



ST. MARY'S COUNTY RECREATION & PARKS

Sponsorship & Partnership Overview

Community Connection



The goal of Recreation & Parks is to provide the youth of St. Mary's County an opportunity to participate in fun, healthy and positive activities. Connecting the community through celebrating traditions, supporting local theater and engaging in recreational activities. Special events provide unique opportunities to celebrate St. Mary's County and its citizens.

Purpose Driven



St. Mary's County Recreation & Parks provides youth of St. Mary's County an opportunity to participate in fun, healthy and positive activities. Through special events, the department is committed to allocating event net revenues to the department's scholarship fund. This fund allows qualifying children and adults registering for programs, to do so at a discounted rate.

Your Involvement



Opportunities for organizations to support the mission of Recreation & Parks are available through a variety of sponsorship options. St. Mary's County R&P is self-supported and with your contribution, the impact can be of great significance for the community.

EASTER EGG FESTIVAL SATURDAY BEFORE EASTER WEEKEND

A day full of family fun providing age-appropriate egg hunts, with specialized vendors, entertainers, food vendors, games and activities.

3,500-4,500 ATTENDEES



CHERRY BLOSSOM FESTIVAL LATE MARCH TO EARLY APRIL

An afternoon celebrating the beauty of Lexington Manor Passive Park, encouraging community engagement in a safe and walkable community park.

1,500-2,000 ATTENDEES



SUMMERSTOCK THEATER JULY - LAST TWO WEEKENDS

Showcasing local talent of youth up to age 21 with musical theater, over 8 shows in 2 weekends with a capacity of 700 theater enthusiast per show.

UP TO 4,000 ATTENDEES



GOLF TOURNAMENT FIRST FRIDAY IN OCTOBER

Providing financial support directly to the scholarship fund, this annual tournament has been a staple for over 25 years creating memories and building support for youth.

24 TEAMS OF 4





ST. MARY'S COUNTY RECREATION & PARKS

SIGNATURE EVENT OPPORTUNITIES



Community Connection

Create visibility for your organization and increase community reach by supporting the annual Easter Egg Festival. This event provides families a uniquely traditional experience at a rain or shine event. Net proceeds from the event support the department's scholarship fund. The fund provides opportunities for youth to attend recreation programs at a discounted rate.

Event Details

The Saturday before Easter weekend is reserved for the Annual Easter Egg Festival which has provided family fun for over 40 years in St. Mary's County. Held at the Fairgrounds from 11:30am-4:00pm, the event features age-appropriate egg hunts, photos with the Easter Bunny & Ms. Cottontail, a variety of entertainment, food trucks, face painting and many retail vendors with specialized crafts and unique treasures. Attendance averages about 4,000.

EASTER EGG FESTIVAL

PRE-EVENT RECOGNITION

	Bunny Hop \$5,000	Ms. Cottontail \$3,000	Carrot Patch \$1,000
Premier Sponsor for event: Presented by "Your Company"	●		
Press Release announcing partnership	●		
Inclusion as presenting sponsor in all communications	●	●	
Logo/link in email blasts/social media posts	●	●	●
Logo inclusion on all promotional materials	●	●	●
Logo/link on SMC R&P event webpage	●	●	●

EVENT ONSITE RECOGNITION

Opportunity to address guests & welcome vendors	●		
Ticket Vouchers	25	12	
Logo on on all event signage	●	●	
Booth space at event	●	●	●
Recognition in event announcements	●	●	●
Logo on designated event signage	●	●	●

POST-EVENT RECOGNITION

Logo placement on website/social media posts	●		
Mention in sponsor recognition advertisements	●	●	
Logo placement in Thank You ads	●	●	●
Logo and booth photos in event video	●	●	●

ADDITIONAL SPONSOR LEVELS

EGG HUNT, FOOD COURT, FACEPAINTING, ARTS & CRAFTS AND EASTER BUNNY - \$125-450





CHERRY BLOSSOM FESTIVAL

Community Connection

Offers exposure to a walkable and accessible passive park connecting community partners with the citizens. Highlights include the community gardens, public art displays, walking and jogging paths, a disc golf course and the United Committee for Afro-American Contributions (UCAC) Interpretive Center offering a preservation of historic purpose to St. Mary's County.

Event Details

With mother nature in charge, event date is either late March or early April in coordination with the Easter holiday. This free event welcomes the community to explore the Lexington Manor Passive Park and sample local entertainment, talent and healthy, outdoor activities for all ages. Strongly supported by community partnerships, the afternoon is filled with passive recreation and a celebration of Spring. Attendances averages around 2,000.

PRE-EVENT RECOGNITION

Premier Sponsor for event: Presented by "Your Company"	●		
Press Release announcing partnership	●		
Inclusion as presenting sponsor in all communications	●	●	
Logo/link in email blasts/social media posts	●	●	●
Logo inclusion on all promotional materials	●	●	●
Logo/link on SMC R&P event webpage	●	●	●

Premier \$5,000	Title \$3,000	Blossom \$1,000
●		
●		
●	●	
●	●	●
●	●	●
●	●	●

EVENT ONSITE RECOGNITION

Opportunity to address guests & welcome vendors	●		
Logo on all event signage	●	●	
Premier Booth space at event	●	●	●
Recognition in event announcements	●	●	●
Logo on designated event signage	●	●	●

●		
●	●	
●	●	●
●	●	●
●	●	●

POST-EVENT RECOGNITION

Logo placement on website/social media posts	●	●	
Mention in sponsor recognition advertisements	●	●	
Logo placement in Thank You ads	●	●	●
Logo and booth photos in event video	●	●	●

●	●	
●	●	
●	●	●
●	●	●

ADDITIONAL SPONSOR LEVELS

DEMONSTRATIONS, FOOD COURT, ENTERTAINMENT - \$500





Community Connection

For over 40 years, the department has provided high quality arts and entrainment through theatrical arts and music. The Summerstock production provides 50-100 children up to age 21 years each summer the opportunity to perform a high quality production for the community. Thanks in large part to a core group of volunteers, the show provides citizens of all ages exposure to the arts.

Event Details

The "off-broadway" caliber of talent is displayed each summer, showcases 8 showtimes the last two full weekends of July. With a capacity of 700 ticket holders per show, this event brings to life so many wonderful productions from children themed to many of the well-known, classic theater productions. Previous shows range from Music Man to Wizard of Oz.

Total attendance averages between 3,200-4,800 ticket sales.

SUMMERSTOCK THEATER

PRE-EVENT RECOGNITION

Premier Sponsor for event: Presented by "Your Company"	●		
Press Release announcing partnership	●		
Inclusion as presenting sponsor in all communications	●	●	
Logo/link in email blasts/social media posts	●	●	●
Logo inclusion on all promotional materials	●	●	●
Logo/link on SMC R&P event webpage	●	●	●

EVENT ONSITE RECOGNITION

Opportunity to address guests & welcome vendors	●		
Logo on all event signage	●		
Show Tickets	20	10	6
Recognition in event announcements	●	●	●
Logo on designated event signage	●	●	●

POST-EVENT RECOGNITION

Logo placement on website/social media posts	●	●	
Mention in sponsor recognition advertisements	●	●	
Logo placement in Thank You ads	●	●	●
Logo and booth photos in event video	●	●	●

ADDITIONAL SPONSOR LEVELS

INDIVIDUAL SUPPORTERS - \$50-250

Standing Ovation
\$5,000

Break A Leg
\$3,000

Curtain Call
\$1,000





ST. MARY'S COUNTY RECREATION & PARKS

SIGNATURE EVENT OPPORTUNITIES

Community Connection

By becoming a sponsor, you will help provide opportunities for children in St. Mary's County to participate in recreational programs, including summer camps. All proceeds from this event go directly to the scholarship fund to assist families to send their children to summer camps, participate in youth basketball and the ability to recreate through positive programs at a 50% discounted rate.

Event Details

The golf tournament has successfully raised over \$185,000 for the scholarship fund in the 25+ year tradition. The tournament is scheduled for the first Friday in October at the R&P operated Wicomico Shores Golf Course welcoming approximately 100 golfers for a day of fun, food, a little bit of golf and a lot of contributions for a terrific purpose. Golfers receive a light breakfast, hotdogs on the turn, a catered lunch and many opportunities to win prizes.

TEE-IT-UP FOR KIDS



PRE-EVENT RECOGNITION

- Premier Sponsor for event: Presented by "Your Company"
- Press Release announcing partnership
- Inclusion as presenting sponsor in all communications
- Logo/link in email blasts/social media posts
- Logo inclusion on all promotional materials
- Logo/link on SMC R&P event webpage

EVENT ONSITE RECOGNITION

- Opportunity to address guests & welcome vendors
- Team Entry into tournament
- Premier Booth Space or Contest Hole at event
- Logo on golfer give-a-away item
- Recognition in event announcements
- Logo on designated event signage

POST-EVENT RECOGNITION

- Logo placement on website/social media posts
- Mention in sponsor recognition advertisements
- Logo placement in Thank You ads
- Logo and booth photos in event video

ADDITIONAL SPONSOR LEVELS

Lunch, Golf Cart, Prize & Beverage, Shared & Exclusive Holes, Longest Drive, Closest to the Hole - **\$125-1,250**

Hole-In-One
\$5,000

Birdie Finder
\$3,000

Par Putt
\$2,000

	Hole-In-One \$5,000	Birdie Finder \$3,000	Par Putt \$2,000
Premier Sponsor for event: Presented by "Your Company"	●		
Press Release announcing partnership	●		
Inclusion as presenting sponsor in all communications	●	●	
Logo/link in email blasts/social media posts	●	●	●
Logo inclusion on all promotional materials	●	●	●
Logo/link on SMC R&P event webpage	●	●	●
EVENT ONSITE RECOGNITION			
Opportunity to address guests & welcome vendors	●		
Team Entry into tournament	2	1	
Premier Booth Space or Contest Hole at event	●	●	
Logo on golfer give-a-away item	●	●	
Recognition in event announcements	●	●	●
Logo on designated event signage	●	●	●
POST-EVENT RECOGNITION			
Logo placement on website/social media posts	●	●	
Mention in sponsor recognition advertisements	●	●	
Logo placement in Thank You ads	●	●	●
Logo and booth photos in event video	●	●	●





ST. MARY'S COUNTY RECREATION & PARKS Family Event Sponsorships

\$500 SPONSOR • CHOOSE ONE EVENT

PRE-EVENT RECOGNITION

- Logo inclusion on all promotional materials
- Logo linked on event website

EVENT ONSITE RECOGNITION

- Booth/table space at ONE event date
- Logo on event signage

POST-EVENT RECOGNITION

- Logo linked on all social media posts

\$2,500 SPONSOR • CHOOSE ALL EVENTS

ALL BENEFITS ABOVE PLUS

- Booth/table space at ALL event dates below
- Logo link in email blasts & social media posts
- Gift Certificate package (4 amenities)
- Support may decrease entrance fee for users

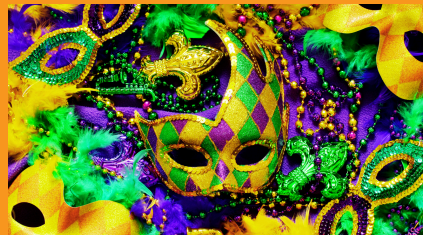


DADDY DAUGHTER DANCE

FEBRUARY

An evening of enchantment for girls and someone special to enjoy dancing, refreshments and games. This semi-formal event has created a "must attend" evening for all ages.

100-150 ATTENDEES



MARDI GRAS POOL PARTY

FEBRUARY

Aquatics pool celebration to support the Adaptive Aquatics programs benefiting youth with disabilities. Games, food, vendors, music and so much create this celebratory environment.

50-150 ATTENDEES



MOTHER SON KICKBALL

APRIL

An afternoon of friendly competition between moms and their boys! The must attend event welcomes families and friends to play games, enjoy the outdoor parks with a light lunch and commemorative t-shirt.

45-90 ATTENDEES



MOTHER DAUGHTER TEA

MAY

Families enjoy an afternoon of light refreshments, crafts and activities for ages 3-12. This annual event provides a unique experience child and parent will never forget.

45-90 ATTENDEES



FAMILY THEMED DANCES

OCTOBER

Family dances are always popular and different themes from year-to-year and the possibilities are endless! The Family event draws interest for all with an evening full of music, refreshments, games and dancing.

100-150 ATTENDEES



HOLIDAYS AT HOLLYWOOD

DECEMBER

Hollywood Recreation Center is transformed into a holiday winter wonderland offering an elf's workshop for homemade gifts, refreshments and of course meeting Santa Claus.

50-125 ATTENDEES

Value of Sponsorship Status

REACH

St. Mary's County Recreation & Parks offers a wide variety of programs and recreational opportunities.



Public Parks



Recreation Centers



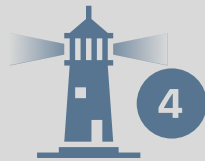
Public Landings



Bike & Hiking Trail



Playgrounds



Museums



Golf Course

IMPACT

The impact of regular communication and strategic marketing allows for broader awareness of services.

County Population



Direct Emails



Social Media Followers



Scholarships Awarded Annually

\$20k +

VALUE

Recreation & Parks sets the PACE in public recreation. Programs and services are based on:

Professionalism

Accountability

Customer Service

Excellence

MISSION

To provide an enriched quality of life for the community through the preservation of natural, cultural and historical resources, enhancement of parks and outdoor spaces, and promotion of a variety of leisure experiences.





ST. MARY'S COUNTY RECREATION & PARKS

Your Support

Signature Event Proceeds



All sponsorships, donations, and other revenues in excess of event expenses go directly to the department's scholarship fund to support children who may not otherwise be able to attend recreation programs. In 2021, the golf tournament alone secured \$16,000 in net proceeds to support the fund. Additional sponsorships, like yours, can create additional opportunities to support of the community.

"MY BROTHER AND I WANT TO THANK THIS SCHOLARSHIP PROGRAM FOR GIVING US THE OPPORTUNITY TO PLAY SPORTS.

WE ENJOY PLAYING BASKETBALL AND FOOTBALL BECAUSE IT KEEPS US MOVING PHYSICALLY, MENTALLY AND IS FUN. THIS IS A GREAT PROGRAM! THANK YOU."

#MAKEADIFFERENCE
SCHOLARSHIP FUND



Your Exposure

Supporting community events is a great way to add value to your organization's exposure and presence within the community. St. Mary's County Recreation & Parks takes pride in showcasing your generosity. If you have additional questions or want to discuss creative ways to provide your support, please contact the department at 301-475-4200 ext.1800. **The possibilities are endless.** We look forward to your partnership.



Sponsorship Commitment

Complete the online **Sponsorship Form** at: www.stmaryscountymd.gov/recreate/events

Sponsorship selections are made on a first-come, first-serve basis and are requested at least 3 months in advance of event for proper preparation of promotional materials. Requests will be honored prior to event, but placement of logo on some printed items will not be guaranteed.

Stay Connected

- stmaryscountymd.gov/recreate
- facebook.com/stmarysmdrecreation
- [@stmarysrecandparks](https://instagram.com/stmarysrecandparks)
- [#stmarysrecparks](https://twitter.com/stmarysrecparks)
- webtrac@stmaryscountymd.gov

St. Mary's County Recreation & Parks Sponsorship Commitment Form



Step 1: Business Sponsors/Supporters:

Point of Contact Full Name:

Business Organization Name :

Contact Email :

Business Website :

Phone Number :

Street Address :

City / Zip :

STEP 2: Please indicate Sponsor Level:

- Grand Sponsor: \$20,000
 Multi-Event Sponsor
 Single Event Sponsor
 Single Event Sponsor

STEP 3: Please indicate your request for Sponsorship:

EASTER EGG FESTIVAL

- Bunny Hop Sponsor \$5,000
- Ms. Cottontail Sponsor \$3,000
- Carrot Patch Sponsor \$1,000
- Egg Hunt Sponsor \$750
- Egg Bunny Sponsor \$750
- Food Court Sponsor \$500
- Facepainting Sponsor \$500
- Arts & Crafts Sponsor \$500
- Egg Decor Sponsor \$500
- Event Supporter \$125-450

SUMMERSTOCK THEATER

- Standing Ovation \$5,000
- Break-A-Leg \$3,000
- Curtain Call \$1,000
- Exclusive Supporter \$200
- Premier Supporter \$150
- Local Arts Supporter \$100
- Individual Supporter \$75
- Individual Supporter \$50
- Individual Supporter \$25

CHERRY BLOSSOM FESTIVAL

- Premier Sponsor \$5,000
- Title Sponsor \$3,000
- Blossom Sponsor \$1,000
- Demonstrations Sponsor \$500
- Food Court Sponsor \$500
- Entertainment Sponsor \$500

GOLF TOURNAMENT

- Hole-In-One \$5,000
- Birdie Finder \$3,000
- Par Putt \$2,000
- Lunch Sponsor \$1,250
- Golf Cart Sponsor \$1,000
- Prize Sponsor \$750
- Beverage Sponsor \$750
- Exclusive Hole \$250
- Shared Hole \$125
- Longest Drive \$100
- Closest to the Hole \$100

FAMILY EVENTS

- Premier Sponsor - \$2,500
- Single Event Sponsor - \$500
 - Daddy Daughter Dance
 - Mardi Gras Pool Party
 - Mother Son Kickball
 - Mother Daughter Tea
 - Family Themed Dances
 - Holidays at Hollywood

LOGO SUBMISSION

Please forward business logo files in .jpeg or .png format to:
jessica.hale@stmaryscountymd.gov

CONTACT US

For questions, please contact St. Mary's County Recreation & Parks at 301-475-4200 ext. 1800 or by email to webtrac@stmaryscountymd.gov