



Glastonbury Parks & Recreation

2024 PARTNERSHIP OPPORTUNITIES

10 Reasons to Get Involved!

1. **Engage** with the Community
2. **Increase** your Brand Visibility
3. **Reach** your Target Audience
4. **Promote** Healthy Lifestyles
5. **Encourage** Corporate & Social Responsibility
6. **Collaborate** on Community Well-Being
7. **Participate** in Event Marketing Opportunities
8. **Contribute** to Environmental Stewardship
9. **Support** the Local Economy
10. **Build** Long Term Relationships

By the Numbers



5.1K

FACEBOOK
FOLLOWERS



1.4K

INSTAGRAM
FOLLOWERS



24K

SEASONAL
BROCHURES



9K

REGISTERED
HOUSEHOLDS



5.5K

WEBSITE
VISITORS



44K

PROGRAM
PARTICIPANTS

**ADDITIONAL INFORMATION CAN BE FOUND AT
WWW.GLASTONBURYCT.GOV/PARTNER**

Glastonbury Parks and Recreation **WELCOME LETTER**



Dear Prospective Partner,

The Glastonbury Parks and Recreation Department has been planning and managing events/programs for decades. We pride ourselves on delivering quality, memorable and enriching programs for the Glastonbury Community.

Parks and Recreation plays a pivotal role in fostering a vibrant and healthy community. Our programs and special events cater to individuals of all ages and backgrounds, contributing to the overall happiness and connectedness of our residents.

Our mission to provide these exceptional events/programs could not be carried out without the support of local partners, community members and business owners. To continue the mission and expand the reach of our community impact, we are actively seeking partnerships for this year.

In this booklet, you will find details about partnerships available in the coming year. We look forward to working with you to support these initiatives and thank you in advance for your support.

Sincerely,

Lisa Zerio, MPA

Director of Parks and Recreation

Glastonbury Parks and Recreation SPECIAL EVENTS



PRESENTING

\$3,000

CHOOSE 9 EVENTS FROM PAGES 4-6

PARTNERSHIP INCLUDES

- Logo on Promotional Materials
- Logo/Link on Parks & Recreation Main Website and Partnership Page
- Tag in Social Media Posts
- Announcement during event on PA system
- Opportunity to post a 3' x 5' banner at event
- 2 Complimentary Event Registrations *(if applicable)*

EVENT PRIZE DONATION

PRIZES VALUED AT \$25

OFFERED FOR EVENTS MARKED WITH*

PARTNERSHIP INCLUDES

- Flier on prize table
- Recognition on PA system during event

COLLABORATING

\$1,500

CHOOSE 4 EVENTS FROM PAGES 4-6

\$800

CHOOSE 2 EVENTS FROM PAGES 4-6

\$400

CHOOSE 1 EVENT FROM PAGES 4-6

PARTNERSHIP INCLUDES

- Logo on Promotional Materials
- Logo/Link on Parks & Recreation Partnership Page
- Tag in Social Media Posts
- Announcement during event on PA system

NOTE: All partnership opportunities are non-exclusive to events

Glastonbury Parks and Recreation SPECIAL EVENTS



PUZZLE PALOOZA

ATTENDANCE: 35/EVENT | 8 TIMES A YEAR JANUARY – MAY, SEPTEMBER – DECEMBER

Contestants sign up to be part of a fun, friendly puzzle making contest! Up to 12 teams of 4 people work on a 500 piece puzzle, with the first team to finish winning the competition. All ages are welcome!

DOGGY PADDLE * **NOT AVAILABLE**

ATTENDANCE: 100 | END OF AUGUST/EARLY SEPTEMBER

Community members have the opportunity to bring their pup out to this fun dog swim! This annual event takes place at Addison Pool/Splash Pad. All ages are welcome!



FAMILY PAINT NIGHTS

ATTENDANCE: 25/EVENT | 7 TIMES A YEAR FEBRUARY – MAY, OCTOBER – DECEMBER

Participants will enjoy a night out with the family for a fun and creative paint night. This paint night series is hosted by a professional artist and is geared towards elementary school kids Grades 2 and older.

EGG-CELLENT STORY STROLL * **NOT AVAILABLE**

ATTENDANCE: 500 | MARCH/APRIL

Participants embark on a spring themed story stroll with this fun event in partnership with the Welles-Turner Memorial Library. Activities include a craft, refreshments and participants receive goodie bags at the event. All ages are welcome!



EGG-A-POOL-LOOZA * **NOT AVAILABLE**

ATTENDANCE: 200 | MARCH/APRIL

This egg-citing event allows children ages 3-12 and their families to jump on in the high school pool for an aquatic egg hunt. Activities include the egg hunt, face painting, prizes and pictures with the bunny.

FISHING DERBY * **NOT AVAILABLE**

ATTENDANCE: 120 | 3RD SATURDAY IN APRIL

Children ages 4-15 have the opportunity to compete for biggest, smallest, first and most fish caught. Event takes place at Eastbury Pond.



Glastonbury Parks and Recreation SPECIAL EVENTS



GLASTONBURY SKATE JAM **NOT AVAILABLE**

ATTENDANCE: 25 | SEPTEMBER

Kids and adults ages 5 and up gather for a fun morning of skateboarding! Participants come out and enjoy games, competition and have a chance to win prizes.

FRIDAY NIGHT CLUB

ATTENDANCE: 40/EVENT | TWICE A MONTH

A social group for young adults with special needs ages 16 and older from Glastonbury and Glastonbury Special Olympics participants and their guests.



FUN RUNS **NOT AVAILABLE**

ATTENDANCE: 25/EVENT | 7 NIGHTS FROM JUNE - AUGUST

Grab your sneakers and run some extra miles! This Child and Adult Fun Run series is for all ages. 1 mile, 2.4 mile and 3.5 mile courses available for participants. Ribbons are handed out to 1st, 2nd and 3rd place in male / female age divisions.

CHILDRENS PERFORMANCES

ATTENDANCE: 200 | FEBRUARY & DECEMBER (2 EVENTS TOTAL)

Pre-school and elementary school aged children are invited to the Children's Performances, held twice a year. Performances feature a variety of entertainers.



BELLA ITALIA NIGHT **NOT AVAILABLE**

ATTENDANCE: 60 | APRIL

Participants engage in a fun night out, journeying back in time to the days of swanky Hollywood parties and great music by Frank Sinatra, Dean Martin and more legends. The evening includes a 3 course Italian dinner, music and dancing. This event is for ages 50 and older.

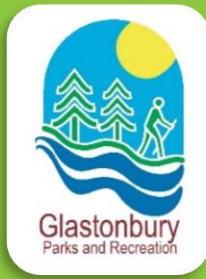
TOWN WIDE TAG SALE **NOT AVAILABLE**

ATTENDANCE: 600+ | SEPTEMBER

Residents have the option to purchase a 10'x10' space to bring their wares to sell at our annual event! The Town will also be selling bikes, tools, jewelry and other items. Everyone is invited to shop till they drop!



Glastonbury Parks and Recreation SPECIAL EVENTS



CAMP KICKOFF EVENT **NOT AVAILABLE**

ATTENDANCE: 200+ | JUNE

Participants enrolled, or thinking of enrolling in a Parks and Recreation camp have this opportunity to meet the staff, while enjoying a night out with the family! Activities include games, ice cream, meet and greet with staff and more! Open to all ages!

ADULT AND SENIOR PICNIC * **NOT AVAILABLE**

ATTENDANCE: 120 | AUGUST

This event begins with setback, followed by terrific music and a great meal and Bingo to end. Event is for adults and seniors over the age of 50. Held at the Riverfront Community Center!



BINGO BONANZA! *

ATTENDANCE: 75 | FOUR TIMES A YEAR (FEBRUARY, APRIL, SEPTEMBER, DECEMBER)

This intergenerational program features 10 Bingo games with opportunities to win prizes with each game. Events are in conjunction with Senior Services Department. These events are for all ages!

MUSIC AND ARTS PERFORMANCE **NOT AVAILABLE**

ATTENDANCE: 200+ | JULY

Music and Arts Camp hosts over 200 campers per summer, with participants choosing classes in arts, music, dance, drama and recreation. Camp concludes in July with an end of the year performance and art show. Camp is for kids Grades 3-9.



SPOOKY STORY STROLL *

ATTENDANCE: 500 | MID-OCTOBER

Participants embark on a spooky themed story stroll with this event in partnership with the Welles-Turner Memorial Library. Activities include a craft, refreshments and participants receive goodie bags at the event. All ages are welcome!

“A hundred years from now, it will not matter what my bank account was, the type of house I lived in, or the kind of car I drove. But the world may be different because I was important in the life of a child.”

- Forest E. Witcraft

Glastonbury Parks and Recreation COMMUNITY EVENTS



PASSPORT TO HEALTH FAIR
Vendor Fair Held in the Spring
Anticipated Attendance: 400



TOWN BAND CONCERTS
4 Concerts Held in the Summer
Anticipated Attendance: 800



SANTA'S 3.5 MILE RUN
Road Race Held in the Winter
Anticipated Attendance: 800



POOCH PROM
Vendor Fair Held in the Spring
Anticipated Attendance: 400



HOMETOWN HEROES
Event Held in the Fall of Odd
Years
Anticipated Attendance: 900



Scan the QR
Code for Individual
Community Event
Partnership Packages

WHAT'S INCLUDED

	PLATINUM \$2,000 (1/Event)	GOLD \$1,000 (2/Event)	SILVER \$500 (3/Event)	BRONZE \$250 (No Limit)
Recognized as Presenting Partner in Parks & Recreation Seasonal Brochure	X			
Logo/Link on Event Website	X	X		
2 Complimentary Event Registrations	X	X		
Logo on Promotional Materials	X	X		
Logo on Event Signage	X	X	X	
Opportunity to Place/Display Materials	X	X	X	
10'x10' Prime Booth Location	X	X	X	
Press Release in Local Newspaper	X	X	X	
Recognition in Event Announcements	X	X	X	X
Logo/Link on Partnership Website	X	X	X	X
Tag in Social Media Posts	X	X	X	X

Glastonbury Parks and Recreation DIGITAL CAMPAIGNS



*Keeney Holiday Thrill on
Chalker Hill*

HOUSE DECORATING CONTEST **NOT AVAILABLE**

\$250 *(Exclusive Partnership)*

The House Decorating Contest is an annual friendly competition featuring houses throughout Glastonbury during the Holidays.

Participants sign-up to have their houses judged in numerous categories including Most Traditional, Best Special Effects, Merry and Bright and Most Festive.

The community has an opportunity to vote for their Fan Favorite, which is hosted on Facebook, with 400 – 500 votes usually cast.

Prizes are given to first place winners in each category in addition to the house that receives the most votes on the Fan Favorite portion of the contest.



PET PHOTO CONTEST **NOT AVAILABLE**

\$250 *(Exclusive Partnership)*

The annual Pet Photo Contest features a wide array of pets dressed in the holiday spirit!

The Department will receive on average between 25 – 35 submissions from pet owners. Total votes throughout the contest will equal between 800 – 1,000.

Prizes are awarded to first, second and third place winners, which is determined based on the number of votes received. All voting takes place via Facebook.

There are no limitations to the type of animal that owners can submit!

DIGITAL CAMPAIGN PARTNERSHIP BENEFITS

- *Tag in all social media posts relating to the event.*
- *Business name and logo in Constant Contact email blasts.*
- *Organization name on the MyRec website, and the Holiday page on the Town Website.*

Glastonbury Parks and Recreation

THE GIFTING PROGRAM



WISH LISTS

Looking for a unique and creative opportunity to invest in your community? Choose item(s) from our program specific wish lists!

Wish lists have been curated by program staff and items selected will get shipped to the appropriate program for immediate use. Choose from a selection of items that will enhance our parks, community events, facilities and recreation programs for years to come.



CAMP SUNRISE

Make a monetary donation to Camp Sunrise, a special needs camp for children ages 3-21 years old held in Glastonbury each summer. Funds will be used to purchase needed supplies, schedule on-site and off-site activities and provide training opportunities for staff and volunteers. Each contribution, regardless of size, is important and greatly appreciated. These gifts today will become the treasures of tomorrow.

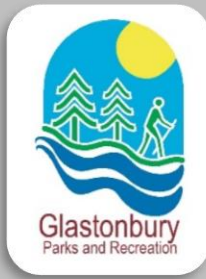


MUSIC & ARTS

Make a monetary donation to Music & Arts Camp, a specialty camp that features top notch instruction in the arts, dance, drama, instrumental and vocal music. The program is held in the summer and is instructed by certified teachers. Funds will be used to purchase needed supplies, schedule on-site and off-site activities and provide additional opportunities for campers. Every donation has the power to create positive change.



Glastonbury Parks and Recreation ADVERTISE WITH US!



GLASTONBURY PARKS AND RECREATION

Join Our TEAM!

MULTIPLE POSITIONS AVAILABLE!

**CAMPS, AQUATICS,
PARKS AND MORE!**

WHY SHOULD YOU APPLY??

- ✓ Competitive rates
- ✓ Fun filled summer, day in and day out!
- ✓ Create new experiences and amazing memories!

APPLY NOW



BECOME A COMMUNITY & SPECIAL EVENTS PARTNER

To learn more about our partnership opportunities visit our website
WWW.GLASTONBURYCT.GOV/PARTNER

Purchase a spot to display an ad on the Academy Building TV monitor. The monitor is displayed in a hallway frequented by visitors and program participants in the Academy building. All advertisements will be displayed for one month and featured on the screen for 15 seconds every 3-4 minutes.

¼ Screen Digital Ad:	\$125
½ Screen Digital Ad:	\$250
Full Screen Digital Ad:	\$500



Ready to Partner?

Send an Email to:

partner@glastonburyct.gov

and include your contact information and the partnership opportunities you're interested in!