



# South Windsor Parks and Recreation Partnership OPPORTUNITIES

Connecting the Community



# South Windsor Parks and Recreation

## Our Community

SOUTH WINDSOR  
Parks & Recreation

**The Town of South Windsor** is a rapidly developing, unique community in Northern Connecticut. It is a suburb situated between the city of Hartford and the Connecticut River. South Windsor is a place rich in opportunity as well as history, pre-dating the town's incorporation in 1845. The South Windsor Parks & Recreation Department provides various activities, community programs, and special events. These include youth and adult athletics, aquatics programming for all ages and abilities, fitness, drop-in activities, before and after-school programs, and summer camp programs. Our special events draw the entire community, which truly provides opportunities for all to gather. A few examples include our Summer Concert Series, Movie Nights, and the Farmers Market.

Every business has a target demographic, and we want to help you reach your goals! In this packet, you will find sponsorship opportunities that are customized to those you are trying to reach. We have included items in each section that will help your business reach the South Windsor community!

As a Partner of South Windsor Parks & Recreation Department, your company is associated and aligned with the institution that has played a defining role in the Town of South Windsor's cultural and recreational life. Our partners receive exclusive benefits of marketing with media exposure and direct reach to South Windsor residents. Civic-minded companies dedicated to giving back to the community can support the future of these programs, activities, parks, and events!

### Community Snapshot



### Partner With Us

#### Contact:

Molly Keays  
Director of Parks and Recreation  
[Molly.Keays@southwindsor-ct.gov](mailto:Molly.Keays@southwindsor-ct.gov)  
860-648-6355  
[recreation.southwindsor.org](http://recreation.southwindsor.org)

### Mission Statement

The South Windsor Parks and Recreation Department is committed to enhancing our community through quality recreation programs and parks that provide exceptional experiences.

# Brochure Advertisement and Memorial Program

South Windsor Parks and Recreation creates and distributes two seasonal Activity Brochures each year - Spring/Summer and Fall/Winter. Each Activity Brochure reaches the entire South Windsor community - approximately **12,000 households and over 26,000 residents**. The South Windsor Parks and Recreation Department sells advertising space in our Seasonal Activity Brochures for local businesses to gain exposure in the neighborhood. Spaces are limited.



Available Sizes	1 Brochure	2 Brochures
1/4 Page Ad (Back Cover) - Full Color 3 11/16 " X 5"	\$500	\$1000
1/4 Page Ad - Full Color 3 11/16 " X 5"	\$350	\$700
1/8 Page Ad - Full Color 3 11/16 " X 2 3/8"	\$225	\$450

Groups, families, businesses, or individuals may donate a bench or tree to South Windsor Parks and Recreation Department to honor a special event, a loved one, a group, or an organization. The Town of South Windsor will secure, plant, and mulch the tree; install a plaque and plaque stand; and maintain the tree as a Town tree. Or you can choose to donate a bench. Many locations are available and will be determined at consultation. This program contributes to the parks in a way that allows others to benefit directly from your gift.



Memorial Bench

New - Park Style Bench

\$2000

Refurbished - Park Style Bench

\$1000



Memorial Tree

Variety of Tree Species

\$200 - \$425\*

Mulch, Soil amendments

\$25

The Memorial Bench and Memorial Tree program have a separate application process. Contact the Main Office at 860-648-6355 to complete. \*Tree prices vary and depend on market price

# Community Events

Whether you are looking for branding or corporate giving, we have a broad selection of opportunities that include attaching your name to a project or special event. Come be part of our impact!!

Available

## Halloween Tent R Treat

Sponsorship levels: \$500 | \$300 | \$100  
February | Parks and Rec Facility  
Estimated Attendance 200

Available

## Egg Hunt

Sponsorship levels: \$2500 | \$500  
April | Parks and Rec Facility  
Estimated Attendance 2800

Available

## South Windsor Masquerade

Sponsorship levels: \$2500 | \$1K | \$500 | \$300  
April | Rotating Parks  
Estimated Attendance 200

Available

## Fishing Derby

Sponsorship levels: \$500 | \$300 | \$100  
April | Pond at Barber Hill  
Estimated Attendance 300

Available

## Summer Concert Series \*

Sponsorship levels: All Levels  
June-August | Shops at Evergreen Walk  
Estimated Attendance 700 - 1200

Available

## Movie Nights \*

Sponsorship levels: \$1K | \$500 | \$300  
August-October | Shops at Evergreen Walk  
Estimated Attendance 200

Available

## Doggy Dips

Sponsorship levels: \$300  
September | Veterans Memorial Park Pool  
Estimated Attendance 300

Available

## Pumpkin Roll

Sponsorship levels: \$1K | \$500 | \$300  
October | Porters Hill  
Estimated Attendance 450

Available

## Turkey Trot

Sponsorship levels: \$300 | \$100  
November | S.W. High School  
Estimated Attendance 250

Available

## Skate with Santa

Sponsorship levels: \$500 | \$300  
December | S.W. Hockey Arena  
Estimated Attendance 550

Available

## Sensory Storytime - sensory event

Sponsorship levels: \$100  
December | Park and Rec Facility  
Estimated Attendance 30

Available

## Grinchmas

Sponsorship levels: \$500  
December | Park and Rec Facility  
Estimated Attendance 300

Available

## Event Popups

Sponsorship levels: \$300 | \$100  
Year Round (four to six events)  
Estimated Attendance 300

**And more! We're always adding new events!**

To discuss what is best for YOUR marketing goals  
Call us at 860-648-6355 or email: [rec@southwindsor-ct.gov](mailto:rec@southwindsor-ct.gov)!

# Community Events

The BEN E. FITS are endless!  
Work, Play, Live 06074

## Sponsorship Levels



Company/Organization logo displayed on 3X5 Banner (provided by sponsor) for entire series	✓						
Company/Organization logo displayed on 3X5 Banner (provided by sponsor)*	✓	✓	✓	✓	✓		
Company/Organization logo used in upcoming print, web, and social media promotions.	✓	✓	✓	✓	✓		
Company/Organization's social media tagged in sponsored event's post.	✓	✓	✓	✓	✓		
Listed as a Sponsor on our department website with link to company website.	✓	✓	✓	✓	✓	✓	
Verbal recognition of sponsorship at event (when possible).	✓	✓	✓	✓	✓	✓	✓
Opportunity for your company to speak or make an announcement at event.	✓	✓	✓	✓			
A 1/8 page Ad - Full Color in the following seasonal brochure.	✓	✓	✓				
Listed on Thank You page for Sponsors in the following seasonal brochure.	✓	✓	✓	✓	✓		
10X10 sponsor booth space at sponsored concert (tent, table two chairs included).	✓	✓	✓	✓	✓		
10X10 sponsor booth space at sponsored concert (items not included).							✓
Two season passes to Veteran Memorial Pool.	✓	✓					

\* Summer Concert Series and the Movies Nights are based per-event date not series, excluding the Headliner partner. Platinum Sponsors for this series can have their banner displayed at up to 5 events.



# South Windsor Farmers Market



South Windsor Parks and Recreation is excited to bring the South Windsor Farmers' Market back for the 2024 season. Last year was truly remarkable! As a community and through the generosity of our sponsors, we were able to double over \$500 in WIC/SNAP (Supplemental Nutrition Assistance Program) and FMSNP (Farmers' Market Supplemental Nutrition Program) coupons, keep our farmers' market fees low, and support many local entertainers!

Your sponsorship is tax-deductible and as our "thank you" we offer a variety of special advertising opportunities!

Nevers Park is home to the  
South Windsor Farmers Market from  
June 1 to October 5, 9:00 a.m. to 12:00 p.m.



Access to 10 X 10 vendor spot at the market to showcase your business on any number of dates.

Marketed as " Major Sponsor " at the South Windsor Farmers' Market.

Acknowledgment in our Fall brochure (distributed to over 12,000 households).

Access to a 10 X 10 spot at the market to showcase your business on 2 select dates.

Access to a 10 X 10 spot at the market to showcase your business on a select date.

Your business name on the market display.

Mentions on our various social media pages and website.



500+  
PEOPLE SHOP AT THE  
35 + VENDORS AT EACH  
MARKET.



# Youth Basketball Sponsorship



South Windsor Parks and Recreation is excited to offer Jim Snow Youth Recreation Basketball.

Jim Snow Youth Basketball serves over 800 participants to promote good sportsmanship and respect all while learning the fundamentals of basketball! As a Sponsor you can play a pivotal role in helping create a strong foundation of teamwork and recreation in the youth of our community.

Your sponsorship is tax-deductible and as our "thank you" we offer a variety of special advertising opportunities!

**Jim Snow Youth Basketball**  
season plays from  
December to March

Diamond

Gold

Silver

Bronze

\$1K

\$500

\$300

\$100

Access to a 6' table to showcase your business during our Basketball Championship.



Acknowledged as " Major Sponsor " at the Jim Snow Youth Basketball Championship.



Company/Organization's social media tagged in sponsored program post.



Verbal recognition of sponsorship (when possible).



Acknowledgment in our following seasonal brochure (distributed to over 12,000 households).



Company/Organization mentioned in monthly eNewsletter (8K+ subscribers).



Listed as a Sponsor on our department website with link to company website.



Company/Organization mentioned on our various social media pages.



# Other Ways to Get Connected...

## Monday Night Social Club

### Help Us Keep This Program Affordable

This drop-in style program is for participants within the Special Populations Community. Participants meet weekly and enjoy activities year-round while meeting new friends in an informal, supervised format.



## Financial Assistance Help Make It Possible

The program provides assistance as funds are available, to qualified residents who might not otherwise be able to participate. Now is your chance to help give all South Windsor kids the experience of enrichment, leisure, activity, and fun!



## Volunteering Applications Accepted All Year

Volunteers help make our programs, events, and parks the best they can be! Whether you are a youth, adult, or group, South Windsor Parks & Recreation depends on our amazing volunteers! Come be part of the impact!



# South Windsor Parks and Recreation

## Community Partnerships

BUSINESS NAME

CONTACT PERSON

ADDRESS

CITY, STATE, ZIP

PHONE

WEBSITE ADDRESS

EMAIL

FACEBOOK HANDLE

Community Event/Program	Headliner	Platinum	Diamond	Gold	Silver	Bronze

IN-KIND DONATION - PLEASE PROVIDE DESCRIPTION

BROCHURE AD SPACE SIZE

BROCHURE AD SPACE SEASON

MEMORIAL BENCH OR MEMORIAL TREE

QUANTITY

TYPE

FORM OF PAYMENT

CASH CHECK CREDIT

## Registering for your Sponsorship is Easy!

- 1 Go to [recreation.southwindsor.org](http://recreation.southwindsor.org) and click the “Login” button
- 2 Create an account. We recommend using your business name as the primary name for the account and the contact person to be entered as the emergency contact.

3 Access your account now anytime!!



### Thank You For Your Support!

PLEASE MAIL AND MAKE CHECK PAYABLE TO: TOWN OF SOUTH WINDSOR  
SOUTH WINDSOR PARKS AND RECREATION  
350 FOSTER STREET, SOUTH WINDSOR, CT 06074  
RECREATION.SOUTHWINDSOR.ORG

I HEREBY AGREE TO THE PRESENT AND FUTURE TERMS & CONDITIONS OF SOUTH WINDSOR PARKS AND RECREATION

NAME

SIGNATURE