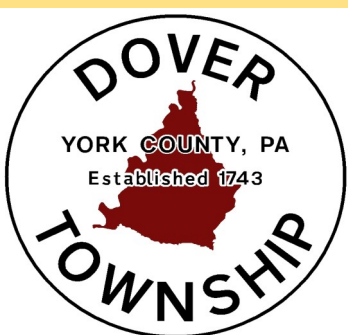




Sponsorship Guide 2021



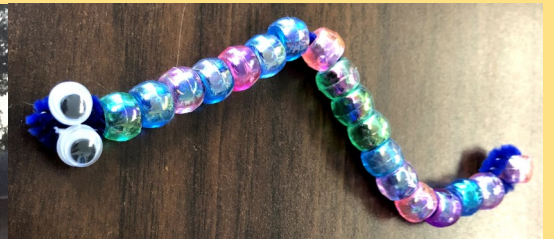
Dover Township Recreation

2480 W. Canal Rd. Dover PA 17315 717-292-3634

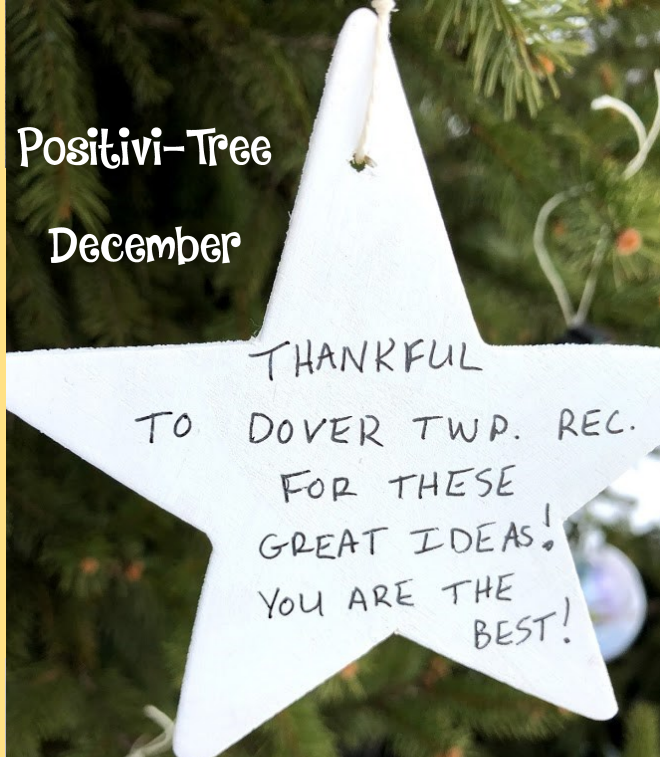
www.DoverTwpRec.com



Hocus Pocus
Oct 9



Family Fun Fest
Oct 3



Positivi-Tree
December

2020
Programs
And
Events



HalloBoo! Oct 30



We want **you** to join us in the **fun**!

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.

Event Sponsor:

\$100



March 27/April 2/April 3

Easter 2021

Event Info

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.

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

Event Sponsor:

\$100 (5 avail.) or bags of candy



Exposure:

Approximately 25 families

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

Family Camp Out

April 23-25

Event Info

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)



Exposure:

Approximately 150 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

Take Me Fishing

May

Event Info

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.

Event Sponsor:

\$100 (2 available)



May 9, Jun 13, Jul 11, Aug 8, Sept 12

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

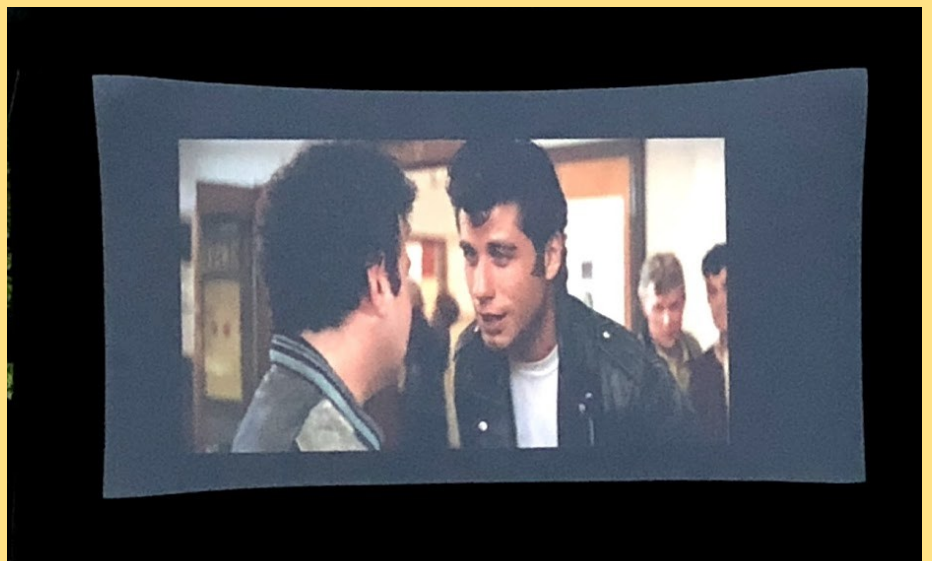
Dover Township hosts five **FREE** concerts
from May to September with the
September concert focused on kids.

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)



Jun 4, 18, 25, July 2, 16, Aug 13, 20, Sept 3, 10, 24

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

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)



Exposure:

Approximately 150 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
back of staff T-shirt

Jun 21– Jul 30

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)



Dates TBA

Exposure:

Approximately 25 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

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.

Event Sponsor:

\$200



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

Old Fashioned Carnival

Jul 28

Event Info

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!

Event Sponsor:

\$500 (10 available)



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

Fall Fest

Oct 2

Event Info

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!

Event Sponsor:

\$500 (10 available)



Exposure:

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)

Sponsor Benefits:

Company name/logo printed on
event marketing material

Recognition in event script

Sign showing YOUR support

Halloween Double Feature

Oct 8 Event Info

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.

Event Sponsor:

\$400 (2 available)



Exposure:

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)

Sponsor Benefits:

Company name/logo printed on
event marketing material

Recognition in event script

Sign showing YOUR support

Pumpkin Walk

Oct 9

Event Info

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*)



Exposure:

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)

Sponsor Benefits:

Company name/logo printed on
event marketing material

Recognition in event script

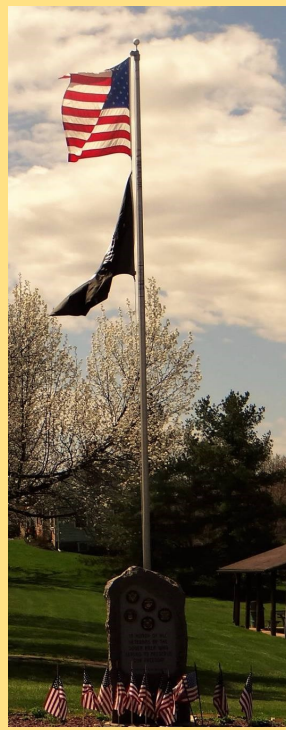
Sign showing YOUR support

Halloween in the Park Oct 29 Event Info

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



Exposure:

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)

Sponsor Benefits:

Company name/logo printed on
event marketing material

Recognition in event script

Sign showing YOUR support

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.

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

Dec 4

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 good 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

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.

Thank you to our advertisers!

Covenant Insurance; Platts Motors; Spanglers Home Center; Outhouse Storage; Robert Jackson Siding Company; Heather Kerstetter, Realtor; That's My Robot; Advantage 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; Smyers Richlawn Farms; Janney Montgomery Scott LLC; H&M PC; PFM; MPL; Lavery Law; Derek Fenstemacher, PGA

Sizes below are approximate

Business Card Size—
\$250

Quarter Page Size—
\$450

Half Page Size—
\$900

Thank you to our 2020 Sponsors!



B BEACON LAW



Sponsorship Form

Yes! I want to join the fun!

Check the boxes indicating your Sponsorship amount(s)

- | | |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Groundhog Day—\$100 | <input type="checkbox"/> Christmas in the Park—\$500 |
| <input type="checkbox"/> Night Sky Viewing—\$200 | <input type="checkbox"/> Pumpkin Walk—\$500 |
| <input type="checkbox"/> Easter Event—\$100 | <input type="checkbox"/> Halloween Double Feature—\$400 |
| <input type="checkbox"/> Family Camp Out—\$200 | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Take Me Fishing—\$100 | <input type="checkbox"/> I would like to be a vendor, please send me information |
| <input type="checkbox"/> Summer Concert Series—\$500 | <input type="checkbox"/> I am interested in learning more about advertising in your news letter |
| <input type="checkbox"/> Movies in the Park—\$400 | <input type="checkbox"/> I am interested in learning more about your Memorial Bench, Tree and Brick program. |
| <input type="checkbox"/> Summer Playground—\$250 | <input type="checkbox"/> I am interested in learning about the Dover Area Business Association (DABA) |
| <input type="checkbox"/> Night Sky Viewing—\$200 | |
| <input type="checkbox"/> Old Fashioned Carnival—\$500 | |
| <input type="checkbox"/> Fall Fest—\$500 | |
| <input type="checkbox"/> Halloween in the Park—\$100 | |
| <input type="checkbox"/> Veterans Appreciation—\$500 | |

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



www.dovertownship.org

www.DoverTwpRec.com



@DoverTwp

Sponsorship Form

Yes! I want to join the fun!

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