

QUAKERTOWN BOROUGH PARKS & RECREATION



# BECOME A PARTNER!

2023 SPONSORSHIP OPPORTUNITIES





The Borough of Quakertown Parks and Recreation Department hosts a number of special events and programs that bring our community together. Through these events and programs, we strive to make a positive impact on people of all ages, improve quality of life, and create a sense of community for our residents and their family.

These events would not be possible without the support and generous donations of our local businesses and organizations. We invite you to help us enhance our community events and programs. In return, we seek to provide a valuable return in brand exposure and advertising which include printed publications, social media, and direct communication with hundreds of local community members who regularly attend these events.

The Borough's Parks and Recreation Department appreciates your consideration. Please review the sponsorship opportunities that will help to make your company stand out and make a difference in our community. Thank you for your support and consideration.

Sincerely,

*Quakertown Borough Parks and Recreation*



**QUAKERTOWN BOROUGH PARKS & REC...**

**STRIVES TO MAKE A POSITIVE IMPACT ON PEOPLE OF ALL AGES, IMPROVE QUALITY OF LIFE, AND CREATE A SENSE OF COMMUNITY FOR OUR RESIDENTS AND THEIR FAMILY.**



## **LIST OF EVENTS**

**APR. 01** EASTER EGG HUNT

**APR. 29** SPRING CLEAN-UP DAY

**JUN. - AUG.** K.I.D.S. CAMP

**JUN. - AUG.** SOUNDS OF SUMMER CONCERT SERIE

**JUL. & AUG.** FREE CONCERTS IN THE PARK

**JUL. 28** MOVIE IN THE PARK

**SEPT. 9** PARK-SIDE FOOD FESTIVAL

**OCT. 14** FALL FESTIVAL AND TRUNK OR TREAT

## **ADDITIONAL SPONSORSHIPS OPPORTUNITIES:**

QUAKERTOWN COMMUNITY POOL BENCHES  
FREE POP-UP PROGRAMS  
COMMUNITY GARDEN  
HOMETOWN HERO BANNER PROGRAM

# EASTER EGG HUNT

**April 1 | 10am | Soccer Fields**

Each year the Borough of Quakertown's Parks and Recreation Department hosts an Easter Egg Hunt! This event is free to children of all ages and their families. Local organizations and community groups provide games, crafts, face painting, and much more! Families can also enjoy refreshments and treats throughout the morning. The arrival of the Easter Bunny will kick off the Easter egg hunt! Children race to retrieve eggs filled with candy, stickers, toys, coupons, and more! The egg hunt is divided into different categories: 0-3 years old, 4-6 years old, 7 years and older, and special needs.

Estimated Attendance: 3,000 people



# SPRING CLEAN UP DAY

**April 29 | 8am | Quakertown Community**

Spring Clean-Up Day is a chance for Council Members, local businesses, and community members to join together and beautify our parks. Volunteers weed, mulch, and clean up Memorial Park, the Quakertown Community Pool, and lots throughout the Borough.

Borough Parks are a vital part of our community, providing a place for exercise, relaxation, stress reduction, and socialization. Help us keep them beautiful by joining us on this day of volunteerism, or donating supplies to help!

Estimated Volunteers: 50-100 people



# K.I.D.S. CAMP

**June - August | Memorial Park**

K.I.D.S. Camp has been providing fun-filled summers to local children since 1972. Each year the Parks and Recreation Department and Camp Staff work hard to make each summer a unique, safe, and joyful experience for all campers. This 7-week camp consists of a variety of crafts, sports, experiments, swimming, and trips.

K.I.D.S. Camp prides itself in providing an affordable camp for Borough Residents and Quakertown School District Families ranging from just \$50.00-\$100.00 a week. Sponsors can help provide financial assistance for families that are experiencing financial strain or sponsor an educational session, t-shirts, etc.

Estimated Campers: 110 weekly



# SOUNDS OF SUMMER

Every summer for the past 5 years, the Univest Performance Center has hosted the Sounds of Summer Concert Series presented by Sands Auto Group featuring a variety of artists from country, classic rock, pop, and more. The Univest Performance Center continues to grow and become known as a must-attend outdoor concert venue for thousands of people. These concerts assist in the Borough's revitalization efforts by bringing residents and people from all over the Northeastern Region together to our community's hidden gem.

The Sounds of Summer Concert Series has a variety of sponsorship opportunities that will make your company stand out and promote community pride. If you are interested in being a sponsor or would like more information, please contact the Parks and Recreation Department.

Estimated Attendance: 10,000 people



# FREE CONCERTS

**July 9 & August 13 | 6:30-8:30pm**  
**Univest Performance Center**

The free Concerts in the Park series remains a highlight of the summer season for music lovers of all ages. We try to bring exciting and diverse bands to perform. From country, rock, jazz, and instrumental there is something different each week. All concerts are held on Sunday evenings starting at 6:30 pm at the Park at 4th and are free to all guests.

Sponsors can be the presenting sponsor for a specific concert, or be listed through the entire duration of the concert series!

Estimated Attendance: 100-400 people



# MOVIE IN THE PARK

**July 28 | 7:00pm | Park at 4th**

This event welcomes families, adults, and kids of all ages to come enjoy a free fun-filled movie at the Park at 4th. Families are encouraged to bring lawn chairs, blankets, and snacks for enjoyment throughout the evening. Before the show, there are a number of games and activities to get the kids excited. If you are also interested in having your business participate as a vendor at the actual event, please let us know!

Sponsorships cover the cost of snacks, waters, games, prizes, and the film for the event!

Estimated Attendance: 600 people



# PARK-SIDE FOOD FESTIVAL

**September 9 | 12:00-6:00pm | Park at 4th**

Calling all foodies, the Park-Side Food Festival is back in 2023! This event features food trucks specializing in BBQ, hot dogs, noodles, desserts and so much more! In addition to all the delicious food, attendees can enjoy live music, non-food vendors, yard games, activities, a beer garden, and much more! This event is free to the community.

Sponsorships provide free music, moon bounces, and games and activities for all attendees. Sponsors are also provided a free space at the event!

Estimated Attendance: 2,000 people



# FALL FESTIVAL

**October 14 | 3:00-7:00pm | Park at 4th**

The Fall Festival and Trunk or Treat is the largest event of the year and is the perfect way to get in the Halloween spirit. This event includes everyone's favorite fall activities such as hayrides, pumpkin decorating, trunk or treating, costume contests, a petting zoo, and much more! Local businesses and organizations are encouraged to participate in the trunk or treat!

Sponsorships help provide games, competitions, prizes, and entertainment! Sponsors are also given a spot at the event!

Estimated Attendance: 3,000 people



# POOL BENCHES

**SEE YOUR BUSINESS' NAME OR A LOVED ONE'S NAME AT THE NEWLY RENOVATED QUAKERTOWN COMMUNITY POOL THIS SUMMER!**

The Parks and Recreation Department is pleased to offer local businesses and community members the opportunity to sponsor a bench at the Quakertown Community Pool! The cost for a bench is \$2,000. This includes the bench, installation, and a commemorative plaque.

There are a limited number of benches, and they are first-come, first-served.



**\$2,000.00**  
**PER BENCH**

# FREE POP-UP PROGRAMS

**BE THE EXCLUSIVE SPONSOR FOR A POP-UP PROGRAM/EVENT!**

Throughout the whole year, the Parks and Recreation Department host a wide variety of pop-up programs such as seasonal scavenger hunts, Brighten the Borough light competition, Police Toy Ride Along, Letters to Santa, seminars and trainings, pop up pool events, etc.

Sponsors may donate giveaways or prizes for the free programs, and will be recognized as the exclusive sponsor for the selected pop-up program!





# COMMUNITY GARDEN

The goal of the Quakertown Borough Community Garden is to provide a safe, engaging environment for gardeners of all ages and skill levels with the opportunity to learn about, produce, and enjoy healthy foods grown by their own hands. New in 2023, we will be partnering with the Bucks County Master Gardeners to provide various seminar series that include, but are not limited to gardening for beginners, composting, planting for pollinators, and much more!

The community garden is an important amenity to the Borough that helps raise awareness of the importance of healthy eating and protecting our environment! Sponsors can help by providing donations that help the Parks and Recreation Department maintain the facility and plan for future projects at the community garden!



# HOMETOWN HERO BANNERS

The Quakertown Borough Hometown Heroes Banner Program is a living tribute created for the community to recognize and honor Veterans who are serving or have served our country in the United Armed Forces. The banner is a 24"x48" heavy vinyl, printed the same on both sides, will display the service, veteran's photograph, and include their full name, branch of the military, and the era of service. Banners grace Quaker Borough poles from Memorial Day to Veterans Day.

Sponsorships and donations will be used to assist families who would like to participate in the program but cannot afford to do so. You can sponsor a specific banner/family or simply donate funds to be used as needs arise. Sponsors will be listed on the Borough of Quakertown website as a program sponsor/donor.





# 2023 SPONSORSHIP FORM

THANK YOU IN ADVANCE FOR HELPING US GROW!

## STEP 1: COMPLETE DONOR INFORMATION

Name: \_\_\_\_\_

Company/Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

## STEP 2: CHOOSE YOUR DONATION LEVEL

Please choose the event(s) you would like to sponsor.

**Easter Egg Hunt** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Spring Clean Up Day** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Free Concerts in the Park** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**K.I.D.S. Camp** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Sounds of Summer Concert Series** Please view the Sounds of Summer Marketing Opportunities Packet

**Movie in the Park** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Park-Side Food Festival** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Fall Festival** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Pool Bench** \$2,000.00

**Free Pop-Up Programs** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Community Garden** Monetary: \$ \_\_\_\_\_ In-Kind: \_\_\_\_\_

**Hometown Hero Banner Program** Monetary: \$ \_\_\_\_\_

## STEP 3: PAYMENT

Sponsorships can be in the form of cash or check. Please make checks payable to **Quakertown Borough**. Mail or return in person your check and completed form to the following address:

Quakertown Borough  
ATTN: Parks and Recreation  
35 North Third Street, Quakertown, PA 18951

**FOR MORE INFORMATION CONTACT THE PARKS & RECREATION DEPARTMENT AT 267-372-PARK OR PARKSREC@QUAKERTOWN.ORG**