

City of York Parks & Recreation Bureau 2023 Sponsorship Proposal for Youth Activities & Special Events

YOUR SPONSORSHIP MATTERS! IT'S A WIN-WIN...

Sponsoring a City of York youth activity provides you with a unique opportunity to connect with the community, build brand awareness and show your company's support in providing SAFE recreation alternatives for urban families and children of the City of York.

YOUR SPONSORSHIP MATTERS!

Each event reaches a different key audience and provides an entertaining experience for the families of the City of York. With your sponsorship, we can continue to grow these events while further enriching the city residents' lives. Your sponsorship will not only support these activities, but it will also give your organization the opportunity to show your employees and investors your dedication to your community.

SUPPORT ACTIVITIES YOU ARE PASSIONATE ABOUT!



Annual Easter Egg Hunt
Date: Saturday, April 1, 2023
Rain Date: April 8, 2023
Time: 1 to 4 pm

Location: Kiwanis Lake
Estimated attendance: 500+

Juneteenth Celebration
Date: Monday, June 19, 2023
Time: 12 to 7 pm

Location: Penn Park
Estimated attendance: 500+

Summer Parks Program
Dates: Monday - Thursday
June 12 – July 24, 2023

Time: 9 am to 4 pm
Location: 5 City Parks
(Bantz, Gross, Memorial, Allen, and Arles)

Estimated attendance: 200

Summer Movie Series
Dates: July 7, August 4,
September 1 (Fridays)
Time: 6 pm (Dusk)

Location: Cherry Lane
Estimated attendance:
50+ per showing

**James E. Gross Park
Summer Concert Series**
Dates: July 12, August 9,
September 13 (Wednesdays)
Time: 7 to 8:30 pm

Location: James E. Gross Park
Estimated attendance:
100+ per concert

Annual B2S Resource Fair
Date: August 12, 2023
Time: 1 to 5 pm

Location: Voni B. Grimes Gym
Estimated attendance: 2000+

Labor Day Celebration
Date: Monday, September 4, 2023
Time: 4 to 9 pm

Location: Kiwanis Lake & Farquhar
Park
Estimated attendance: 2000+

York City Trunk or Treat
Date: Thursday, October 26, 2023
Time: 5:30 to 7:30 pm

Location: City Hall Parking Lot
Estimated attendance: 2000+

*We thank you for interest in being
a supporter of York City Youth
Events! We look forward to
collaborating our efforts to change
the lives of York City Youth!*

Sponsorship Levels:

FANTASTIC Supporter - \$5,000 MINIMUM

RADICAL Supporter - \$2,500 MINIMUM

SUPER Supporter - \$ 1,000 MINIMUM

COOL Supporter - \$500 MINIMUM

Diaz Woodard
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Cell (717) 324-6567



Working with you for a Better York!

City of York Parks & Recreation Bureau

2023 Sponsorship Proposal for

Youth Activities & Special Events

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EVENT DESCRIPTIONS

Annual Easter Egg Hunt

Every year the City of York hosts its annual Easter Egg Hunt at Kiwanis Lake. This event brings out hundreds of kids and their families to enjoy a FREE fun-filled afternoon. This large-scale Easter Egg Hunt includes candy and basket giveaways as well as a bicycle drawing, all donated by our sponsors. This year, we are looking to expand the event to include additional activities for adult and teen participation, and more hands-on activities for our younger participants. Our goal is to increase attendance while continuing to provide a wonderful family experience.

Juneteenth Celebration

In observance of Juneteenth, the city of York celebrates freedom and equal right with a festival for all ages. This event highlights are free food, vendors, cultural performances, spoken word, and a host of family fun activities for all ages. This year will be the 4th year we've had this event and it is a resounding success.

Summer Parks Program

The City of York has dedicated over 40 years to providing urban youth with affordable summer programming. Over the past 10 years, this program has evolved and is now one of the premier summer programs in the City of York. Campers experience a variety of field trips and enrichment activities. This six-week program annually serves 200+ youth, 7 hours a day, 4 days a week. Last year's program was nothing short of amazing. Campers visited and participated in activities such as *Lake Tobias Wildlife Reserve*, *Graham Aquatic Center*, *Turkey Hill Experience*, *Hershey Chocolate World*, *Water Waste Treatment Plant*, *Utz Factory Tour*, and *the Hope Garden*. This year, the goal is to not only expand the program's reach but also incorporate a Character Education component to foster the overall emotional development of our campers.

Summer Movie Series

The Summer Movie Series is a family-friendly event that takes place annually at the beautiful Kiwanis Lake. Over the course of a 4-week period, families of the City of York can come out at dusk and enjoy a free movie on the lawn. Our 2021 lineup included: *Coco*, *The Croods: A new Age*, *SING*, and *Raya & the Last Dragon*

James E. Gross Park Summer Concert Series

The Gross Park Summer Concert series has been a long-standing family-friendly activity hosted by the City of York for over 20 years. During the months of July & August (7-week series), families can attend a FREE concert at the park bandstand. The concert series provides a platform for local artists to perform their latest songs or cover songs or favorite groups that the community will recognize from the very first note sung.

York City United Back to School Resource Fair

The year 2018 was the first year for the York City United Back to School Resource Fair (B2S). This event is a collaborative event between multiple youth agencies in the City of York. The purpose of the event is to provide urban youth with access to the appropriate resources to have a successful school year. During the event, parents can register students for recreational programs, daycare, and receive information from various agencies. In addition to the resources provided, B2S also features bounce houses, dunk tanks, food, and an array of family-friendly activities. In 2021 even amid a COVID pandemic, we were able to distribute over two thousand backpacks to the families of the City of York.

Annual Labor Day Festival

The City of York's Annual Labor Day event takes place at Kiwanis Lake. The event includes a host of fun family activities with an array of entertainment, food vendors, and performances by local musicians. An epic fireworks display concludes the event festivities.

York City Trunk or Treat

The 3rd Annual Trunk or Treat will take place in the City Hall parking lot. This event is a safe way for kids to collect treats and enjoy their time with family. In 2022, we had an estimated attendance of 2000+. This year we will be expanding the event and adding food options and more activities for family participation.

Sponsorship Level Benefits & Promotion:

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FANTASTIC Supporter - \$5,000 MINIMUM

- Company named as the presenting sponsor
- Company name announced throughout the event
- Company logo printed on all advertising materials (larger than other sponsorship levels)
- Presenting sponsor table at event(s)
- Product samples and or promotional items for advertisement
- Company mentioned during all press conferences, press releases, newsletters, emails, and social media posts
- Pictures from the event to be used as proof of organizational participation
- Personalized benefits to be negotiated for the presenting sponsor

RADICAL Supporter - \$2,500 MINIMUM

- Company listed as a participating sponsor
- Company logo on all printed advertisement materials
- Sponsorship table to advertise products or promotional items
- Company listed on all marketing materials, press releases, and social media posts

SUPER Supporter - \$ 1,000 MINIMUM

- Company logo on all printed advertisement materials
- Sponsorship table to advertise products or promotional items
- Company listed on all marketing materials, press releases, and social media posts

COOL Sponsor.....\$500.00

- Company logo on all printed advertisement materials
- Company listed on all marketing materials, press releases, and social media posts

City of York Parks & Recreation Bureau
2023 Sponsorship PLEDGE AGREEMENT for
Youth Activities & Special Events

Point of Contact: Diaz Woodard
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 Parks and Recreation Bureau
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 Cell (717) 324-6567

Event Choice(s): Egg Hunt, Juneteenth, Summer Parks, Summer Movies,
 Summer Concerts, Resource Fair, Labor Day, Trunk or Treat

Sponsorship Level Selection:

- FANTASTIC Supporter - \$5,000 MINIMUM
- RADICAL Supporter - \$2,500 MINIMUM
- SUPER Supporter - \$ 1,000 MINIMUM
- COOL Supporter - \$500

If sponsoring multiple events, please indicate the sponsorship amount per event. _____

SPONSOR INFORMATION: _____ Tax I.D.# _____

Company Name _____ *Representative* _____

Contact E-mail address _____ *Contact Phone Number* _____

Company Mailing Address _____ *City/State/Zip Code* _____

Name as it is to appear on all promotional materials _____

The City of York, a municipal corporation of Pennsylvania, hereinafter called COY, seeks to promote positive, healthy, and active participation in recreational and leisure programs for residents and their families. COY plans to conduct Youth Activities and Special Events in the City of York, Pennsylvania, throughout 2023. Contributor, hereinafter called SPONSOR desires to financially support the activity/event selected above, which would include promotional product tie--ins. In consideration of the premises and mutual promises set forth herein, the parties intending to be legally bound, hereby agree as follows:

COY agrees to conduct the selected event. COY designates the contributor as a "SPONSOR" at the level selected above and agrees to all benefits and promotions appropriate for the sponsorship. COY will provide all logistical support and requirements to conduct the activity/event.

COY Responsibilities for Sponsorship Levels: SEE ATTACHMENT FOR ALL BENEFITS AND PROMOTION ASSOCIATED WITH THE SELECTED LEVEL.

SPONSOR'S Responsibilities:

- SPONSOR must provide an electronic logo (in color and in black/white or grayscale).
- Agree to provide the selected sponsorship amount to COY for the SPONSOR'S participation as indicated above.
- Agree to provide payment for said sponsorship a minimum of 30 days prior to the activity/event.
- Allow COY to use and display the trademark associated with the SPONSOR'S products for promotional and advertising activities relating to the event only.

The term of this pledge agreement shall commence as of (month) _____ (date) _____, 2023 and shall continue until the conclusion of said activity/event. This pledge agreement contains the entire understanding between the parties hereto relating to the subject matter contained herein.

 Chaz A. Green, Director of Public Works Date

 Sponsor Representative Date

 Diaz Woodard, Recreation Specialist I, Parks & Recreation Date

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Payment Information:

- Please send an invoice.
- I have enclosed a check with my Pledge Agreement (made payable to the City of York).
- Payment will be sent via ACH on (date) _____

Financial Institution _____