



South Windsor Parks and Recreation
Partnership
OPPORTUNITIES
2024
Connecting the Community



SOUTH WINDSOR
Parks & Recreation

South Windsor Parks and Recreation Our Community

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
860-648-6355
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 **12,100 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.



New - Park Style Bench

Refurbished - Park Style Bench

Memorial Bench
\$2000
\$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

Dodgeball Throwdown

Sponsorship levels: \$500 | \$300 | \$100
January | Park and Rec Facility
Estimated 2023 Attendance 125

Available

Family Game Night

Sponsorship levels: \$500 | \$300 | \$100
February | Parks and Rec Facility
Estimated Attendance 20 Families

Egg Hunt

Sponsorship levels: \$2500
April | Parks and Rec Facility
Estimated 2023 Attendance 2800

Available

Earth Day Celebration

Sponsorship levels: \$500 | \$300 | \$100
April | Rotating Parks
Estimated 2023 Attendance 200

Available

Fishing Derby

Sponsorship levels: \$300 | \$100
April | Pond at Barber Hill
Estimated 2023 Attendance 400

Available

Family Camp Out

Sponsorship levels: \$500 | \$300 | \$100
June | Rye Street Park
Estimated 2023 Attendance 100

Available

Summer Concert Series *

Sponsorship levels: All Levels
June-August | Shops at Evergreen Walk
Estimated 2023 Attendance 700 - 1200

Available

Movie Nights *

Sponsorship levels: \$1K | \$500 | \$300
June-August | Shops at Evergreen Walk
Estimated 2023 Attendance 200

Doggy Dips

Sponsorship levels: \$300
September | Veterans Memorial Park Pool
Estimated 2023 Attendance 300

Available

Halloween Torch Walk

Sponsorship levels: All Levels
October | Nevers Park
Estimated 2023 Attendance 1000

Available

Pumpkin Roll

Sponsorship levels: \$1K | \$500 | \$300 | \$100
October | Porters Hill
Estimated 2023 Attendance 450

Available

Turkey Trot

Sponsorship levels: \$500 | \$300 | \$100
November | S.W. High School
Estimated 2023 Attendance 250

Available

Skate with Santa

Sponsorship levels: \$500 | \$300
December | S.W. Hockey Arena
Estimated 2023 Attendance 550

Available

Sensory Santa - sensory event

Sponsorship levels: \$300 | \$100
December | Park and Rec Facility
Estimated 2023 Attendance 30

Grinchmas

Sponsorship levels: \$500
December | Park and Rec Facility
Estimated 2023 Attendance 300

Available

Patriotic Events

Sponsorship levels: \$500 | \$300 | \$100
Year Round (four events)
Estimated 2023 Attendance 800

Available

Meet Me at the Park

Sponsorship levels: \$300 | \$100
Year Round (four to six events)
Estimated 2023 Attendance 300

Call us at 860-648-6355 to discuss
what is best for YOUR marketing goals!

Community Events

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

Sponsorship Levels



	Headliner (\$3K)	Platinum (\$2.5K)	Diamond (\$1K)	Gold (\$500)	Silver (\$300)	Bronze (\$100)
Company/Organization logo prominently displayed on 3X5 Banner (provided by sponsor).	✓	✓	✓	✓		
Company/Organization included on "Thank You" sign at SWPRD event tent.	✓	✓	✓	✓	✓	✓
Company/Organization logo used in all 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.	✓	✓	✓	✓		
Company/Organization mentioned in monthly eNewsletter (8K+ subscribers).	✓	✓				
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.



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.**



	Diamond (\$1K)	Gold (\$500)	Silver (\$300)	Bronze (\$100)
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 magazine (distributed to 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.



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.



In-Kind Donations

We Want to Partner with You!

Do you have a product or service that can enhance our programming or events? We would love to partner with you!

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!

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

South Windsor Parks and Recreation Community Partnerships

BUSINESS NAME

ADDRESS

PHONE

EMAIL

CONTACT PERSON

CITY, STATE, ZIP

WEBSITE ADDRESS

FACEBOOK HANDLE

Community Event	Headliner	Platinum	Diamond	Gold	Silver	Bronze

IN-KIND DONATION

ACTIVITY BROCHURE AD SPACE

MEMORIAL BENCH OR MEMORIAL TREE

FORM OF PAYMENT

CASH CHECK CREDIT

Registering for your Sponsorship is Easy!

- 1 Go to 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!!



SOUTH WINDSOR
Parks & Recreation

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