. The hunt is held at White Clay Creek State Park. It has gained a reputation for the goodie baskets donated by our fun and unique local businesses.

With your donation not only will you help ensure a fun, successful event and Easter for local children, but your business will be recognized as a donor for the Egg Hunt.

The baskets or donations should contain items for children ages walking to 9 years old.

Sponsorship opportunities include general event sponsorship and in-kind donations.



Newark Memorial Day Parade

Sunday, May 15

1 p.m. Ceremony on UD Green

2 p.m. Parade on Main Street



The Newark Memorial Day Parade is an annual event that is held the third Sunday in May. During this annual event, Veterans of wars from all branches of services march in the parade.

A ceremony honoring our nation's veterans is held on the University of Delaware's Green at Memorial Hall followed by a wreath laying ceremony at the Academy Building lawn and the parade on Main Street.

Sponsorship opportunities include general sponsorship.

Halloween Parade & Trick or Treat Main Street

**Sunday, October 30
3 – 5 p.m.**



The Halloween Parade has become a tradition for Newark area families for more than 50 years. Main Street is closed for the afternoon of ghosts and goblin-mobiles, bands, organizations and much more. Trick-or-treating follows the parade on Main Street.

Sponsorship opportunities include title sponsorship of the event, general event sponsorship, and in-kind donations for awards.



Halloween Party at the George Wilson Center

**Thursday, October 27
4 – 5:30 p.m.**

The Halloween Party at the George Wilson Center is a fun way for children to celebrate Halloween. Participants also enjoy snacks, games, crafts, a scary room, and costume contests.



Sponsorship opportunities include general event sponsorship, and in-kind donations.

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HOLIDAY EVENTS



Turkey Trot
5K/10K Walk/Run
Saturday, November 19
Start 10K - 9 a.m.
Start 5K - 10:30 a.m.



This 5K/10K Walk & Run is the second oldest consecutively held running event in the state. The race begins and ends at Handloff Park and attracts approximately one thousand participants annually.

Sponsorship opportunities include title sponsorship of the event, general event sponsorship, and in-kind donations.

Thanksgiving Day Breakfast
Thursday, November 24
8 – 10:30 a.m.



The Thanksgiving Day Breakfast touches the hearts of everyone who is involved. It provides a warm and caring atmosphere for community members, older adults, and area students who are unable to spend the holiday with family or friends. In addition to a hearty breakfast and a little fellowship, participants also enjoy entertainment and door prizes.

Sponsorship opportunities include title sponsorship, general event sponsorship, and in-kind donations.



Winterfest
Friday, December 2
6 – 8 p.m.
(Rain Date - Saturday, December 3)

A winter festival that features caroling, holiday tree lighting, visits with Santa, live entertainment, ice carving, roasting chestnuts and more. Located on the Academy Building lawn and Main Street.

Sponsorship opportunities include title sponsorship, stage or performance area, and general event sponsorship.



Snack With Santa & Santa's Secret Shoppe
Saturday, December 3
9:30 – 11:30 a.m.



Children visit with Santa, have a snack, play games, and create holiday crafts at Snack with Santa. Whether celebrating Christmas, Hanukkah, or Kwanzaa, children enjoy participating in this multicultural event.



Santa's Secret Shoppe gives children an opportunity to shop for all of their holiday gifts for low prices.

Sponsorship opportunities include general event sponsorship and in-kind donations.



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YOUTH PROGRAMS

Summer Camps

Camps provide a great way for children to spend their summer. They experience new adventures, make friends, and have a chance to fine-tune skills. The Newark Parks & Recreation Department offers a variety of summer camps to keep children busy all summer long.

Camps include:



**Safe Kids Camp
Camp GWC
Sports Camps
Specialty Camps**

**Camp R.E.A.L.
Art Camps
Nature Camps**



For a full listing of summer camps with descriptions, please visit www.cityofnewarkde.us/play to view the 2016 Summer Camp Guide.

Sponsorship opportunities vary for our camps and may include general sponsorship, in-kind donations or being a guest speakers for one of our specialty camps.

JAMES F. HALL YOUTH SCHOLARSHIP FUND

James F. Hall was Newark's first Parks and Recreation Director from 1969-1999.

The City of Newark, along with the friends and family of Jim Hall, have established a scholarship to honor his memory and recognize his great contribution to the Newark community.



The Scholarship Fund provides fee assistance to youth who would otherwise be unable to participate in our programs. Those who participate in well-organized and developmentally appropriate recreation programs gain self esteem, confidence, and learn new hobbies and life skills.

For more information or ways that you can donate to the fund, call the Parks and Recreation office at (302) 366-7000.

ADDITIONAL OPPORTUNITIES

Preston's Playground

Help make the dream of an inclusive playground a reality by making a donation to Preston's Playground. The playground will be located at the base of the Newark Reservoir. For more information or to make a donation, please visit <http://prestonsplayground.com/#page-image1>



Community Emergency Response Team (C.E.R.T.) Training

This year, the City of Newark is partnering with New Castle County Emergency Services to bring C.E.R.T. training to Newark.

The program is free for participants, but there are many costs associated with it, including backpacks with emergency supplies for each participant, CPR certification, and meals for the participants during class.

Sponsorship opportunities include general sponsorship and in-kind donations.

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2016 Sponsorship Levels

Sponsorship levels and fees are broken down in the chart below. If you have any question, please do not hesitate to contact us. We look forward to the opportunity to partner with you to bring exciting events and activities to Newark.

	TITLE*	PLATINUM*	GOLD	SILVER	BRONZE	GENERAL
	\$15,000	\$2,500	\$1,000	\$500	\$200	Under \$200
Name displayed on event banner or poster - Day of event or program.				X	X	X
Logo displayed on event banner or poster - Day of event or program.	X	X	X			
Name on marketing materials - Flyers, posters, etc.			X	X	X	
Logo on marketing materials - Flyers, posters, etc.	X	X				
Name mentioned in media releases.	X	X	X	X		
Promotional space at the event (or final program day) when available - Limited to (1) 10x10 vendor space (1 additional space may be purchased at cost). **				X		
Promotional space at the event (or final program day) when available - Limited to (1) 20x10 or (2) 10x10 vendor spaces. **			X			
Promotional space at the event (or final program day) when available - Limited to (1) 50x10 or (2) 20x10 vendor spaces. **		X				
Promotional space at the event (or final program day) - Limited to (2) 50x10 or (4) 20x10 vendor spaces. **	X					
Name on event shirt (only for events with shirts).			X	X		
Logo on event shirt (only for events with shirts).	X	X				
Sponsorship of an event attraction (children's games, antique auto display, inflatables, demonstration area, children's stage).			X			
Sponsorship of a main stage area (or demonstration area).		X				
Name of business written before the event name on all marketing materials, banners, and shirts.	X					
Event banners with company name before event name and event dates and times displayed in 4 locations throughout the City at least 2 weeks prior to the event.	X					

* Title and Platinum sponsorships are only available for NewBark PawLooza, 4th of July Fireworks, and Community Day.

**Location of event spaces will be set by the event coordinator in order to provide the best exposure for your organization at the event. If you have sponsored a specific activity or area, your space will be located in or near the sponsored area.

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2016 Sponsorship Contract

Please complete separate forms for each event being sponsored.

It is agreed that on _____, the business _____

has agreed to be a (please circle)

TITLE PLATINUM GOLD SILVER BRONZE GENERAL IN-KIND

sponsor for the event, _____

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Dollar amount of sponsorship (or value, if in-kind) _____
(Please make checks payable to City of Newark)

Please describe in-kind donation (if applicable) _____

Authorized Signature: _____

Title: _____ Date: _____

Newark Parks & Recreation Representative Signature _____

Title: _____ Date: _____

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