

Sponsorship Opportunities 2014



Why consider becoming a sponsor?

There is nothing like the face-to-face opportunity to promote your product or service to an appropriate audience.

- Hanover County Parks and Recreation events and programs emphasize family, safety and community
- Custom tailored sponsorship packages can align you with your target audience
- Variety of successful events to place your product or service in front of hundreds to thousands of potential customers.

Sponsorship options

Each of our events have numerous and unique sponsor opportunities to provide your business with a creative branding opportunity. In-kind and cash sponsorships are welcomed at levels starting from one hundred dollars. Each event provides you with a variety of options, intended to meet your needs.

Our community events offer you:

- Access to an established customer base of event attendees
- Fun, family-oriented events and festivals with broad appeal
- Variety of events throughout the year that attract unique customer demographics
- Print and electronic promotional efforts to support each event

Hanover County Parks and Recreation 2014 schedule of events include:

- Hanover Tomato Festival
- Taylor's SpookieFUN Fest
- K9 Heroes Day featuring the Dog Gone Spring Egg Hunt
- Taylor's Family "Time Out" Programs and Events
 - Movies in the Park
 - Family Fishing Day
 - STAR Ball
 - LEGO®Fun
 - Mad Hatter's Tea Party
- Therapeutic Recreation Events
 - Halloween Bash
 - Holiday Party
 - Game Show Night
 - Prom
- Classic Car Cruise In's
- Pooch Pursuit 5K / 2-mile Walk

We invite you to be part of one or all of our events.

Sponsor visibility

Hanover County Parks and Recreation offers many great ways for our sponsors to be seen by both current and potential customers. Consider participating in our events to achieve maximum value from your sponsorship. We work to customize efforts to put your name and product in front of the public in an effective and exciting way. Here are just some of the opportunities available to our sponsors:

- promotional giveaways
- mascot appearances
- banner placement
- exhibit space
- stage announcements
- electronic media promotion

Custom sponsorship opportunities

Don't see a sponsorship level that works for you? Are there multiple events that intrigue you? Custom and in-kind sponsorships can be designed to meet all of your needs. Collaboration with businesses for discounts or contributions directly reduce our expenses and in exchange, businesses are recognized as sponsors at a dollar for dollar level. Past contributions have included the following:

- food/beverage
- rides/attractions
- event supplies
- advertising
- equipment rental
- stage performances

Contact us

We would appreciate the chance to talk with you about the many opportunities to work with Hanover County Parks and Recreation. Please contact us to discuss your sponsorship goals!

parksandrec@hanovercounty.gov

(804) 365-7150



Hanover Tomato Festival

Second Saturday in July

9:00 a.m. - 4:00 p.m.

Pole Green Park

Presented by Black Creek Volunteer Fire Department,
The Herald Progress, The Mechanicsville Local and Hanover County Parks and Recreation

The Hanover Tomato Festival is the signature event in Hanover, celebrating the county's famous fruit. Started in 1978, the festival continues to support Black Creek Volunteer Fire Department. The long-standing tradition of this free family event brings thousands of people to visit the hundreds of artisans, crafters and local businesses annually.



Annual attendance exceeds 35,000.

Activities include free children's games, crafts, rides and tomato related products, live entertainment, crowning ceremony of the Tiny Miss and Little Miss Hanover Tomato pageant winners, food vendors, over 200 craft, business and community vendors and the opportunity to purchase fresh Hanover tomatoes.

Hanover Tomato Festival Sponsorship Options and Benefits

Benefit	Friend \$250	Supporter \$500	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Title \$7,500
Reserved booth space to showcase your product or service in designated high-traffic sponsor area	10 x 10	10 x 10	10 X 10 includes tent, table and two chairs	15 X 15 includes tent, two tables and four chairs	20 X 20 includes tent, four tables, eight chairs, refreshments	20 X 20 includes tent, four tables, eight chairs, lunch
Business listed in event press releases, print promotions and on event banners	•	•	•	•	•	•
Verbal acknowledgement at event		•	•	•	•	•
Business identified as sponsor on event web page		•	•	•	•	•
Business logo included on event banners		•	•	•	•	•
Business identified as sponsor in event social media		•	•	•	•	•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 Months)	• (6 months)	• (8 months)	• (12 Months)
VIP Parking Passes				•	•	•
Event street named after business				•	•	•
Company banner displayed at main stage or agreed upon event space				•	•	•
Company banner displayed at event welcome tent					•	•
Exclusive rights to display or sell business products						•



Sponsorship Commitment Form

Sponsor Name: _____

(exactly how you would like it shown in press releases or banner listing)

Business (if different than sponsor): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Email: _____

Office Phone: _____

Hanover Tomato Festival	<input type="radio"/> Title (\$7,500) <input type="radio"/> Gold (\$5,000) <input type="radio"/> Silver (\$2,500) <input type="radio"/> Bronze (\$1,000) <input type="radio"/> Supporter (\$500) <input type="radio"/> Friend (\$250)
Taylor's SpookieFUN Fest	<input type="radio"/> Title (\$5,000) <input type="radio"/> SpookieFUN Rides (\$1,500) <input type="radio"/> Flashlight Hunts (\$750) <input type="radio"/> Lil Frankenstein Monster Mash dance area (\$500) <input type="radio"/> Supporter (\$300) <input type="radio"/> Friend (\$100)
Classic Car Cruise In	<input type="radio"/> Title (\$500) <input type="radio"/> Supporter (\$300) <input type="radio"/> Friend (\$100) <input type="radio"/> May Cruise In <input type="radio"/> September Cruise In
Pooch Pursuit	<input type="radio"/> Title (\$500) <input type="radio"/> Supporter (\$300) <input type="radio"/> Friend (\$100)
K-9 Heroes Day	<input type="radio"/> Dog Gone Spring Egg Hunt (\$750) <input type="radio"/> "Dog Bowl" Demonstration area (\$500) <input type="radio"/> Supporter (\$250) <input type="radio"/> Friend (\$100)
Taylor's Family "Time Out" Programs and Events	<input type="radio"/> Series (\$1,000) <input type="radio"/> Movie in the Park (\$750) <input type="radio"/> Taylor Program (\$500) <input type="radio"/> Supporter (\$250) <input type="radio"/> Friend (\$100) <input type="radio"/> LEGO® Fun <input type="radio"/> STAR Ball <input type="radio"/> Tea Party <input type="radio"/> Movie in the Park <input type="radio"/> Family Fishing Day <input type="radio"/> CANDYLAND Dream
Therapeutic Recreation Events	<input type="radio"/> Series (\$1,000) <input type="radio"/> TR Event (\$500) <input type="radio"/> Supporter (\$250) <input type="radio"/> Friend (\$100)

Build your customized sponsor package

Check the events to include:

- Hanover Tomato Festival
- Taylor's SpookieFUN Fest
- Classic Car Cruise In (May)
- Classic Car Cruise In (September)
- Pooch Pursuit
- K-9 Heroes Day
- Taylor's LEGO Fun
- Taylor's STAR Ball
- Taylor's Mad Hatter's Tea Party
- Movie in the Park
- Family Fishing Day
- Taylor's CANDYLAND Dream
- TR Winter Beach Party
- TR Game Show Night
- TR Prom
- TR Halloween Bash
- TR Holiday Social



Taylor's SpokieFUN Fest!

Friday, October 24, 2014

6:00 p.m. – 9:00 p.m.

Poor Farm Park

Saturday, October 25, 2014

6:00 p.m. – 9:00 p.m.

Pole Green Park

Taylor's SpokieFUN Fest is a free annual community event providing children ages 11 years and under the chance to dress up in their favorite costume for an evening of safe Halloween fun!



Estimated attendance for the first year was 400 at Poor Farm Park and 2,000 at Pole Green Park.

Taylor's SpokieFUN Fest is a spectacular family event, created for the Halloween season by Hanover Parks and Recreation. Start with the energy and excitement of putting on a Halloween costume, then add: flashlight candy and toy hunts, Taylor in his Halloween costume, "spokie" games like Ghost Bowling, Hula Pumpkin and Lucky Skull, the Lil' Frankenstein Monster Mash dance area, rides and trick-or-treat community booths, and you have a SpokieFUN time. Top off the night by watching a family-friendly Halloween movie on a 40-foot large drive-in movie screen from the comfort of your vehicle.

Taylor's SpookieFUN Fest Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$300	Lil' Frankenstein Monster Mash dance area Sponsor \$500	Flashlight Hunts Sponsor \$750	SpookieFUN Rides Sponsor \$1,500	Title Sponsor \$5,000
Reserved space to showcase your product or service	10 x 10	10 x 10	10 X 10 includes tent, table and two chairs	15 X 15 includes tent, two tables and four chairs	15 x 15 includes tent, two tables and four chairs	20 X 20 includes tent, four tables and eight chairs
Business identified as sponsor in event press releases and on event banner	•	•	•	•	•	•
Sponsor items in event goodie bags	•	•	•	•	•	•
Verbal acknowledgement at event	•	•	•	•	•	•
Business logo included on event banner		•	•	•	•	•
Business identified as sponsor in event social media		•	•	•	•	•
Business identified as sponsor on Park and Recreation web page			•	•	•	•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 Months)	• (4 months)	• (6 months)	• (8 Months)
Sponsor parking passes			•	•	•	•
Company banner displayed at Lil' Frankenstein Monster Mash dance area			•			•
Company banner displayed in rides area					•	•
Company banner displayed at event welcome tent				•	•	•
Exclusive rights to display or sell business products						•



Classic Car Cruise Ins

Saturday, May 3, 2014

Saturday, September 27, 2014

4:00 p.m. – 7:00 p.m.

Hanover High School

Take a step back in time to the “cruise-in” days when the parking lots fill with beautiful classic automobiles. The Classic Car Cruise In was a new event offered in the fall of 2013, with an outstanding response from classic owners and the hundreds that came to see these beauties.

Estimated attendance at the first event was approximately 600 people, with 146 classic (pre-1989) automobiles on display at the event. Based on this, we will be offering this event twice annually.



“Make the Scene” at a classic cruise in with beautiful classic automobiles while the sounds of the 50’s, 60’s and 70’s play in the background. Classic automobile owners who drive their vehicle to the event will be eligible for the door prize drawings and awards presented throughout the evening.



Classic Car Cruise In Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$300	Classic Car Cruise In Title Sponsor \$500
Reserved exhibit space	10 x 10	10 x 10	15 X 15 includes tent, table and two chairs
Business identified as sponsor in event press releases and on event banner	•	•	•
Sponsor items in event goodie bags	•	•	•
Verbal acknowledgement at event	•	•	•
Business logo included on event banner		•	•
Business identified as sponsor in event social media		•	•
Business identified as sponsor on Parks and Recreation web page		•	•
Sponsor parking passes		•	•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 months per event)
Company banner displayed at event welcome tent			•
Exclusive rights to display or sell business products at event			•

Pooch Pursuit

The Pooch Pursuit 5K Run/2-mile Walk

Saturday, March 15, 2014

8:00 a.m. – 11:00 a.m.

Pole Green Park

Lace up your sneakers and grab your dog's leash! Canine participation is optional, but make sure you are ready to run the 5K trail or walk the 2-mile course.



Debuting in 2014, a portion of the proceeds from the Pooch Pursuit will benefit the Friends of Hanover Dog Parks effort to construct a dog park at Pole Green Park.

Registration Fee: \$20 per 5K runner, \$10 per 2-mile walker

Pooch Pursuit Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$300	Pooch Pursuit Title Sponsor \$500
Reserved exhibit space	10 x 10	10 x 10	15 X 15 Includes tent, table and two chairs
Business identified as sponsor in event press releases and on event banner	•	•	•
Sponsor items in event goodie bags	•	•	•
Verbal acknowledgement at event	•	•	•
Business logo included on event banner		•	•
Business identified as sponsor in event social media		•	•
Business identified as sponsor on Park and Recreation web page		•	•
Sponsor parking passes		•	•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 months per event)
Company banner displayed at event welcome tent			•
Exclusive rights to display or sell business products at event			•

Benefitting



K-9 Heroes Day

Saturday, March 22, 2014

10:00 a.m. – 1:00 p.m.

Courthouse Park

To honor the first K-9 Veterans Day in Virginia, Hanover Parks and Recreation, Hanover Hounds and The Classy Canine started K-9 Heroes Day in 2013. It is an honor and privilege to celebrate the service that these amazing canines provide.



It was an emotional dedication at the 2013 event with nearly 300 attendees, when Virginia Delegate John Cox presented Ed Martin of Hanover Hounds with the State Proclamation establishing K-9 Veteran's Day. Demonstrations by search and rescue, military and police canine units are the highlight for most children and adults. Families are encouraged to bring their "personal" canine heroes to visit pet friendly vendors, learn about canine services and programs in the community, cheer on contest participants, or participate in the Dog Gone Spring Egg Hunt.

K-9 Heroes Day presented by



K-9 Heroes Day Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$300	"Dog Bowl" Demonstration area Sponsor \$500	Doggone Spring Egg Hunt Sponsor \$750
Reserved space to showcase your product or service	10 x 10	10 x 10	10 X 10 includes tent, table and two chairs	15 X 15 includes tent, two tables and four chairs
Business identified as sponsor in event press releases and on event banner	•	•	•	•
Verbal acknowledgement at event	•	•	•	•
Business logo included on event banner		•	•	•
Business identified as sponsor in event social media		•	•	•
Business identified as sponsor on Park and Recreation web page			•	•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 Months)	• (4 months)
Sponsor parking passes			•	•
Company banner displayed at "Dog Bowl" Demonstration area			•	
Company banner displayed at Doggone Spring Egg Hunt area				•

K-9 Heroes Day presented by





Taylor's Family "Time Out"

Special programs and events developed specifically for families with children ages 12 and under

Taylor calls a "time out" for all parents/guardians.

Take a "time out" from your busy schedule and spend some quality time with your family at one of Taylor's fun activities offered, throughout the year.

Taylor's LEGO® FUN	<i>Bricks 4 Kidz leads a day filled with LEGOS®. Minecraft, games, challenges, a motorized spin art with a craft and the LEGO® mini-factory to design and build your mini-figure.</i>	Ages 3 – 9 \$20	New in 2014 Est. attendance 50
Taylor's STAR Ball	<i>Be a "star" and walk the red carpet. Smile big at photo "ops" and dance the night away. Stay energized with hors d'oeuvres, refreshments and a candy buffet.</i>	Ages 12 & under \$15-\$25	New in 2014 Est. attendance 50
Taylor's Mad Hatter's Tea Party	<i>Hurry, hurry....don't be late. Remember the time, and the date. With etiquette tips to go along with tea and light refreshments, a Mad Hatter's craft station and some of Alice's favorite games.</i>	Ages 3 – 6 \$10	New in 2014 Est. attendance 50
Movie in the Park	<i>Pack a picnic basket; grab the lawn chairs and blankets; round up the kids. The big screen will be the center of attention, but be sure to check out the free crafts, games and activities before the movie.</i>	All ages Free	New in 2013 850
Family Fishing Fun Day	<i>No fishing license needed this day. Bait and rods will be available on a first come, first served basis. Volunteers will be available to provide instruction, tips and information about fishing locally.</i>	All ages Free	150
Taylor's CANDYLAND Dream	<i>"Magical fun" is the only way to describe a night with Taylor playing a life-sized version of CANDYLAND. Enjoy holiday "make and take" crafts, singing, dancing, and holiday refreshments.</i>	Ages 12 and under \$10 - \$20	New in 2013 18



Taylor's "Time Out" Program Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$250	Taylor Program Sponsor \$500	Movie in the Park the Park Sponsor \$750	Taylor Series Sponsor \$1,000
Reserved exhibit space at sponsored program (s) and event(s)	10 x 10	10 x 10	10 X 10	20 X 20	20 X 20
Business identified as sponsor in event press releases and on event banner	•	•	•	•	•
Verbal acknowledgement at event(s)	•	•	•	•	•
Business logo included on event banner		•	•	•	•
Business identified as sponsor in event social media		•	•	•	•
Business identified as sponsor on Park and Recreation web page		•	•	•	•
Four (4) admission to fee based Taylor programs		•	•		•
Linking business logo in monthly department e-newsletter with distribution over 8,000			• (3 Months)	• (6 Months)	• (8 Months)
Company banner displayed at event welcome tent/area				•	•
Exclusive rights to display or sell business products at event					•

Therapeutic Recreation Events

Programs for people with intellectual and/or physical disabilities

These social events are a sell-out every year! Each uniquely themed program offers a safe, encouraging environment where participants can dance, create crafts, play games, and enjoy refreshment. Participants who need a higher level of assistance are encouraged to bring a caregiver or family member to the program.

Developed for ages 12 and up, there is \$5 - \$10 per event registration fee.

Winter Beach Party	<i>Aloha! Proudly sold out for over ten years, this evening of music, food and fun is our most popular therapeutic event. Elvis is the highlight of the night. This is the night to hula and limbo in your most outrageous tropical attire.</i>
Game Show Night	<i>Come on down, it's your turn to play Hanover Parks and Recreation Game Show Night! Capture the fun and excitement that you see on TV as we put on our own versions of your favorites like Family Feud and The Price is Right.</i>
Prom	<i>Get those gowns and suits ready. Annual spring Prom is the night to dance away, and no prom is complete without photos and the crowning of the King and Queen.</i>
Halloween Bash	<i>Pull out your favorite costume and get ready to enjoy fun times with friends. Light refreshments served, as everyone shows off their "trick" or "treat" outfit.</i>
Holiday Social	<i>Red, green, white and jingle bells are abundant at this festive party. Santa has this date on his calendar, because this is his favorite holiday karaoke spot.</i>



Therapeutic Recreation Event Sponsorship Options and Benefits

Benefit	Friend \$100	Supporter \$250	TR Event Sponsor \$500	TR Series Sponsor \$1,000
Business identified as sponsor in event press releases and on event banner	●	●	●	●
Verbal acknowledgement at event(s)	●	●	●	●
Business logo included on event banner		●	●	●
Business identified as sponsor in event social media		●	●	●
Business identified as sponsor on Park and Recreation web page		●	●	●
Four (4) admissions to sponsored event(s)		●	●	●
Linking business logo in monthly department e-newsletter with distribution over 8,000			● (3 Months)	● (8 Months)