

**MARTINSBURG-BERKELEY COUNTY
PARKS & RECREATION**



SPONSORSHIP PACK

THANK YOU

For partnering with Martinsburg-Berkeley County Parks & Recreation

Are you or your business looking for a way to connect with Martinsburg-Berkeley County Parks & Recreation? Sponsorship marketing is unique and can help you reach your target market in innovative ways and improve brand awareness. Plan ahead for a full year of giving. Claim the sponsorships you want to brand with your business name and return the enclosed sponsorship form. We will invoice you 30 days prior to each of your chosen events or payment can be made in full at the time of submission.

This packet includes several suggestions at varying price levels and sponsorship benefits to help get the process started. You can choose to sponsor any number of options you would like. Connecting your business with Martinsburg-Berkeley County Parks & Recreation special events and sports leagues will provide a great opportunity for visibility with a large audience.

When you join Martinsburg-Berkeley County Parks & Recreation as a sponsor, you are showing the community that you, too, desire to improve the quality of life for residents and visitors to our City and County.



SPECIAL EVENTS

DATE SPECIFIC EVENTS:

- **TROUT DERBY** A family fun-filled morning of fishing and competition at Rickard Lake at Poor House Farm Park as we see who can reel in the biggest fish. Prizes awarded and open to young, old and those in between.

DATE: Late April

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$5000):** · Covers stocking of fish for event; prominent logo on signage, advertisements, social media posts, and website; exclusive sponsor space at event for promotion, includes 10 angler registrations
- **Gold Sponsor (\$2500):** Provides awards for event; full-color large logo on signage, advertisements, social media posts, and website; sponsor space at event from promotion; includes 7 angler registrations
- **Silver Sponsor (\$1000):** Provides awards for event; full-color small logo on signage, advertisements, social media posts and website; includes 5 angler registrations
- **Bronze Sponsor (\$500):** Provides giveaways for event; business name on advertisements, social media posts, and website; includes 3 angler registrations

COMMITMENT DEADLINE: Mid-January

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- **GYMNASTICS ANNUAL SHOW** Get ready to be amazed at the Flip Over Gymnastics annual exhibition performance, a high-energy event that combines breathtaking athleticism with family-friendly fun! From jaw-dropping floor routines to gravity-defying trampoline routines, our show features all 450 of our gymnasts showcasing their incredible skills in a vibrant and entertaining performance. Perfect for kids and adults alike, this event promises an unforgettable experience that highlights the beauty of gymnastics while promoting community spirit and active living. Partner with us as a sponsor and be part of an extraordinary celebration of talent and teamwork that will leave audiences of all ages inspired and exhilarated!

DATE: Mid-May

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$1000):** · Prominent logo on advertisements, social media posts, website, and/or posters; shout-outs during each event (there are 6 different shows over 3 nights); sponsor space at the event; premier center stage banner advertisement
- **Gold Sponsor (\$750):** Logo on advertisements, social media posts, website, and/or posters; shout-outs during each event (there are 6 different shows over 3 nights); sponsor space at the event; stage advertisement
- **Silver Sponsor (\$500):** Business name on advertisements, social media posts, website, and/or posters; shout-outs during each event (there are 6 different shows over 3 nights); leave promotional materials to be distributed; yard signs

COMMITMENT DEADLINE: Early April

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- **JUNE JUBILEE** This family event has been a tradition at War Memorial Park for over 35 years that includes activities and games for kids, face painting, live music, food vendors, arts & craft vendors, magic shows, prize giveaways, and more! The June Jubilee Car Show is held simultaneously at the Berkeley 2000 Recreation Center parking lot. Sponsors can set up a 'booth' to provide information while having an activity for kids to enjoy.

DATE: *Second Sunday in June*

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$2000):** Prominent full-color logo displayed on sponsorship banner, all signage, advertisements, social media posts and website; full-color logo on all entertainment station signage; exclusive sponsor space at event
- **Gold Sponsor (\$750):** Full-color logo displayed on sponsorship banner, all signage, advertisements, social media posts and website; company name on a sign displayed at one of the entertainment stations
- **Bronze Sponsor (\$250):** Business name displayed on sponsorship banner; small full-color logo on all signage, advertisements, social media posts and website

COMMITMENT DEADLINE: *Mid-May*

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➤ **COLOR ME BERKELEY 5K COLOR RUN** Join us for a colorful trail race at Poor House Farm Park, one of the gems of our public park system, is open to all ages and skill levels. You can choose to walk, run or a combination. This is a timed race with awards for top placement in various age groups. As part of the entry fee, runners receive a t-shirt with sponsors logos or business names. Proceeds for the event benefit parks and recreation in the City of Martinsburg and Berkeley County.

DATE: *Early August*

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$2500):** Prominent logo on t-shirts, advertisements, social media posts & website; exclusive sponsor space at event; includes 10 registrations
- **Gold Sponsor (\$1000):** Large logo on t-shirts, advertisements, social media posts & website; sponsor space at event; includes 7 registrations
- **Silver Sponsor (\$500):** Small logo on t-shirts, advertisements, social media posts & website; ability to distribute promotional materials at event; includes 5 registrations
- **Bronze Sponsor (\$250):** Business name on advertisements, social media posts & website; includes 3 registrations

COMMITMENT DEADLINE: *Early July*

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➤ **CHRISTMAS IN THE PARK** Bundle up the family and bring some friends to wander through War Memorial Park, taking in the festive decorations and light features, any evening during the two weeks leading up to Christmas. On select nights, there will also be hot chocolate and snacks at the Winterland Café, live music from bands and choirs performing, Santa will be available to hear everyone's Christmas list wishes, multiple cut-out photo booth opportunities and more. Sponsors will receive a plywood tree cutout and stand to decorate and enter in the decorating contest. The trees will be placed in the park the week after Thanksgiving; judging and awards will be held the first week of December; and all trees will remain on display for the community to enjoy until early January.

DATE: *Late November*

SPONSORSHIP LEVEL:

- **Bronze Sponsor (\$250):** Plywood tree and stand for decorating; logo on advertisements, social media posts, website and any signage at event

COMMITMENT DEADLINE: *Mid-October*

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➤ **OPERATION NORTH POLE** An exciting FREE family event for the community. Join us at the Berkeley 2000 Recreation Center for fun crafts, games, activities and giveaways, selfies with Santa...PLUS donuts, hot cocoa and apple cider! Crafts & games are geared to ages 5-12, BUT this event is open to ALL!

DATE: First Saturday in December

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$1000):** Prominent logo on advertisements, social media posts & website; exclusive sponsor space at event; Santa's Workshop (provides crafts)
- **Gold Sponsor (\$750):** Large logo on advertisements, social media posts & website; Sponsor space at event; Mrs. Claus' Cafe (provides refreshments)
- **Silver Sponsor (\$500):** Small logo advertisements, social media posts & website; Reindeer Games (provides activities)
- **Bronze Sponsor (\$250):** Business name on advertisements, social media posts & website; ability to distribute promotional materials at event

COMMITMENT DEADLINE: Mid-October

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SEASONAL/MULTI-DATE EVENTS:

➤ **TONI SAYLOR SUMMER CONCERT SERIES** This is an annual tradition at War Memorial Park over the course of 10-11 weeks each summer. Concerts are held on Thursdays and offer a different band each week so there is something for everyone. Food trucks, activities like cornhole for grown-ups and inflatables for the kids will be on-site. The concerts are free to attend, and each week is well-attended by residents and visitors from neighboring states.

DATE: Mid-June through mid-August

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$3000):** Prominent full-color logo displayed on event signage by the stage throughout the summer series; prominent full-color logo appears on all promotional materials, social media posts and website; sponsor space available on concert nights; ability to distribute promotional materials
- **Gold Sponsor (\$1000):** Large Full-color logo on event signage displayed by the stage throughout the summer series; large full-color logo appears on all promotional materials; business name appears on social media posts and website
- **Bronze Sponsor (\$500):** Business name displayed on all promotional materials, social media posts and website

COMMITMENT DEADLINE: Early March

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➤ **MOVIE NIGHTS** Free family-friendly movies held throughout the year at Berkeley 2000 Recreation Center, W. Randy Smith Recreation Center or Poor House Farm Park, depending on the season.

DATE: Multiple times per year

SPONSORSHIP LEVELS:

- **Platinum Title Sponsor (\$500):** Choice of movie, date and site; Prominent logo on advertisements, social media posts & website; prominent advertisement on pre-movie slide show; exclusive sponsor space at event
- **Bronze Sponsor (\$250):** Covers concessions at one movie night; business name on advertisements, social media posts & website; business name on pre- movie slide show; ability to distribute promotional materials at event;

COMMITMENT DEADLINE: Early April

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➤ **POP-UP IN THE PARK** Our Rec 'n Crew brings all the fun throughout the year to various parks and facilities with a variety of inflatable and other interactive games and activities. Mini golf, connect four basketball, soccer darts, faux axe throwing and more! These are always free to attend.

Date: Monthly/May-August

Sponsorship Levels:

- *Platinum Title Sponsor (\$500): Choice of date and park location of one Pop-Up in the Park event; prominent logo on advertisements, social media posts & website; exclusive sponsor space at event*
- *Bronze Sponsor (\$250): Covers refreshments/giveaways at one Pop-Up in the Park event; business name on advertisements, social media posts & website*

Commitment Deadline: Early April



LEAGUE SPONSOR DETAILS

Youth Sports Leagues

When you sponsor our recreational leagues, it enables us to continue to offer a quality program for the youth of our community. Sponsorship provides advertising for your business or organization by printing the logo on the respective leagues' t-shirts. These t-shirts are worn well after the season ends by many of the participants when they are out and about locally.

Fall Season League offerings are:

- Basketball
- Soccer
- Volleyball

Due Date: Early August

Winter Season League offerings are:

- Basketball
- Futsal

Due Date: Mid-November

Spring Season League offerings are:

- Basketball
- Soccer
- Volleyball

Due Date: Early March



Sponsor Pricing: \$150 per league, per season

SPONSORSHIP FORM

The Martinsburg-Berkeley County Parks & Recreation organizes thousands of kids in recreational sports leagues, activities, classes and special events. With the support of local businesses, organizations, and individuals, we are able to provide a number of these events at no charge and keep registration fees for leagues and programs reasonable.

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone No.: () _____ Email: _____

Business Contact Person: _____

Listed below are the areas levels of sponsorship for many of our events. Plan ahead for a full year of giving. Claim the sponsorships you want to brand with your business name and return the enclosed sponsorship form. Payment in full can be submitted with this form or, if you prefer and time allows, we will invoice you 30 days prior to each of your chosen events.

SPECIAL EVENTS	LEVELS			
CHRISTMAS IN THE PARK				BRONZE \$250 <input type="checkbox"/>
COLOR ME BERKELEY 5K COLOR RUN	PLATINUM \$2500 <input type="checkbox"/>	GOLD \$1000 <input type="checkbox"/>	SILVER \$500 <input type="checkbox"/>	BRONZE \$250 <input type="checkbox"/>
GYMNASTICS ANNUAL SHOW	PLATINUM \$1000 <input type="checkbox"/>	GOLD \$750 <input type="checkbox"/>	SILVER \$500 <input type="checkbox"/>	
JUNE JUBILEE	PLATINUM \$2000 <input type="checkbox"/>	GOLD \$750 <input type="checkbox"/>		BRONZE \$250 <input type="checkbox"/>
MOVIE NIGHTS	PLATINUM \$500 <input type="checkbox"/>			BRONZE \$250 <input type="checkbox"/>
OPERATION NORTH POLE	PLATINUM \$1000 <input type="checkbox"/>	GOLD \$750 <input type="checkbox"/>	SILVER \$500 <input type="checkbox"/>	BRONZE \$250 <input type="checkbox"/>
POP-UP IN THE PARK	PLATINUM \$500 <input type="checkbox"/>			BRONZE \$250 <input type="checkbox"/>
TROUT DERBY	PLATINUM \$5000 <input type="checkbox"/>	GOLD \$2500 <input type="checkbox"/>	SILVER \$1000 <input type="checkbox"/>	BRONZE \$500 <input type="checkbox"/>
TONI SAYLOR SUMMER CONCERT SERIES	PLATINUM \$3000 <input type="checkbox"/>	GOLD \$1000 <input type="checkbox"/>		BRONZE \$500 <input type="checkbox"/>

LEAGUES	BASKETBALL	FUTSAL	SOCCER	VOLLEYBALL
FALL	\$150 <input type="checkbox"/>		\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>
WINTER	\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>		
SPRING	\$150 <input type="checkbox"/>		\$150 <input type="checkbox"/>	\$150 <input type="checkbox"/>

USE MY SPONSORSHIP WHEREVER NEEDED	\$ _____
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	TOTAL COST
TOTAL NUMBER OF SPONSORSHIPS: _____	\$ _____

When sponsoring SPORTS LEAGUES, please keep a few things in mind:

- 1. Sponsorships are taken on a first-paid basis (a max of 20 sponsors per league, per season)*
- 2. Sponsorship fees are required to be paid at the time this form is submitted.*

How will you be paying for your sponsorship(s)?

- Payment for the full sponsorship amount is enclosed *(required for sports league sponsorships)*
- Please invoice me 30 days prior to each event sponsored *(allowed for special events ONLY; if applicable)*

If you are paying your sponsorships in full at the time of submitting this form and paying by check or money order, please make payable and mail to:

M-BC Parks & Recreation, 273 Woodbury Avenue, Martinsburg, WV 25404 (memo check with the year and 'sponsorship')

Authorized Signature: _____ Date: ____/____/____