

With Time For You

Since 1879



# City of Richmond

## Recreation Department

### **SPONSORSHIP**

Thank you for considering a sponsorship for the Recreation Department for the City of Richmond. We provide programs, facilities and classes where memories are created, skills developed and quality of life is enhanced.

Our department boasts a positive reputation in our community. Your sponsorship will offer many opportunities to impact the vision and work of the City of Richmond Recreation Department, which will allow us to tailor our programs and events to accommodate our marketing budget. Our sponsorships will provide companies and organizations a chance to achieve a high degree of visibility within our local community.

We offer quite a few free or low cost special events annually that are enjoyed by many. We trust you will experience the positive impact of collaborating with us. Consider a sponsorship with us as an investment in your company, as well as your community.

Please review the list of sponsorship levels and the benefits you and your company will gain by sponsoring.

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Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City / State / Zip: \_\_\_\_\_

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

Sponsorship Level:      \$100      \$500      \$1,000

Make checks payable to: ***City of Richmond***

Contact Margo VanHove via email at [parksandrec@comcast.net](mailto:parksandrec@comcast.net) or

call (586) 727-3064 for further information or questions



# SPONSORSHIP OPPORTUNITIES

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YOUR BUSINESS + OUR COMMUNITY =  
*a Wise Investment*

# SPONSORSHIP OPPORTUNITIES

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The Recreation Department is committed to providing clean, safe, and well-maintained parks and facilities to the citizens of Richmond and its surrounding townships and is dedicated to coordinating efficient cost-effective programs and special events to promote and enhance the quality of life in Richmond.

Richmond Recreation has been able to provide events and programs for people throughout the community with special events, programs, facility rentals, facility usages and memberships for our pool.

In order to continue offering our events and programs, we rely on establishing partnerships with businesses in our community. By becoming a sponsor those dollars will make our events even more special and new events possible. The Richmond Recreation Department would like to give you the opportunity to support our programs and to promote your business.

## 2024 TENTATIVE SCHEDULE

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June 7th	School's Out Swim Party
June 17th - August 2nd	Camp Richmond
June 20th	Children's Entertainment Series
June 24th	Senior Relaxation Day at the Richmond Community Pool
June 22nd	Family Movie in the Park
July 20th	Family Movie in the Park
July 20th	Community Garage Sale
July 25th	Children's Entertainment Series
Aug 14th	Kids, Trucks and Tractors
Aug 17th	Family Movie in the Park
Sept. 14th	Family Movie in the Park
Oct. 31st	No Tricks...Only Treats
Dec. 7th	Community Tree Lighting

# Building A Community

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The City of Richmond Recreation Department welcomes you to become a part of our community. Our parks, amenities, events and facilities bring people to Richmond each year. Whether they come to enjoy our beautiful parks, we are striving to make Richmond Recreation a cornerstone in our community.

Sponsorship opportunities will be an important factor with the success of our department's success'. Our goal as a parks and recreation department is to provide an exceptional recreational opportunity, that will improve peoples quality of life. Your business can help us accomplish this goal.

The Richmond Recreation Department offers several big events in the city. On top of exposure and on-site recognition that your business would receive, we have a large social media base. We use social media as well as other avenues for advertising our programs and events. As of 2019,when we began our Facebook journey, we have reached over 2,372 followers.

In a 28 day period (April 1-29, 2023) our posts reach was 16,570 posts having reached families from all over.

\*see information below

**POST REACH: 16,570**  
The number of people who saw any of your posts at least once.

**POST ENGAGEMENT: 2,300**  
The number of reactions, comments, shares and clicks on your posts

**NEW FOLLOWERS: 17**  
The number of new followers of your Facebook Page.



# KIDS, TRUCKS and TRACTORS



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$100 Presenting Sponsor	\$250 Official Sponsor	\$500 Sole Sponsor
Company name on all promotional flyers and advertisements for the event and at the event	X	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X	X
Opportunity to set up and run a promotional table for your business at the event/or provide giveaways		X	X	X
Logo recognition on all promotional flyers and advertisements for the event and at the event			X	X
Sponsor yard signs at the event (2 signs total) 30 second ad to be played				X

# MOVIES IN THE PARK



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$100 Presenting Sponsor	\$250 Official Sponsor	\$500 Sole Sponsor
Company name on all promotional flyers and advertisements for the event and at the event	X	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X	X
Opportunity to set up and run a promotional table for your business at the event		X	X	X
Logo recognition on all promotional flyers and advertisements for the event and at the event			X	X
Sponsor yard signs at the event (2 signs total) 30 second ad to be played				X

# CHILDREN'S ENTERTAINMENT SERIES



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$250 Presenting Sponsor
Company name on all promotional flyers and advertisements for the event and at the event	X	X
Recognition of your event sponsorship on social media promotions	X	X
Opportunity to set up and run a promotional table for your business at the event		X
Logo recognition on all promotional flyers and advertisements for the event and at the event		X
Sponsor yard signs at the event (2 signs total) 30 second ad to be played		X

# CRAFTS TO GO



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$250 Presenting Sponsor
Company name on all promotional flyers and advertisements for the event and at the event		
Recognition of your event sponsorship on social media promotions		
Opportunity to set up and run a promotional table for your business at the event		
Logo recognition on all promotional flyers and advertisements for the event and at the event		
Sponsor yard signs at the event (2 signs total) 30 second ad to be played		

# NO TRICKS...ONLY TREATS



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$100 Presenting Sponsor	\$250 Official Sponsor
Company name on all promotional flyers and advertisements for the event and at the event	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X
Opportunity to set up and run a promotional table for your business at the event		X	X
Logo recognition on all promotional flyers and advertisements for the event and at the event			X
Sponsor yard signs at the event (2 signs total) 30 second ad to be played			X

# EASTER EGG SCRAMBLE



SPONSORSHIP OPPORTUNITIES	\$50 Special Event Sponsor	\$100 Presenting Sponsor	\$250 Official Sponsor
Company name on all promotional flyers and advertisements for the event and at the event	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X
Opportunity to set up and run a promotional table for your business at the event		X	X
Logo recognition on all promotional flyers and advertisements for the event and at the event			X
Sponsor yard signs at the event (2 signs total) 30 second ad to be played			X