S'MORES SOCIALS | LIVE ANIMAL SHOWS | EASTER EVENTS

MENTAL HEALTH AWARENESS MONTH | PARKS & REC MONTH

# 2023

# SPONSORSHIP OPPORTUNITIES

*Town of Scarborough Community Services*

SUMMERFEST | ANNUAL 55+ BBQ | PUMPKIN CARVING

SANTA'S WORKSHOP | TREE LIGHTING | SANTA IN THE PARK

Town of Scarborough, Maine
DEPARTMENT OF COMMUNITY SERVICES
418 Payne Road | Scarborough, ME 04074
P: 207.730.4150 | F: 207.730.4165 | 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:

- S'mores Socials (Jan and Feb)
- Family Trivia Night (Feb)
- Park Hop Egg Hunt (March)
- World Wildlife Day Animal Shows (March)
- Bunny Breakfast (April)
- NEW! Mental Health Awareness Month (May)
- Family Formal Dance (May)
- Parks and Rec Month (July)
- Summerfest (Aug)
- NEW! Pumpkin Carving Night (Oct)
- Letters to Santa (Nov)
- Gingerbread House Night (Dec)
- Santa in the Park and Tree Lighting (Dec)

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 2023 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 January 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 our seasonal 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 board, 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 1.8K followers to date)
- Dedicated social media "spotlight" post through Scarborough Community Service's social media feeds (choice of week in 2023 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: https://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 Events Manager*

# 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 1.8K followers to date)
- Dedicated social media "spotlight" post through Scarborough Community Services social media pages (choice of week in 2023 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.

**Page Overview**

Followers: 1,868

Last 28 days

| Post reach | Post Engagement | New followers |
|---|---|---|
| 13,184 | 1,736 | 60 |

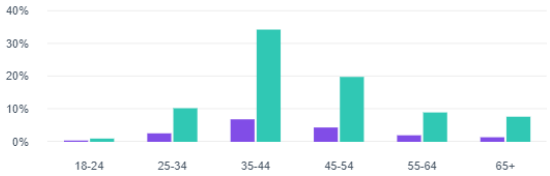
**Audience**

1,868 Facebook followers

Age and Gender

Men 17.80%

Women 82.20%




**Discovery**

| | |
|---|---|
| Post reach | 13,184 |
| Post engagement | 1,736 |
| New Page Followers | 60 |

**Interactions**

| | |
|---|---|
| Reactions | 210 |
| Comments | 31 |
| Shares | 33 |
| Photo views | 123 |
| Link clicks | 442 |

# 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+** | • **(1) Presenting Sponsor $1,000**<br>*Includes table banner* |
| **February** | **Family Trivia Night** | **120+** | • **(1) Presenting Sponsor $1,000**<br>*Includes table banner* |
| **March** | **World Wildlife Day Live Animal Shows** | **200+** | • **(1) Presenting Sponsor $1,000**<br>*Includes table banner* |
| **April** | **Easter Events**<br>(Park Hop and Bunny Breakfast) | **500+** | • **(1) Presenting Sponsor $1,000**<br>*Includes logo on map and treat bags* |
| **May** | **Mental Health Awareness Month** | **TBD** | • **(1) Presenting Sponsor $1,000**<br>*Includes table banner* |
| | **Family Formal Dance** | **250+** | • **(1) Presenting Sponsor $1,000**<br>*Includes table banner* |
| **July** | **Parks & Recreation Month Events** | **400+** | • **(1) Presenting Sponsor $1,000**<br>*Includes event banner* |
| **August** | **Summerfest** | **3,000+** | • **(4) Presenting Sponsors**<br>• **Fireworks Sponsor $3,500**<br>*Includes pizza dinner and private viewing area for up to 100 people*<br>• **Main Stage Sponsor $2,000**<br>*Includes stage banner and opportunity to present/ announce on stage before show*<br>• **Bounce Zone Sponsor $1,500** **UNAVAILABLE**<br>*Includes fence banner and 50 bounce zone bracelets* |
| **August** | **Annual 55+ BBQ** | **200+** | • **(1) Presenting Sponsor $2,000**<br>*Includes stage banner and opportunity to present/ announce on stage before the entertainment* |
| **October** | **Pumpkin Carving Night** | **250+** | • **(1) Presenting Sponsor $1,000**<br>*Includes logo on treat bags* |
| **December** | **Santa in the Park** | **1,000+** | • **(1) Presenting Sponsor $1,500**<br>*Includes event banner* |

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 *(serves over 55 people)* | $ 500 |
| • Annual 55+ BBQ *(serves over 200 people)* | $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 *(Dances, movie nights, etc.)* | *$ 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.