



Annual Sponsorship Proposal

FY25

## It's important to know

what a dollar will get you, and where it goes when you spend it.

Our sponsorship revenue feeds right back into the special events that make life in Worcester County so special. Each dollar helps us target high quality entertainment, offer more and better kids' activities at little or no cost, and serve to attract an ever-increasing audience. Not to mention that with our streamlined approach to annual sponsorship, we're reducing wasted time, material and money while putting our sponsors front and center for all the Shore to see.

The packages we are offering come in four tiers ranging in cost brackets that are scaled to the tremendous exposure they will earn through all our 2025 events. Events like Harbor Day, the Worcester County Fair, and our Movie Nights, as well as our Health Fair, Fishing Derby and a new STEM event, just to name a few.

While visibility at our events is fantastic, it is naturally limited to time and place. That's why our offer also includes a year-long presence at multiple parks and our Recreation

Center, with individualized signs & banners as well as entire baseball outfield wraps for our most committed partners.

These are comprised of four fields, one at each of our prized Athletics Complexes, will be dedicated in their entirety to our *Presenting* and *Tier 1\** sponsors with a full color, durable mesh fence wrap. These crisp, high-visibility declarations will electrify teams that get to feel like they're in the big leagues and put *you* in front of more than **180,000** annual attendees in our 36+ Tournament groups. Beyond baseball, and while it may not be something most folks think about, the passive use of our facilities is incredible. Our Recreation Center, saw an astounding **51,746** patrons last year. Many more will see our Dasher Wall signage during classes, events, drop-in games, leagues and tournaments this year as well.

Similarly, our digital presence might surprise you. When we make sure to thank those who support us with each event, those posts and videos are part of our combined Facebook reach that boasts a 90-day average of nearly 250,000.

*From tried-and-true to brand spankin' new, Worcester County Recreation & Parks has the schedule filled.*

The banner event in 2024 was our **Worcester County Fair**, and it did not disappoint. Our partnership with the Worcester County Fair Board, currently pursuing its 501c(4) nonprofit designation, culminated in what has been called one of the best County Fairs on the Eastern Shore. Nearly 4,000 attendees came to John Walter Smith Park over 3 days, even with less-than-ideal weather threatening our success. With all hands-on deck, the WCRP team knocked the event out of the park and celebrated the agricultural heritage of Maryland's Coast in style.

Of course you'll know all about **Harbor Day**. WCRP has managed this family-friendly favorite since 2019, and with the combined help of our partners and local fishermen, it's never looked better. In 2025 we're aiming to renew our focus on the men & women who have made fishing the modern practice of a truly ancient art. Featuring more educational offerings, as well as a look into our shared history on the shores of the Atlantic from even before settlement, to the historic hurricane of 1933 and how it cut the inlet and on into the modern age.

The last few years have seen a pronounced increase in safety-first Halloween events and WCRP's **Track or Treat** is a stand-out party in a sea of similar events. Clean and controlled, our indoor trick-or-treating is one of a kind and thankfully not weather dependent. Over 30 community groups and nonprofit partners from across the county join us to hand out treats and enjoy the festive decorations. They also like to reassure residents, letting them know they have community resources to see a long winter through.

The shoulder season in March and November make for the best possible time for locals county-wide to participate in our **Turkey Bowl** and **Shamrock Slam** Pickleball Tournaments, with over 200 players registered for last year's tournaments.

Making good use of our resources, especially the natural ones, is a mindset we hold dear and want to cultivate in Worcester County's youth. In 2024 Our **Newtown Park Fishing Derby** in Pocomoke saw 71 participants pre-registered with more still on the day-of. Each year has shown steady growth of 10% or more, annually and has helped get kids and families outdoors and on the right track. Our Program Manager team helps them learn everything from stocking their tackle box to how to bait the hook and best practices for catch & release.

We're always looking at ways to bring the **Worcester County Health Fair** into a place of key relevance for county residents with a focus on general Men & Women's health, pre- & post-natal wellness, health screenings and preventative care with a variety of multilingual resources that may aid our most vulnerable populations. We are optimistic that in 2025 employers will consider a preventative exchange of "health" time now for "sick" time later.

Everyone loves a good **Movie Night**, and we're excited to tell you we will have a whole lot more! WCRP is providing **4** outdoor holiday movie nights with options for additional screenings throughout the year. This provides great, family friendly entertainment at no cost to our residents, and a captive audience for promotional material that celebrates all WCRP's programs, and the partners like you who support us.

Saving the best for last, I'm thrilled to tell you about one more big plan in the works for 2025: **Rockets & Robots STEM Festival**. If we want the children of Worcester County to grow up to be all they can be, an eye to the future is key. This brand new (and still in development!) event hopes to focus on the real-world applications of things that were once science fiction, and the careers & fields that make use of them. Everything from Space Exploration to Agriculture, Surgical Robotics to the Speed of Sound, STEM is part of every line of work. Together with our partners we're lining up a one-day in-house event with the intent of creating a field trip destination for Public, Private and Home School kids across the county.

## Key Points

On the surface, it may seem like a purely transactional arrangement, but by sponsoring these events, you're improving quality of life and supporting community access to health and wellness for all of Worcester County.

That sounds nice – *what's it mean?*

It means that your investment in Worcester County is reducing the impact of high blood pressure and heart disease. Our parks and public lands have the fantastic capacity to ease the mind and soothe the heart, which is nothing to take for granted in the wilds of the information age.

It means bolstering Worcester's economic resilience. You'll provide direct support to businesses that rely on our events, which can range from home-grown and cottage industry businesses all the way to Ocean City's hotel groups. But that's just the direct effect you'll have on making Worcester County the best place to live, work and play.

Many businesses rely on events like ours to display the strong social fabric of the shore to attract in-

demand specialists like doctors and engineers in competitive fields like healthcare, science & technology and education. Securing that talent not only makes life better in the immediate term by having fully staffed businesses that can be more productive and responsive, but the long-term positive impact means fostering an economy that can weather any storm.

Your support is celebrated in-person at our events. It's shared online through our social media and web footprint, and it's displayed proudly at our four Athletics Complexes: Newtown Park (Pocomoke), John Walter Smith Park (Snow Hill), the Northern Worcester Athletic Complex (Berlin) and Showell Park (Ocean Pines). Your brand will capture the eye of visitors during tournaments, and of local families enjoying our parks every single day of the year. Whether they're going for a run along our trails, playing catch with the kids, or just enjoying a quiet lunch in the park, you'll be right there with them.

## Sponsorships Offerings

*Beginning on March 1<sup>st</sup>, and through the end of February, you will...*

<b>Hall of Fame 2024 \$20,000</b>	<b>Legend \$12,500 (3)</b>	<b>Champion \$7,500 (3)</b>	<b>Hero \$2,000 (10)</b>
be named our singular “Hall of Fame Sponsor” at all Events	be named a “Legendary Sponsor” at all events	be named a “Champion Sponsor” at all events	be named a “Heroic Sponsor” at all events
be named at the top of our Primary Event Banner	be named on our Primary Event Banner	be named at the top of our Secondary Event Banner	be named on our Secondary Event Banner
be featured on our 18x24 Sponsor Thank-You Signs (4)	be featured on our 18x24 Sponsor Thank-You Signs (2)	be featured on our 18x24 Sponsor Thank-You Signs (2)	be featured on a 18x24 Sponsor Thank-You Sign (1)
have your logo included on major event posters, billboards and print advertisements.	have your logo included on major event posters and print ads.	be named in all event print material	be named in all event print material
be listed on event websites (H1) as Presenting Sponsor	be listed on event websites (H2) as T1 Sponsor	be listed on event websites (H2) as T2 Sponsor	be listed on event websites (H3) as T3 Sponsor
be tagged in all social media event promotions	be tagged in all social media event promotions		
have two (2) Field Banners at each park (8 total)	have one (1) Field Banner at each park (4 total)	have one (1) Field Banner at each park (4 total)	have one (1) Field Banner at each park (4 total)
have Dasher Wall signage at each corner (4)	have two (2) Dasher Wall signs	have one (1) Dasher Wall sign	
have first choice of location for Ball Field Wrap (1)	have one (1) Ball Field Wrap		
have 4 x 30-60 second customer-provided Movie Night ads	have 4 x 30-60 second customer-provided Movie Night ads	have 4 x 30 second customer-provided Movie Night ads	have 4 x 30 second customer-provided Movie Night ads
be included as part of WCRP’s Movie Night Promotional Video	be included as part of WCRP’s Movie Night Promotional Video	be included as part of WCRP’s Movie Night Promotional Video	

**Banners, Signage & Rack Cards:**

To share a more concrete example of our proposal, we have our Harbor Day rack card mock-up which uses last year's information and next year's format, our current sponsorship "thank you" yard-signs (blue, 18" x 24", double sided) and potential prime and secondary event banners (3' x 10').



## Technical and Specific – Terms

In November, WCRP will reach out, distributing this packet to prospective sponsors for consideration during their budget discussions for the upcoming year. We anticipate that our partnerships will be finalized by early January, paving the way for the season to begin.

Our Annual Sponsorship Season will run from March 1<sup>st</sup> to the end of February, with commitments due in early January. This allows us to produce all promotional materials – especially those with long lead times – well in advance of the start date.

Initial commitments may include a current W-9, copies of letters of determination and bylaws, as well as high resolution image files and brand standards for sponsor art, and any outstanding downpayments made out to Worcester County Recreation & Parks.

Through the season, you can expect to see promotion at regular intervals in anticipation of our many events:

- Digital promotion of an event begins a minimum of 180 days out with the launch of a Facebook Event page and regular promotional posts, including “thank you’s” to our sponsors.
- Signage – that’s event banners, billboards and the like – are produced and posted at our 60 day mark to maximize repeat views without blending into the background
- Social Media pushes for our events ramp up at the 30 day mark, promoting event features, artists and attractions.
- Similarly, our print distribution for event flyers, posters and other hardcopy notifications go out no later than a month before the event, creating a swell of exposure and imminence that excites.
- Just before our events, our promotion becomes more hands on as radio, television and web-based appearances from staff and partners make our events something that just can’t be missed.

The sponsor solicitation and selection process is tremendously important to us at WCRP. That’s for the simple reason that cultivating a strong, lasting relationship relies on common interest. Equally important for us as stewards of the public trust and welfare, is that our partnerships are and remain wholesome and above scrutiny. In the unlikely event that a sponsor should prove unable to maintain those standards, WCRP reserves the right to immediately terminate said sponsorship.





## The Worcester County Fair

was the banner event of 2024, and it did not disappoint. Our partnership with the Worcester County Fair Board culminated in what has been called one of the best County Fairs on the Eastern Shore. Last year saw nearly 4,000 attendees come to John Walter Smith Park over 3 days, even with less-than-ideal weather threatening our success. With all hands-on deck, the County Fair team knocked the event out of the park and celebrated the agricultural heritage of Maryland's Coast in style.

With an eye to the future and with your help, we want to lay early groundwork for the 2025 Worcester County Fair. For only \$200 we celebrate your support on the Fair grounds through the entirety of the event. We will craft a customized two-sided sponsorship sign measuring 24 inches wide and 18 high, displaying your name\* or business listed front and center.



Your support means bolstering Worcester County's economic resilience. You'll provide direct support to businesses that rely on our events like our Fair, which can range from home-grown and cottage industry businesses all the way to Ocean City's hotel groups. Worcester County boasts the highest number of independent small businesses per capita in the State of Maryland. Many of those same small businesses rely on events like ours to display the strong social fabric of the shore to attract in-demand specialists like doctors and engineers in competitive fields. Securing that talent not only makes life better in the immediate term by having fully staffed businesses that can be more productive and responsive, but the long-term positive impact means fostering an economy that supports small family-owned businesses, and social safety net that can weather any storm.

If you would like to provide that kind of support, please complete and return our attached application.

*Thank You*

*\*names may be exchanged for a logo or image*



To apply for sponsorship of the 2025 Worcester County Fair, please complete the form below by June 1st and return it to:

Worcester County Fair  
c/o Worcester County Rec & Parks  
6030 Public Landing Rd  
Snow Hill, MD 21863

You may also submit your application and optional logo design to:

[RCNellans@worcestermd.gov](mailto:RCNellans@worcestermd.gov)

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Company/Organization Sponsor Name:

\_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

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

*Please make checks payable to Worcester County Rec & Parks*

SPONSOR PACKAGE:

One (1) Sign \$200.00     Two (2) Signs \$350.00     Three (3) Signs \$500.00

I would like to learn about additional sponsorship opportunities