2027

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ABOUT US

Sponsoring with the West Manchester Parks & Recreation Department is not just a philanthropic gesture; it is an investment in the heart of our community. With your support, you are actively contributing to the overall well-being and vibrancy of our town. Sponsorships can offset costs, expand program offerings, create stronger community partnerships with collaboration, and increase sustainability of the department.

As a sponsor, you will be prominently featured, associating your business with a positive and healthy lifestyle. Moreover, your support will directly impact the accessibility of these recreation programs and special events, ensuring that they remain affordable and inclusive for all members of our community.

Thank you for your consideration of a sponsorship!

WHY PARTNER WITH US

- Reach thousands of local residents and families who participate in our programs or utilize our facilities.
- Demonstrate your commitment to community wellness and quality of life.
- Strengthen your brand through year-round visibility.
- Support youth development, outdoor and passive recreation, and environmental stewardship.

ANNUAL SPONSORSHIP PACKAGES

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By becoming an annual sponsor, your organization gains year-round visibility and consistent engagement with the community while supporting the department. Benefits may include: continuous branding exposure and recognition across multiple programs.

PLATINUM $5,000

- **Prominent Branding** - Your logo displayed year-round on all promotional/marketing materials, including digital recognition on township website sponsor page, Facebook+ Instagram, marquees, event signage and in township newsletters, as well as logo printed on the back of staff event t-shirts.
- **Exclusive Recognition** - opportunity to speak at any major event, also highlighted as a key supporter for a variety of programs and events and initiatives, named as platinum sponsor in any press releases/media coverage
- **Signage** - Premium placement of banner hanging at up to 3 park locations
- **Event Presence/Community Engagement** - opportunity to have a promotional table set up at all major events

GOLD $2,500

- **Prominent Branding** - Your logo displayed year-round on all promotional/marketing materials, including digital recognition on township website, Facebook+ Instagram, marquees, event signage and in township newsletters, as well as logo printed on the back of staff event t-shirts.
- **Exclusive Recognition** - verbal recognition at any even, also highlighted as a key supporter for a variety of programs and events and initiatives, named as gold sponsor in any press releases/media coverage
- **Signage** - premium placement of banner at 1 park location
- **Event Presence/Community Engagement** - opportunity to have a promotional table set up at all major events

SILVER $1,000

- **Branding** - logo displayed on select event materials
- **Recognition** - verbal recognition at any sponsored event, listed as supporter on website sponsor page, and digital recognition on Parks and Recreation Facebook & Instagram page recognition

BRONZE $500

- **Recognition** - listed as supporter on website sponsor page and digital recognition on Parks and Recreation Facebook & Instagram page

COMMUNITY FRIEND <$250

- **Recognition** - digital recognition on Parks and Recreation Facebook & Instagram page

EVENT / PROGRAM SPECIFIC SPONSORSHIP

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By sponsoring a specific special event, recreation program, or sports league - your organization gains direct exposure to a targeted audience while supporting the community.

Benefits may include:

- Prominent Branding at the Event: Your logo displayed on event signage, banners, and promotional materials.
- Digital Recognition: Feature on the department's website, social media channels, and email newsletters promoting the event.
- Community Engagement: Connect directly with attendees who are actively participating in the event, creating a meaningful and memorable brand experience.
- Targeted Marketing Opportunity: Align your organization with an event that best fits your customer base or community interests.
- Media Exposure *(if applicable)*: Inclusion in local press releases or media coverage of the event.

Township opportunities may include:

Olde Tyme Carnival & Fireworks, Truck Touch, Murder Mystery Dinner, Summer Playground, park cleanups, movie nights/concerts, senior bingo, sports leagues, workshops or classes, t-shirt sponsors, etc...

For pricing or with interest in sponsoring a certain event/program - please contact the Parks and Recreation Director at 717-792-3505.

NEWSLETTER SPONSORSHIP

Advertise your business or organization in the township newsletter, which gets printed three times a year and delivered to 19,000+ residents.

BUSINESS CARD	**$200**
1/4 PAGE	**$300**
1/2 PAGE	**$600**

NEWSLETTER SEASON/DATES:	ADVERTISING DEADLINE:
WINTER: JAN 1 - MARCH 31	NOV 1
SPRING/SUMMER: APRIL 1 - AUG 31	FEB 1
FALL: SEPT 1 - DEC 31	JULY 1

ATHLETIC FIELD BANNER SPONSORSHIP

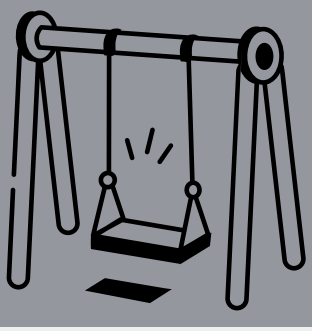
Your support ensures safe, well-maintained athletic fields for youth and adult leagues, community events, and recreational activities for all ages. Banner is displayed at a high-traffic field and remains visible throughout all sports seasons.

PER BANNER ADVERTISING **$200**

PARK IMPROVEMENTS

Opportunities are available to fund park improvement projects. Our parks are at the heart of our community — places where families gather, children play, and nature thrives. Each year, we work to enhance these spaces through new amenities, conservation efforts, and special projects that make our parks more welcoming and sustainable.

Your donation directly supports these improvements — from playground upgrades and trail restoration to pollinator gardens and accessible park features. Every contribution, big or small, helps us keep our parks vibrant for generations to come.



Please contact the Parks and Recreation Director at 717-792-3505.

WEST MANCHESTER SPONSORSHIP/ADVERTISING FORM

Company/Individual Name (if applicable): _____

Contact Person: _____

Address: _____

Email: _____ Phone Number: _____

Website/Facebook: _____

Type of Sponsorship

☐ Annual

- ☐ Platinum $5,000
- ☐ Gold $2,500
- ☐ Silver $1,000
- ☐ Bronze $500
- ☐ Community Friend < $250

☐ Event / Program Specific

If selected, please specify:

_____

☐ Newsletter

☐ Athletic Field Banner

Total Sponsorship: $ _____

Sponsor Signature: _____ Date: _____

Please make check payable and mail check to:

West Manchester Township
Attn: Sponsorship
380 E Berlin Rd York, PA 17408

Donations may be tax-deductible: West Manchester Township Tax ID# 23-6050235

Email company logo/artwork to: cgerrick@wmtwp.com

OFFICE USE ONLY

Rental Fees and Requirements: _____

Date Received: _____ Payment Check #: _____ Staff Initials: ____