



# SPONSORSHIP OPPORTUNITIES

2024 - 2025



# WHO WE ARE



## MISSION

To enhance the quality of life for all residents by promoting a community centered environment through properly maintained public spaces and engaging recreation opportunities.

## BY THE NUMBERS

**23,656**

RESIDENTS IN  
SCARBOROUGH\*

**15,628<sup>+</sup>**

BROCHURES DELIVERED  
ANNUALLY

**3,907**

ACTIVE RECREATION  
HOUSEHOLDS

**2,689<sup>+</sup>**

COMMUNITY SERVICES  
FACEBOOK FOLLOWERS

**17**

COMMUNITY EVENTS  
IN 2023-24



# SPONSORSHIP BENEFITS

Thank you for considering an investment in Scarborough Community Services' special events and programs! One of our much-loved roles is bringing the "magic" into our programming and events, and we believe that together, we can create something truly special. With our diverse range of sponsorship formats, we offer unique opportunities for your company to showcase its commitment to the community as well as the preservation of Scarborough's vast array of special events.

## Why Sponsor?

- Make a lasting impact in the Scarborough community.
- Help provide great programs & events for all ages.
  - Promote your business in front of 1,000's of people.
  - Connect with your audience face-to-face.
    - Gain greater recognition & good will in Scarborough.
    - Give back to the community you call home!



# SPONSORSHIP GUIDE

This Sponsorship Guide outlines a variety of options for your company to extend its brand and engage with the community and its neighbors.



## *Signature Events*

Drawing our largest crowds, from residents to non-residents, these well-established annual events provide free recreation and entertainment to the community.



## *Community Events*

Offered at select times and locations throughout the year, these events typically connect to a theme or season and draw in primarily Scarborough households.



## *Recreation Programs*

Through a variety of outlets, youth enjoy participating in impactful recreation and lifelong-learning programs.



## *In-Kind Opportunities*

Scarborough Community Services has opportunities for businesses to donate products or their time towards helping us create, organize, run, or enhance events or programs throughout the year.

*Scarborough Community Services may consider in-kind donations and customized packages for any level of sponsorship. The deadline for sponsorships is **TWO (2) months prior** to each event date.*







### **CONTACT**

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Operations and Events Manager  
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(207) 730-4158



# SPONSORSHIP LEVELS

Symbols below are used to indicate the primary sponsorship level for each event or program throughout this brochure. All programs and events can also accept Donor and Supporter level donations simultaneously.

						
SPONSOR BENEFITS	DONOR \$100	BRONZE \$250	SILVER \$500	GOLD \$1,000	PLATINUM \$1,500	Platinum+ \$2,500+
Brochure recognition (distributed quarterly)	NAME (1) BROCHURE	LOGO (1) BROCHURE	LOGO (2) BROCHURES	LOGO (4) BROCHURES	LOGO (4) BROCHURES	LOGO (4) BROCHURES
Cable access channel recognition				●	●	●
Name in local paper ad/article (when possible)				●	●	●
Logo on event/program promotional material			●	●	●	●
Logo on event sponsor banner (at all events)			●	●	●	●
Personal banner at YOUR sponsored event/program				●	●	●
Logo with hyperlink on SCS website		●	●	●	●	●
Thank-you post on SCS Facebook page	GROUP	GROUP	GROUP	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE
Dedicated spotlight post on social media pages				●	●	●
Offering or info table at YOUR sponsored event				●	●	●
Offering or info table at Summerfest (largest event)					●	●
Name announced at event(s)	YOUR EVENT	YOUR EVENT	YOUR EVENT	ALL EVENTS	ALL EVENTS	ALL EVENTS

**Supporters:** Those who donate under \$100 in value (money, items, or time given) will be honored in an announcement during the sponsored event.



# Fall Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program. All programs and events can also accept Donor and Supporter level donations simultaneously.



## PUMPKIN CARVING NIGHT G

Get in the spooky spirit by joining us for Pumpkin Carving Night! This event is perfect for families and friends of all ages to enjoy. We provide the pumpkins, the carving and decorating supplies, plus treats and beverages. Participants leave the mess to us and take home their masterpiece!

**OCT 25, 2024 | 6:00-8:00 PM | SCS HUB | EST. ATTENDANCE: 250+**



## LETTERS TO SANTA S

Since 2020, Scarborough Community Services has had the pleasure of playing Santa to kids in our community and beyond. Forms are provided to complete and mail to Santa, and in turn, all children receive a personalized letter back from the jolly old elf himself! *Sponsors have the opportunity to be part of the magic, assisting with bundling the letters at an elf-exclusive event!*

**DEC 11, 2024 | 2:00-3:00 PM | SCS HUB | EST. REACH: 650+**



## SAFETY SUPPORTERS G

We provide safety supplies, such as first aid kits, to all of our program volunteer coaches and program providers throughout the year, but we try to do the annual restock in the fall. Our goal is to keep 75 first aid kits up to date, restocked, and ready for all sports and activities throughout the year. *Sponsors have the opportunity to assist us in packing first aid kits with their logo on them.*

**SEPT 2024 | TIME TBD | SCS HUB | EST. REACH: 800+**







# Winter Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program. All programs and events can also accept Donor and Supporter level donations simultaneously.



## GINGERBREAD HOUSE NIGHT

Gather the family and get creative by decorating a gingerbread house for the holidays! Extra decorating supplies, music, games, crafts, and snacks are all included.

**DEC 13, 2025 | 6:30-8:30 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 200+**



## SANTA IN THE PARK & TREE LIGHTING

Ring in the start of the holiday season with St. Nick and friends! All activities are based out of Memorial Park and include a live tree lighting, caroling, visits with Santa and Mrs. Claus, tractor rides to and from the park, fire pits to warm up to, festive treats to enjoy, and a fabulous fireworks show to cap off the evening. *This event provides a variety of volunteer options for sponsors and their staff.*

**DEC 7, 2024 | 5:00-7:30 PM | MEMORIAL PARK | EST. ATTENDANCE: 1,000+**



## FAMILY TRIVIA NIGHT

Challenge your brain to a night of family trivia! Rally your friends and family members and join us for Trivia Night at the Hub! Use your noggin to answer questions for all ages in a multitude of formats using modern technology... a tablet! Each team of 2-6 players will submit their answers through the provided device. Pizza, drinks, and desserts are included. Prize packages are awarded for top three teams.

**FEB 7, 2025 | 6:30-8:30 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 200+**





# Spring Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program. All programs and events can also accept Donor and Supporter level donations simultaneously.



## PARK HOP EGG HUNT S

To encourage the community to get outdoors and explore their town, we hide large painted eggs throughout Scarborough at parks, trails, and beaches, and send families out in search of them. Everyone who turns in a completed egg map is in the drawing for one of six fun-filled baskets!

**MARCH 2025 | ALL MONTH LONG | VARIOUS PARKS AND TRAILS | EST. REACH: 150+**



## BUNNY BREAKFAST G

We usher in the spring season with a family favorite ... having breakfast with the Easter Bunny! A hot breakfast of pancakes, syrup, sausage, hash browns, fruit, and beverages is served by SCS staff with plenty of time provided for kids and kids-at-heart to visit and take pictures with the Bunny. *This event provides the opportunity for business and their staff to assist and partake in breakfast.*

**APRIL 12, 2025 | 9:00-11:00 AM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 300+**



## SPRING FLING FAMILY FORMAL P

Come dressed to impress with the entire family for our annual family formal dance. Professional photography will be offered on site, as well as a selfie station for those fun and silly poses. Dancing fun and games provided by a local DJ, with refreshments and goodies provided by a local bakery.

**MAY 3, 2025 | 6:00-8:00 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 250+**





# Summer Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program. All programs and events can also accept Donor and Supporter level donations simultaneously.



## PARKS & RECREATION MONTH P

We recognize the importance of parks and recreation and the opportunities it provides in the Town of Scarborough with a variety of activities, events, and celebrations throughout the month of July. These offerings are free and open to anyone interested in participating, and are aimed at various age levels and interests. These events draw in residents, non-residents, and area visitors.

**JULY 2025 | ALL MONTH LONG | VARIOUS LOCATIONS | EST. ATTENDANCE: 500+**



## ANNUAL SENIOR BBQ P

Every August, Scarborough Community Services pulls out all of the stops to bring a free or reduced-price BBQ luncheon to anyone age 55 or older. The BBQ is held under a tent near the Wentworth School and is professionally catered by a local company. Raffles and live entertainment are included for all participants.

**AUG 13, 2025 | 11:00-1:30 PM | OUTDOOR EVENT TENT | EST. ATTENDANCE: 200+**



## SUMMERFEST G P P

By far our largest event of the year, we hold Summerfest every year on the third Friday in August as a celebration of summer adventures and friendships. This large festival draws in people from all over Maine and includes non-profit tents, a variety of food trucks, a live musical production, a kids Bounce Zone, and an amazing fireworks show to finish the evening. *This event has multiple sponsorship options.*

**AUG 15, 2025 | 5:00-10:00 PM | HS FIELDS | EST. ATTENDANCE: 2,500+**

***Have something else in mind that will enhance our programs or events? We are ready to listen! Scarborough Community Services may consider in-kind donations and customized packages for any level of sponsorship. Please contact us to discuss all options.***

**DEADLINE FOR SUMMER SPONSORSHIPS**

**APRIL 15**





# Ongoing/Annual Opportunities

Symbols below are used to demarcate the primary sponsorship level for each event or program. All programs and events can also accept Donor and Supporter level donations simultaneously.

## 55+ PROGRAMS



### Weekly BINGO

On Mondays our 55+ group gathers for an afternoon of BINGO games, with coffee, snacks, and fun prizes. *A full-year sponsorship covers the cost of supplies and prizes.*

**MONDAYS**

**12:00-2:00 PM**

**SCS HUB**

**EST. ATTENDANCE: 40+**



### Weekly Meals

On Wednesdays we offer a reduced-rate catered meal. Meals are usually followed with a presentation or entertainment. *Sponsors have the option to sponsor an entire lunch or the entertainment portion.*

**WEDNESDAYS**

**11:00 AM-1:00 PM**

**SCS HUB**

**EST. ATTENDANCE: 35+**



### Games & Gather

Twice a week we open the Hub for free game play, coffee, and comradery. *This year-long sponsorship covers snack costs.*

**TUESDAYS AND FRIDAYS**

**9:00 AM-12:00 PM**

**SCS HUB**

**EST. ATTENDANCE: 25+**

## OTHER OPPORTUNITIES



### Scholarships

Throughout the year, we assist local families, adults, and seniors with reduced-rate programs and trip enrollments thanks to scholarship funds. All scholarship donations go back into the Scarborough community and keep community members of all ages and abilities moving and engaged with their peers.

*Scholarship donations are accepted in any denomination and can remain anonymous or be recognized as a sponsor.*

## Vendor Opportunities

At select events throughout the year, Scarborough Community Services invites local businesses, companies, and non-profits to rent space to distribute information or sell their goods.

### CURRENT VENDOR OPPORTUNITIES:

- Passport Days (Nov; Mar)
- Parks and Rec Month
- Summerfest





# SPONSOR AGREEMENT

Company/Organization Name (exactly how it should appear in print): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

## I WOULD LIKE TO SPONSOR

### Signature Events

- Letters to Santa \$500
- Santa in the Park/Tree Lighting \$2,500
- Bunny Breakfast \$1,000
- Spring Fling Family Formal \$1,500
- Parks & Recreation Month \$1,500
- Summerfest \$1,000-\$2,500

### Community Events

- Pumpkin Carving Night \$1,000
- Park Hop Egg Hunt \$500
- Gingerbread House Night \$1,000
- Senior BBQ \$1,500
- Family Trivia Night \$1,000

### Recreation Programs

- Weekly BINGO \$1,000
- Games & Gather \$1,000
- Weekly Meals \$250-\$500
- Scholarships \_\_\_\_\_  
Please note if you want it earmarked for a particular program.

### In-Kind Donations

- Safety Supporters \$1,000
- Donation \_\_\_\_\_  
Please note if you want it earmarked for a particular program or event.

TOTAL SPONSORSHIP: \$ \_\_\_\_\_

Check enclosed (payable to Town of Scarborough)

Please call to charge my:  Visa  Mastercard  Discover  American Express

Send me an invoice via:  Email  Snail Mail

Please remit sponsor agreement to: **Scarborough Community Services**  
418 Payne Road  
Scarborough, ME 04074



Return signed agreement by the sponsor deadline for inclusion in printed materials. Email high resolution vector or native format logo/artwork (jpeg, png, ai, eps, or psd) to [nhall@scarboroughmaine.org](mailto:nhall@scarboroughmaine.org). No refunds after the sponsor deadline.

We agree to the terms indicated above:

SPONSOR

By: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

SCARBOROUGH COMMUNITY SERVICES

By: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_



We hope you consider a future partnership with Scarborough Community Services!

