Sponsorship Guide 2021

DOVER TOWNSHIP
YORK COUNTY, PA
Established 1743

Dover Township Recreation
2480 W. Canal Rd. Dover PA 17315  717-292-3634
www.DoverTwpRec.com
Hocus Pocus
Oct 9

Positivi-Tree
December

Thankful to Dover Twp. Rec. for these great ideas! You are the best!

2020 Programs and Events

Family Fun Fest
Oct 3

HalloBoo! Oct 30

More Family Time
2020 created many challenges for everyone—including Dover Township Recreation. We could not offer our programs and events like we usually do. We didn’t see hundreds of our residents together enjoying our classic events like the Old Fashioned Carnival or Family Fun Fest. We didn’t see our kiddos for Summer Playground (an activity that has been around since the 1950s!). But we found NEW ways to continue to be of service to our community. We created “Camp to Go” kits, we converted many events to “drive thru”, we made craft kits and handed them out in the school lunch line, we had our first Pumpkin Walk, our Movie Nights flourished, and we found new ways to host events that were socially distant—but still fun! Our creativity was tested as we came up with new ideas and ways to bring the FUN to our community.

As we continue to find creative ways to create new memories for our community, we need your help. Our sponsorship opportunities look different this year. We understand that 2020 has been challenging for everyone. There are ways that your business/organization can support our efforts in a price point that makes sense for you. You can sponsor a gift card that we can use as a prize for a virtual contest. You can donate bags of candy (we use a lot of that!). You can donate items we can use as prizes or for an event (ask us for more info!). We have reduced our sponsorship monetary levels with hopes that more donors can participate. Larger sponsorships are still available and welcomed.

Please read through our sponsorship guide to see what our plans are for 2021. If you find something that you would like to support, please complete the form at the back of the guide.

We invite you, your business or your organization to become a sponsor of Dover Township Recreation and join us as we bring FUN to our community! Thank you for your consideration.

Chalet Harris, CPRP, CPSI
Parks & Recreation Director
Dover Township Recreation

Play is the highest form of research—Albert Einstein
Exposure:
Approximately 75 attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

Sponsor Benefits:
Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support

Groundhog Day
Feb 2

Event Info
Dover Doug gives his prognostication and predicts “weather” we will have an early spring or a continued winter. 2021’s edition of Groundhog Day will be in person, but there will be no sit down meal. Those who attend the Prognostication will receive coffee and a morning treat.
March 27/April 2/April 3

Easter 2021

Exposure:
Approximately 800 attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

Sponsor Benefits:
Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support

On March 27th, we will offer an Egg Your House option where people can purchase a kit (delivered by the Easter Bunny) that will be brought to their home. A modified Flashlight Egg Hunt will be in the evening on April 2nd for ages 10-18. We will also host a Drive Thru Easter event at the Township Building on April 3rd. Bags will be handed out with pre-stuffed eggs.

Event Sponsor:
$100 (5 avail.) or bags of candy
Families will descend upon Brookside Park for a camp out in the park! Activities planned include a movie, a star watch, cooking meals in the fire, crafts, nature exploring, and opportunities to bond as a family. This is a great way to test out camping to see if it works for their family.

**Event Sponsor:**

$200 (5 available)
This event brings together Parks & Recreation Departments from across York County. The York Area Recreation Directors (YARD) work with the PA Fish & Boat Commission to host this event. The event includes a quick “learn to fish” workshop for the kids and then they get to try for themselves. A quick meal is provided for the attendees.
Exposure:
Approximately 100 per event
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

Sponsor Benefits:
Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support

Summer Concert Series

Event Info
Dover Township hosts five **FREE** concerts from May to September with the September concert focused on kids. Concerts are held at our Gazebo in Dover Community Park. Guests are asked to bring a chair or blanket to enjoy the show.

We have **food truck** opportunities available for each concert.

Event Sponsor:
$500 (5 available)
Movies in the Park

Event Info

With the success of the 2020 movies, we have increased our movie offerings for 2021. This year, we will host 10 Friday night movies at Brookside Park. **Food trucks** will be invited to participate. Around 100 people attend these **FREE** events. Dover Township has popcorn to accompany the movies.

**Event Sponsor:**

$400 (10 available)

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**Exposure:**

Approximately 100+ per event
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

**Sponsor Benefits:**

Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support
**Exposure:**

Approximately 150 attendees
Facebook Event—3,350+ likes
Township website ([www.dovertownship.org](http://www.dovertownship.org))
Recreation website ([www.DoverTwpRec.com](http://www.DoverTwpRec.com))
Event advertised in Township Newsletter (over 8,500 printed)

**Sponsor Benefits:**

Company name/logo printed on back of staff T-shirt

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**Summer Playground Program Info**

Summer Playground will look different in 2021 with new restrictions in place. This is a long-running six-week partial day program with age groups for preschool, elementary, and a new “L.I.T.—Leaders in Training” program for students in 6-8th grade. Children enjoy games, crafts, snow cones, special guests, and MORE.

**Event Sponsor:**

$250 (10 available)
Night Sky Viewing

Event Info

Residents can enjoy these **FREE** event with dates chosen specifically for their astronomical interest. Past events have seen the rings of Saturn, the Apollo moon landing site, double stars, Jupiter’s Red Spot and many others! Night Wonders of Astronomy conducts a presentation and then we look to the stars. There will be three events in 2021. Dates TBA.

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**Exposure:**
- Approximately 25 per event
- Facebook Event—3,350+ likes
- Township website ([www.dovertownship.org](http://www.dovertownship.org))
- Recreation website ([www.DoverTwpRec.com](http://www.DoverTwpRec.com))
- Event advertised in Township Newsletter (over 8,500 printed)

**Sponsor Benefits:**
- Company name/logo printed on event marketing material
- Recognition in event script
- Sign showing YOUR support

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**Event Sponsor:**

$200
Approximately 500 attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

This is one of our longest running Dover traditions! Old time fun at old time prices. Families can enjoy activities that are created with safety in mind, try their luck at a cake walk with music by the Emigsville Band, get an affordable meal, and, don’t forget the CANDY!

Exposure:
Old Fashioned Carnival
Jul 28
Event Info

Sponsor Benefits:
Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support

Event Sponsor:
$500 (10 available)
Our Family Fun Fest has been reorganized into a Fall Fest and a Pumpkin Walk (see separate listing). 2020 made us completely rethink how this event could move forward. Fall Fest will be at Brookside Park and focus on the agricultural history of Dover. Look for a focus on harvest, pumpkins and more!
Approximately 1,000+ attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

We are making **Hocus Pocus** an annual event! This event will feature **TWO** movies—one for the kids (Hocus Pocus) and one for the older crowd (TBA). **Food truck** opportunities exist for this event. Dover Township has popcorn for this event.

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**Event Sponsor:**

$400 (2 available)
Pumpkin Walk was a new event for us in 2020 and it was a HUGE success. Carved pumpkins are donated from community members, placed along the trail at Brookside Park and illuminated for the walk. Photos were posted online for people to vote for their favorites and prizes were awarded. Food trucks opportunities are available!

Event Sponsor:

$500 (10 available)
Approximately 1,000+ attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

This event was a drive thru in 2020. We are hoping to get back to the dark at Brookside Park in 2021. Halloween candy and decorations make this event a fun, kid-friendly, spooky night. You can bring your business to the park as a “trunk” in the Trunk or Treat portion of the event. Reach out to us if you would like to join us!

Event Sponsor:
$100 (10 avail.) or bags of candy
NEW this year!

Facebook Event—3,350+ likes

Township website
(www.dovertownship.org)

Recreation website
(www.DoverTwpRec.com)

Event advertised in Township Newsletter (over 8,500 printed)

Veterans Appreciation

Nov '13 Event Info

This event was canceled in 2020, so we will try again this year. This NEW event will feature a FREE meal for Veterans and their families. Attendees must pre-register and check in at the door. The event will feature a meal with entertainment.

Sponsor Benefits:

Company name/logo printed on event marketing material

Recognition in event script

Sign showing YOUR support

Event Sponsor:

$500
Exposure:

Approximately 500+ attendees
Facebook Event—3,350+ likes
Township website (www.dovertownship.org)
Recreation website (www.DoverTwpRec.com)
Event advertised in Township Newsletter (over 8,500 printed)

Sponsor Benefits:

Company name/logo printed on event marketing material
Recognition in event script
Sign showing YOUR support

Christmas in the Park

Event Info

This was a drive thru event in 2020. Santa arrives by fire truck to this FREE event. The event features photos with Santa and Mrs. Claus, a stuffed animal gift, arts & crafts, and Christmas karaoke. Canned goods or toiletries are collected in exchange for a FREE hot dog or drink. Donations are given to New Hope for distribution in the Dover area.

Event Sponsor:

$500 (3 available)
Advertising opportunities are available in the Dover Township Newsletter.

The Dover Township Newsletter is mailed quarterly (January, April, July, October) to more than 8,500 households. Annual prices listed below.

Please contact Chalet at charris@dovertownship.org for specific deadlines and specifications on the ad.

Sizes below are approximate

Business Card Size—$250

Quarter Page Size—$450

Half Page Size—$900

Thank you to our advertisers!

Covenant Insurance; Platts Motors; Span-glers Home Center; Outhouse Storage; Rob-ert Jackson Siding Company; Heather Ker-stetter, Realtor; That’s My Robot; Ad-vantage Physical Therapy, Pete’s Wildlife Control Services, Weigelstown Childcare, Anderson’s Car Wash, SSM; CSDavidson; Penn Waste; Michael Barshinger Builder/Developer; Berks Homes; Beacon Law; M&T Bank; Smysers Richlawn Farms; Janney Montgomery Scott LLC; H&M PC; PFM; MPL; Lavery Law; Derek Fenstemacher, PGA
Thank you to our 2020 Sponsors!

Covenant Insurance

Spangler's Home Center

ACE Rental Place

Beacon Law

Weigelstown Child Care LLC

Berks Homes

Raycom Electronics

Quality Digital Office Solutions
# Sponsorship Form

**Yes! I want to join the fun!**

Check the boxes indicating your Sponsorship amount(s)

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundhog Day</td>
<td>$100</td>
</tr>
<tr>
<td>Night Sky Viewing</td>
<td>$200</td>
</tr>
<tr>
<td>Easter Event</td>
<td>$100</td>
</tr>
<tr>
<td>Family Camp Out</td>
<td>$200</td>
</tr>
<tr>
<td>Take Me Fishing</td>
<td>$100</td>
</tr>
<tr>
<td>Summer Concert Series</td>
<td>$500</td>
</tr>
<tr>
<td>Movies in the Park</td>
<td>$400</td>
</tr>
<tr>
<td>Summer Playground</td>
<td>$250</td>
</tr>
<tr>
<td>Night Sky Viewing</td>
<td>$200</td>
</tr>
<tr>
<td>Old Fashioned Carnival</td>
<td>$500</td>
</tr>
<tr>
<td>Fall Fest</td>
<td>$500</td>
</tr>
<tr>
<td>Halloween in the Park</td>
<td>$100</td>
</tr>
<tr>
<td>Veterans Appreciation</td>
<td>$500</td>
</tr>
<tr>
<td>Christmas in the Park</td>
<td>$500</td>
</tr>
<tr>
<td>Pumpkin Walk</td>
<td>$500</td>
</tr>
<tr>
<td>Halloween Double Feature</td>
<td>$400</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

- **I would like to be a vendor, please send me information**
- **I am interested in learning more about advertising in your newsletter**
- **I am interested in learning more about your Memorial Bench, Tree and Brick program.**
- **I am interested in learning about the Dover Area Business Association (DABA)**

Watch our websites and Facebook page for more information about our **NEW** Memorial Bench, Tree and Brick program.


[@DoverTwp](https://twitter.com/DoverTwp)
Name of Business/Organization: ____________________________________________________________

*(please list name as you want it to appear on all marketing materials)*

Contact Name: _________________________________________________________________________

Mailing Address: _______________________________________________________________________

Email: ___________________________ Phone: ___________________________

Grand Total *(from other side of paper)*: ______________________________________

Please make check payable to **Dover Township**. Contributions and forms may be dropped off or mailed to Dover Township:

**Dover Township Recreation**
**2480 W. Canal Rd.**
**Dover, PA 17315**

As an authorized representative of the sponsor listed above, I agree to sponsor the event(s) indicated on the previous page. As a participant in the sponsorship program, I agree to supply a high-resolution camera-ready copy of my business/organization’s logo (color and black/white jpg) for any promotional use as determined by the Dover Township Recreation Department. I also understand that all sponsorship requests are granted on a first come-first serve basis. Signing of this agreement constitutes a legally binding agreement between the partnering sponsor and the Dover Township Recreation Department.

_______________________________________  ___________________
Signature of Partner’s Representative  Date