

# City of York Parks & Recreation Bureau 2024 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 continuing to further enrich the lives of the city residents.

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, March 30

Time: 12 to 3 pm

Location: Kiwanis Lake

Estimated attendance: 500+

### Juneteenth Celebration

Date: Saturday, June 15

Time: 12 to 4 pm

Location: Penn Park

Estimated attendance: 500+

### Summer Parks Program

Dates: Monday - Thursday

June 17 - July 25

Time: 9 am to 4 pm

Location: 5 City Parks

(Allen, Arles, Bantz, Farquhar, and Memorial)

Estimated attendance: 200

### Summer Movie Series

Dates: Thursdays, July 11, 18, and 25

Time: 8:30 pm (Dusk)

Location: Cherry Lane

Estimated attendance:

50+ per showing

### Cherry Lane Park

### Summer Concert Series

Dates: Thursdays, June 6, 13, 20, and 27

Time: 7 to 8:30 pm

Location: Cherry Lane

Estimated attendance:

150+ per concert

### Annual B2S Resource Fair

Date: Saturday, August 10

Time: 12 to 3 pm

Location: William Penn Sr. High School

Estimated attendance: 2000+

### Labor Day Celebration

Date: Monday, September 2,

Time: 5 to 9 pm

Location: Kiwanis Lake

Estimated attendance: 2000+

### York City Trunk or Treat

Date: Thursday, October 24

Time: 5:30 to 7:30 pm

Location: City Hall Parking Lot

Estimated attendance: 2000+



Be A Sponsor!

LET'S DO  
THIS  
TOGETHER!

## Sponsorship Levels:

FANTASTIC Supporter - \$5,000 MINIMUM

RADICAL Supporter - \$2,500 MINIMUM

SUPER Supporter - \$1,000 MINIMUM

COOL Supporter - \$500 MINIMUM

LaQuinn Thompson  
Recreation Program Specialist

Parks and Recreation Bureau

lthompson@yorkcity.org

Office (717) 849-2276

Cell (717) 324-6567

*Thank you for considering becoming a sponsor for York City Youth and Family Events! We are excited about the possibility of partnering with you to make a positive impact in the lives of the youth in York City. Your support will help us provide valuable resources and opportunities for our community.*



Working with you for a Better York!

# City of York Parks & Recreation Bureau

## 2024 Sponsorship Proposal for Youth Activities & Special Events

### 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 rights with a festival for all ages. This event highlights free food, vendors, cultural performances, spoken word, and a host of family fun activities for all ages. This event is in its 5<sup>th</sup> year, and it continues to be 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 for a flat fee that includes all activities, arts and crafts, field trips, meals, and transportation. Last year's program was nothing short of amazing. Campers visited and participated in activities such as *Lake Tobias Wildlife Reserve*, *Graham Aquatic Center*, *Roller-skating*, *Little Buffalo State Park*, *Washington DC Zoo/Museum*, *Urban Air*, *Indian Echo Caverns*, and *York City Day*. 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 at Cherry Lane Park

The Summer Movie Series is a family-friendly event that takes place annually in beautiful downtown

York City, Cherry Lane Park. Families of the City of York can come out at dusk and enjoy a free movie and, refreshments. Our 2023 lineup included: *Minions: "Rise of Gru," The Super Mario Brothers Movie, and Strange World*

#### ❖ Cherry Lane Park Summer Concert Series

The Cherry Lane Park Summer Concert series has been a long-standing family-friendly activity hosted by the City of York for over 20 years. Families can attend a FREE concert in the park. The concert series provides a platform for local artists to perform their latest songs or cover songs of favorite groups that the community will recognize from the very first note sung. Refreshments offered.

#### ❖ 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, and 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. This event continues to provide backpacks, school supplies, and valuable resources to over two thousand families in 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

This 6<sup>th</sup> Annual event which began in 2018 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 2023, 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.

Point of Contact: LaQuinn Thompson



Recreation Program Specialist

Parks and Recreation Bureau

lthompson@yorkcity.org

Office (717) 849-2276

Cell (717) 324-6567

# **Sponsorship Level Benefits & Promotion:**

## **FANTASTIC Supporter - \$5,000.00 MINIMUM**

- Company named listed 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 - \$2,500.00 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 - \$ 1,000.00 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.

Point of Contact: LaQuinn Thompson  
Recreation Program Specialist  
Parks and Recreation Bureau  
lthompson@yorkcity.org  
Office (717) 849-2276  
Cell (717) 324-6567



**City of York Parks & Recreation Bureau**

**2024 Sponsorship PLEDGE AGREEMENT for Youth Activities & Special Events**

<b>SPONSOR INFORMATION:</b>	Tax I.D.# _____
_____ <i>Company Name</i>	_____ <i>Representative</i>
_____ <i>Contact E-mail address</i>	_____ <i>Contact Phone Number</i>
_____ <i>Company Mailing Address</i>	_____ <i>City/State/Zip Code</i>
Name as it is to appear on all promotional materials _____	

**Event Choice(s):**

- Egg Hunt
- Juneteenth
- Summer Parks
- Summer Movies
- Summer Concerts
- School Resource Fair
- Labor Day Festival
- Trunk or Treat

**Sponsorship Level Selections:**

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |
| <input type="checkbox"/> FANTASTIC Supporter | <input type="checkbox"/> RADICAL Supporter | <input type="checkbox"/> SUPER Supporter | <input type="checkbox"/> COOL Supporter |

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 2024. 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) \_\_\_\_\_, 2024 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

\_\_\_\_\_  
LaQuinn Thompson, Recreation Specialist, Parks & Rec      Date

\_\_\_\_\_  
Sponsor Representative PRINT      Date

\_\_\_\_\_  
Sponsor Representative SIGN      Date

**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** \_\_\_\_\_



**Point of Contact: LaQuinn Thompson**  
 Recreation Program Specialist  
 Parks and Recreation Bureau  
 lthompson@yorkcity.org  
 Office (717) 849-2276  
 Cell (717) 324-6567