

SUMMERFEST

ANNUAL 55+ BBQ

PUMPKIN CARVING



SANTA'S WORKSHOP

TREE LIGHTING

SANTA IN THE PARK

2022 SPONSORSHIP OPPORTUNITIES

Town of Scarborough Community Services

S'MORES SOCIALS

LIVE ANIMAL SHOWS

EASTER EVENTS



RELAY FOR LIFE

PARKS & REC MONTH

SUMMERFEST

... & MORE!



Town of Scarborough, Maine

DEPARTMENT OF COMMUNITY SERVICES

418 Payne Road
Scarborough, Maine • 04074
Phone: 207.730.4150 • www.scarboroughmaine.org

To All Local Business Owners, Managers, and Organizations,

For those who are unaware, Community Services is the parks and recreation department for the Town of Scarborough. Beyond providing recreational opportunities for all ages and abilities, we maintain the town beaches and parks, schedule all town and school facilities, provide child care programs for Scarborough students, operate the cable access channels for local programming, accept U.S. passport applications . . . the list keeps going!

We also host several no-cost or low-cost public events that help bring friends, family, neighbors, local businesses and organizations together to celebrate the seasons. These events include Summerfest, the 55⁺ BBQ, Santa in the Park and Annual Tree Lighting, Winterfest, and Easter Egg Hunts, and our newly-added one-day events such as S'mores Socials in January, a live animal show in March, Mental Health Awareness Day in May, a Senior Citizen Prom in May, and Relay for Life in June. With our continued commitment to offer all of our events and our desire to expand opportunities for all, we are taking on more in terms of manpower for planning and managing these events. Ultimately, it will end up costing more. We have reviewed all of our events and have determined that it will cost \$25,000 collectively for the 2021-22 year.

Our annual campaign begins now and we are searching for 50 local businesses, groups, organizations, or individuals who are just as passionate as us to see these events carry on and grow. If we can raise 50 donations of \$500, we are set for an entire year! And we are flexible, so if a monthly pledge works better for your budget, we can set up an auto-debit subscription for your annual donation. Going forward, you will receive an annual notification in November giving you a chance to re-up your annual pledge.

As a supporter of Scarborough's special events, you will receive the following benefits:

- Recognition in three annual program brochures.
- Recognition on local cable access channels.
- Mention in local paper ads or articles on special events (when applicable).
- Logo on event promotional material, such as posters.
- Logo on event sponsor banner, displayed at all events.
- Logo with hyperlink on Community Services website (directs to your website).
- Thank-you post on Scarborough Community Services Facebook page (over 1.3K followers to date)
- Dedicated social media "spotlight" post through Scarborough Community Service's social media feeds (choice of week in 2022 year; first to pledge is the first to pick date).

I invite you to visit our Sponsorship web page below to see all opportunities available, see who has already pledged, and to keep track of our progress as we move towards our \$25,000 goal! You can also use the link provided online to make your donation online in one quick and easy step.

www.scarboroughmaine.org/departments/community-services/sponsorship-opportunities

Thank you in advance for your contribution. We hope to see you at our upcoming events!

Sincerely,

Nicole Hall
Operations and Facilities Manager
Scarborough Community Services

Special Events Sponsorship Benefits

As a supporter of Scarborough's special events, you will receive the following benefits:

- Recognition in three annual program brochures.
- Recognition on local cable access channels.
- Mention in local paper ads or articles on special events (when applicable).
- Logo on event promotional material, such as posters.
- Logo on event sponsor banner, displayed at all events.
- Logo with hyperlink on Community Services website (directs to your website).
- Thank-you post on the Scarborough Community Services Facebook page (over 1.3K followers to date)
- Dedicated social media "spotlight" post through Scarborough Community Services social media pages (choice of week in 2022 year; first to pledge is the first to pick date).



Scarborough Community Services

Enhancing the quality of life for residents by promoting a community centered environment.

Photos

[See All Photos](#)



Age and Gender

Men 17.00%
Women 83.00%



Location

[Cities](#) [Countries](#)

Scarborough, ME	760
Portland, ME	80
Old Orchard Beach, ME	76
Saco, ME	71
South Portland, ME	53

Intro

- ✓ 1.3K Followers
- Page · Public & Government Service
- 418 Payne Road, Scarborough, ME, United States, Maine
- (207) 730-4150
- comserv@scarboroughmaine.org
- scarboroughmaine.org/departments/community-services
- Open now

Page Overview

Discovery

Post reach	3,642
Post engagement	768
New Page Followers	85

Interactions

Reactions	184
Comments	27
Shares	31
Photo Views	58
Link Clicks	90

Presenting Sponsorship Opportunities

Occasionally, some of the special events put on by Scarborough Community Services have the added opportunity for businesses to be on-site, whether it be with an information booth or presenting a specific activity or entertainment offering. This is the perfect opportunity for local businesses to market to their community.

Presenting sponsors receive all of the same benefits as a special events sponsor, plus are able to participate in day-of event festivities and meet the children, families, and community with their donation benefits. Presenting sponsorships begin at \$1,000, depending on the event.

Time of Year	Event Name	Attendance	Opportunities and Additional Benefits
January - February	S'mores Socials	200+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,000 <i>Includes table banner</i>
March	"Hop to the Hub" Live Animal Shows	200+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,000 <i>Includes table banner</i>
April	Easter Egg Hunts	500+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,000 <i>Includes logo on treat bags</i>
July	Parks & Recreation Month Events	400+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,000 <i>Includes event banner</i>
August	Summerfest	3,000+	<ul style="list-style-type: none"> (4) Presenting Sponsors Fireworks Sponsor \$3,500 <i>Includes pizza dinner and private viewing area for up to 100 people</i> Main Stage Sponsor \$2,000 <i>Includes stage banner and opportunity to present/announce on stage before show</i> Bounce Zone Sponsor \$1,500 UNAVAILABLE <i>Includes fence banner and 50 bounce zone bracelets</i> Star Stage Sponsor \$1,000 <i>Includes stage banner and opportunity to present/announce on stage before show</i>
August	Annual 55+ BBQ	200+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$2,000 <i>Includes stage banner and opportunity to present/announce on stage before the entertainment</i>
October	Pumpkin Carving Night	250+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,000 <i>Includes logo on treat bags</i>
December	Santa in the Park	1,000+	<ul style="list-style-type: none"> (1) Presenting Sponsor \$1,500 <i>Includes event banner</i>

We are always open to new ideas, so if there are events above that you would like to participate in but have another idea to pitch to us or need to adjust due to your budget, please contact us at 207-730-4150 and we would be happy to customize a sponsorship option that works for you.

55+ Programs Sponsorship Opportunities

Our 55+ Programs run on almost a daily basis with a vast variety of offerings, from weekly lunches, activity center drop-ins, and BINGO gatherings, to day trips to surrounding sights, shows, and restaurants, as well as special seasonal events. This provides many opportunities for partnerships that meet all needs.

Annual Contribution Opportunities

Presenting Senior Sponsorships

- | | |
|---|---------|
| • One weekly lunch (<i>serves over 55 people</i>) | \$ 500 |
| • Annual 55+ BBQ (<i>serves over 200 people</i>) | \$2,000 |

Senior BINGO Sponsorships

- | | |
|----------------|---------|
| • BINGO snacks | \$1,000 |
| • BINGO prizes | \$ 750 |
| • BINGO sheets | \$ 500 |

Seasonal Contribution Opportunities

Senior Special Event Sponsorships

- | | |
|---|-------------|
| • Senior special events (<i>Dances, movie nights, etc.</i>) | \$ 250 each |
| • Weekly lunch entertainment | \$ 150 each |
| • Snacks for events/activities | \$ 50 each |

All 55+ sponsors will be recognized in our three annual brochures, on local cable access channels, logo on event promotional material (if applicable), logo with hyperlink on our website, and a thank-you post on Facebook.

All sponsors donating over \$250 may have the opportunity to present a senior-related topic at a weekly 55+ luncheon.



