

# PASSAIC COUNTY PARKS & RECREATION SPONSORSHIP GUIDE



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# TABLE OF CONTENTS

Overview of Sponsorship Guide ----- Pages 2-3

## Special Events

Earth Day 50th Anniversary -----Page 4

Kids to Parks Day----- Page 4

Passaic County Girls Under-12 Softball Tournament-----Page 4

Summer Family Movie Nights-----Page 5

Passaic County Wiffle Ball Tournament----- Page 5

Passaic County Backyard Olympics----- Page 5

Camp Hope Halloween----- Page 5

## **Month Long Workshops & Fitness Classes-----Pages 6-7**

Children’s American Sign Language----- Page 6

Children’s Sewing Classes ----- Page 6

“Critter Care” Animal Education----- Page 6

GlowArt Classes ----- Page 6

Bird Watching -----Page 7

Children’s STEAM Education----- Page 7

Fly Tying -----Page 7

Senior & Veteran Memoir Writing----- Page 7

Children’s Cooking Classes -----Page 7

Fitness Classes ----- Page 7

## Additional Sponsorship Opportunities & Payment Info

General Advertising Sponsorship -----Page 8

Facility/Amenity Sponsorship or Memorial -----Page 8

Payment Information Page-----Pages 9-10

Sponsor Information Form ----- Page 11

# Passaic County Parks & Recreation Sponsorship Guide

## WHO WE ARE

The Passaic County Parks & Recreation Department is a branch of the Passaic County government designated to service the recreation, health & fitness needs of the community. Passaic County is a diverse community with over five-hundred thousand residents. Our department has had much success in serving the citizens of Passaic County. We have increased & improved the park infrastructure, increased the number & quality of our programs and, most importantly, have gained the support & admiration of the citizens of our community. We provide areas of play at our 13 parks encompassing over 1,600 acres.

The programs provided by the Department are available for preschool through senior citizens & encompass: educational, cultural, social, leadership, athletic, fitness & citizenship opportunities.

## OUR NEEDS

Our events are supported, in part, by our operating budget combined with the financial & in-kind donations of companies, organizations, service clubs & individuals who understand the economics required to develop & support these types of programs. Without this support, we would not be able to provide the quantity & quality of programming that we offer.

## HOW TO BECOME A SPONSOR

There are many opportunities to sponsor with the Passaic County Parks & Recreation Department. Whatever option you choose, you will find it to be rewarding & beneficial to you or your organization by giving back to the community & its citizens. If you need assistance in selecting one of the sponsorship options, call us at (973) 881-4833 or email us at [Recreation@PassaicCountyNJ.org](mailto:Recreation@PassaicCountyNJ.org) & we will be glad to help you find the right fit for your needs.

To get the most of your sponsorship experience, you should make a commitment to the activity/event no less than 2 months prior to the event date. Our parks event guidebook is reviewed & updated on an annual basis to reflect the current changes with the various events. For the most current guidebook you can go to our website at [www.PassaicCountyNJ.org](http://www.PassaicCountyNJ.org)

## SPONSORSHIP OPPORTUNITIES

This catalog is designed to help guide you with your sponsorship selection. Below is a list of five suggested ways you can become a sponsor with the Passaic County Parks & Recreation Department:

- **Event Donation:** Financial donation for a specific event, program, team or activity. You may select the activity as described in this catalog or have us make the selections for you based on amount donated.
- **Amenity Donation:** Financial donation for a specific amenity at one of our sites (park bench, tree, etc.).
- **Advertise:** Advertise in our program guidebook with your company's advertisement.
- **New Event Co-Sponsorship:** Recommend or create a new event in cooperation with the Parks & Recreation Department.
- **In-kind Donation:** Gifts/food/coupons to be used at an event, or the donation of time through the various volunteer opportunities available for corporate employees or service clubs wishing to give back to the community.

# **SPONSORSHIP RECOGNITION AND BENEFITS**

All donations will be recorded and reported in our annual report. Depending on your level of sponsorship, recognition will be mentioned on: flyers, brochures, banners/signs, press releases, announcements, programs, shirts, etc. In addition, introductions will be made at your sponsored event, letters of gratitude will be sent and, when possible, a photo of the event will be attached so that you can see the fruits of your donation. Volunteer hours will be documented for individuals choosing to give an in-kind donation of time and be recognized at our annual dinner.

## **Gold - Marquee Sponsor:**

- Top billing on all promotional materials.
- Your name or logo on banners, signs, flyers, brochures, press releases, public access TV, website, social media and/or purchased giveaways.
- Recognition at event through acknowledgment of individuals in attendance.
- Announcements made at event.
- Official thank you letter.
- Attendance at event is available.
- Admission tickets and t-shirts for ten (10) people (if applicable) to event.
- Two (2) free Parks & Recreation Park Permits for a company meeting or event.

## **Silver - Primary Sponsor:**

- Recognition on all promotional materials, website, and social media.
- Recognition at event on signs and/or T-Shirts.
- Recognition at event.
- Official thank you letter.
- Attendance at event is available.
- Admission tickets and t-shirts for five (5) people (if applicable) to event.
- One (1) free Parks & Recreation Park Permit for a company meeting or event.

## **Bronze – Associate Sponsor:**

- Sign posted at event or on specific giveaway
- Sign at specific area or activity.
- Official thank you letter or thank you gift to volunteers.
- Admission tickets and t-shirts for three (3) people (if applicable) to event.

Sponsors are invited to attend events and distribute information about their organization/company at the events they are sponsors for. All distributions at an event must be family-friendly, nonpolitical and must be approved by the Passaic County Parks & Recreation Department prior to distribution. Items cannot be distributed by the event sponsors that are being sold by the Parks & Recreation Department or by any of the registered vendors of the event.

# Special Events

## **Earth Day 50th Anniversary**

**Sunday, April 19, 2020 at Camp Hope, West Milford, NJ**

April 22, 2020, marks the 50th anniversary of Earth Day & we're starting the celebration early! At Camp Hope in West Milford, NJ we're going to have petting zoos with a wide variety of animals, inflatable rides for kids, fun & engaging presentations from the Turtle Back Zoo, the NJ Audubon Society & more, natural food taste testings like honey, maple syrup, preserves etc, guided nature hikes, earth-friendly arts & crafts & so much more! Your support can fund all the activities & presentations at the event as well as the food, drinks & supplies.

**The sponsorship opportunities for this event can be found on page 9.**

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## **Kids to Parks Day**

**Saturday, May 16, 2020 at Garret Mountain Reservation, Woodland Park, NJ**

Kids to Parks Day is a nationwide celebration of the great outdoors organized by the National Parks Trust & is designed to connect kids & families with their local, state, & national parks & public lands. By discovering & exploring our public lands, kids across the country can learn about park stewardship, outdoor recreation, STEM (science, technology, engineering & math), and the history of our country.

At Garret Mountain Reservation we're going to have fishing lessons, guided nature hikes, archery lessons, inflatable rides for kids, pony rides, a petting zoo, the Montclair Art Museum's Art Truck & plenty more for the kids to enjoy! Your support can fund all the activities & presentations at the event as well as the food, drinks & supplies.

**The sponsorship opportunities for this event can be found on page 9.**

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## **Passaic County Girl's Under-12 Softball Invitational**

**June 13th, Goffle Brook Park, Hawthorne, NJ**

The towns & cities of Passaic County boast some of the best youth sports programs in the state of New Jersey. The Passaic County Parks & Recreation Department is going to showcase these programs in head-to-head competition. Passaic County towns will send their best girl's under-12 softball team to Goffle Brook Park to face off & see who is the best team in the county! Your support will fund food & drinks for those in attendance as well as equipment, referees & entertainment.

**The sponsorship opportunities for this event can be found on page 10.**

## **Summer Family Movie Nights**

**June 26; July 10, 24; August 7, 21; September 4 | Camp Hope, West Milford, NJ**

The people of Passaic County are clamoring for movies & we're going to abide! We will have a huge inflatable screen located on the tee-ball outfield grass. Bring your own blanket early to claim a great spot to watch the movies & to grab some s'mores to eat cooked over Camp Hope's own fire pit. Supporting one of our movie nights will fund the high-cost of purchasing the rights to publicly host the movie viewings.

**The sponsorship opportunities for this event can be found on page 10.**

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## **Passaic County Wiffleball Tournament**

**July 11, 2020 | Goffle Brook Park, Hawthorne, NJ**

The popular baseball spin-off game invented in the 1950's is coming to Passaic County in a big way! Teams of 4-6 participants will swing, slide & slug away to try & take the crown of Passaic County's best Wiffleball team. Your support will fund food, drinks, entertainment & the necessary equipment & field creation to host this event.

**The sponsorship opportunities for this event can be found on page 10.**

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## **Passaic County Backyard Game Olympics**

**Sept 5, 2020 Dundee Island Park, Passaic, NJ**

Grab your partner & go toe-to-toe with all the other backyard game competitors in the first ever Backyard Game Olympics. You & your partner can choose to enter one or all of the following backyard game competitions: cornhole, ladder ball, Kan Jam & Spike Ball. There will be 1 winning pair from each backyard game & then 1 grand champion pair that scores the most points while competing in all 4 events. Your support will fund food & drinks for the competitors, music & entertainment and you can be named as the host of each event with the purchase of the necessary game equipment.

**The sponsorship opportunities for this event can be found on page 11.**

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## **Camp Hope Halloween Festival**

**October 31st, 2020 | West Milford, NJ**

One of our newest parks in West Milford, Camp Hope, will play host to an amazing Halloween celebration the morning of Halloween. Before the kids go trick or treating they can enjoy inflatable rides, a costume contest, pumpkin painting, an inflatable Halloween themed snow globe, glow in the dark arts & crafts and a trunk-or-treat event provided by area businesses. Your support can purchase the food & drinks for the event and many of the activities & supplies for the event.

The sponsorship opportunities for this event can be found on page 11.

## **Month-Long Workshops & Fitness Classes**

Along with our special events & festivals, Passaic County offers a variety of month-long workshops & fitness classes for all different ages & ability levels. These events are meant to introduce a new craft or ability to a beginner or further improve the abilities of an intermediate practitioner. These classes often meet weekly in the same location on the same day & time. As a sponsor you will be named as providing the funding for the instructor & any necessary equipment for that class.

**All workshop & fitness class sponsorships are \$500.**

### **Children's American Sign Language Workshop - Hosted by Katty Ogden Saturdays in January & February 2020 | Vanderhoef House, Clifton, NJ**

Bring your child to the Vanderhoef House in Clifton, NJ to learn ASL through songs & games. Children as young as 6 to 18 months will learn over 100 signs to use in everyday life. Children aged 2 to 4 years old will learn even more ASL signs that go along with traditional children's songs & newer modern songs. Katty Ogden received her ASL degree from Passaic County Community College.

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### **Children's Sewing Workshops - Hosted by So You Sewing Studios Mondays & Thursdays in February & March 2020 | Rea House, Hawthorne, NJ**

So You Sewing & Design Studio will be bringing their fun children's sewing workshops to Hawthorne, NJ in February & March 2020. For children aged 5-8 they will host hand sewing workshops where each week students will hand-make a different usable project such as pillows, bags, stuffed animals, pencil cases etc. For children aged 8-12, So You Studios each week will teach students how to use a sewing machine to make pants, shorts, skirts, tote bags & more!

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### **"Critter Care" Animal Education Workshop - Hosted by Farm Chicks LLC Thursdays in April 2020 | Camp Hope, West Milford, NJ**

Critter Care is an educational program that teaches children the importance of proper animal care as well as the responsibility of owning a pet. Each week, the Farm Chicks will provide a hands-on learning lesson about a different featured animal. They will teach proper care & maintenance for each animal and provide fun crafts & activities regarding that animal.

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### **Glow-in-the-Dark Art - Hosted by GlowHouse Kids LLC Saturdays in May & September 2020 | Camp Hope, West Milford & Rea House, Hawthorne**

GlowHouse Kids are bringing their fun & unique glow-in-the-dark art program to Passaic County's parks. This is so much more than a traditional art class -- Elisa will be helping develop your child's confidence & creativity through art. Their inventive program nurtures empowerment in creative play across all domains: social, emotional, cognitive & physical.

## **Bird Watching Hikes - Hosted by the NJ Audubon Society**

### **Saturdays throughout 2020 in Garret Mountain Reservation, Woodland Park, NJ**

Both the beginner & advanced birders are welcome to attend these weekly bird hikes hosted by the NJ Audubon Society. Attendees will learn about the unique feathered fauna that call Garret Mountain Reservation home & hopefully will get to spot them in their natural habitat as well!

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## **Fly Tying Workshop - Hosted by East Jersey Trout Unlimited**

### **Mondays in July 2020 | Rea House, Hawthorne, NJ**

Beginner & intermediate fly tyers over the age of 18 are welcome to attend this workshop. Beginners will learn the techniques & materials needed to tie trout flies. Patterns will include a selection of nymphs, streamers, wet & dry flies. The students will gain the basic understanding needed to tie flies that will catch fish. Intermediate students will learn additional techniques & patterns to advance your understanding of the basic materials & techniques learned in the beginner's course.

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## **Senior & Veteran Memoir Writing Workshop - Hosted by West Moss**

### **Tuesdays in Oct & Nov 2020 | 930 Riverview Dr. Suite 200 Totowa, NJ**

Every one of us has stories that are important to us, but figuring out how to best express them can be difficult. The stories are there waiting to be told, but the skill & craft are harder to learn. In this four-week workshop, we will learn some of the basic elements of the craft of writing & telling our own stories.

We will read excerpts of fine memoirs to show us ways we might want to employ in our own writing, and each participant will have the chance to share a piece of their own writing with the group. At the end, we will hold a reading for any family & friends you choose to invite. The hope is that, after our four weeks together, you will have the tools to keep exploring the stories that matter to you.

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## **Cooking Classes for Kids - Hosted by Chef It Up**

### **Tuesdays in November 2020 | Rea House, Hawthorne, NJ**

Chef It Up provides fun, healthy cooking classes to kids. They use totally nut-free products & are food allergy-friendly too. They supply everything needed. For cooked items they prepare them as make, take & bake at home with instructions for families to work on together.

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## **Summer Fitness Classes:**

We offer a variety of fitness classes in our 4 major county parks. Your support will fund the instructor & any necessary equipment needed to provide these great fitness classes to the Passaic County community:

# Guidebook Advertising Sponsorship

Every year we print over 10,000 of our highly coveted Guidebooks and give them out at our large events like our annual Art in the Park festival, Shakespeare in the Park, Paws in the Park, Senior Health Fair, and the annual Passaic County Fair. We also make them available at the county's libraries, colleges, government offices, parks and historical sites. These guidebooks highlight all of the amazing services, events, and activities open to Passaic County residents and visitors.

We hope you will join us in making the 2020 Passaic County Parks and Programs Guidebook the biggest and best it can be by becoming one of our sponsors! Below you will find the different sponsorship levels in which you can place your advertisement.

**We must receive the advertisement prior to the booklet being printed on the following date:  
December 31, 2019.**

## **Program Guidebook Advertisement**

- Full Page Ad: \$400
- ½ Page Ad: \$200
- ¼ Page Ad: \$100
- Passaic County Parks & Recreation Department Website Sponsorship \$1,500.00 per year: A site sponsorship allows a company to be on every page of the Parks & Recreation Department website. This includes a hyperlink to your company's website.

All advertising must be pre-approved by the Parks & Recreation Department & the Department reserves the right to be selective with regard to what is permissible to advertise. All advertisements must be family-friendly and must not promote violence, illegal substance use or any adult-oriented activity.

## **Facility/Amenity Sponsorship or Memorial**

The Passaic County Board of Chosen Freeholders in partnership with the Friends of Passaic County Parks, Inc. Board of Trustees offers a Memorial Bench and Tree Program whereby you can commemorate, honor, and remember the lives of friends and relatives. By purchasing either a tree or bench, you will receive a plaque with a message of your choosing to celebrate your loved ones' life in the location of your choice in the Passaic County Park System. If you are interested in this memorial program, please email: [fopcp@passaiccountynj.org](mailto:fopcp@passaiccountynj.org) or call (973) 881-4405 for more information.

# PRICES

## **Earth Day 50th Anniversary: April 19, 2020**

- Gold Sponsorship:** \$1,500.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$1,000.00: *(Food & Drinks; Children’s Inflatable Rides)*
- Bronze Sponsorships:** \$300.00: *(Trees/Flowers/Plants for beautification activity; sponsor a presenter/activity; t-shirts with logo.)*

## **Kids to Parks Day: May 16, 2020**

- Gold Sponsorship:** \$1,500.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$1,000.00: *(Food & Drinks; Inflatable Rides; Montclair Art Museum Art Truck; DJ & Music.)*
- Bronze Sponsorships:** \$250.00: *(Sponsor a presenter/activity; balloons & decorations; t-shirts with logo)*

## **Passaic County Girl’s Under-12 Softball Invitational Tournament: June 13, 2020**

- Gold Sponsorship:** \$2,000.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$1,000.00: *(Food & Drinks; DJ & Music)*
- Bronze Sponsorships:** \$300.00: *(Umpires; Trophies; Game Equipment; t-shirts with logo)*

## **Summer Family Movie Nights: June 26; July 20, 24; August 7, 21; September 4**

- Gold Sponsorship:** \$1,000.00: *(Film showing rights; sound system; projector; screen)*
- Silver Sponsorship:** \$500.00 *(Food & Drinks)*
- Bronze Sponsorships:** \$300.00: *(S’mores supplies for the summer)*

## **Passaic County Wiffleball Tournament: July 11, 2020**

- Gold Sponsorship:** \$1,000.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$750.00: *(Food & Drinks; DJ & Music)*
- Bronze Sponsorships:** \$350.00: *(Fences & Field Lining/Naming; Game Equipment; Trophies; t-shirts with logo)*

## **Backyard Games Olympics: September 5, 2020**

- Gold Sponsorship:** \$1,500.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$1,000.00: *(Food & Drinks; DJ & Music)*
- Bronze Sponsorships:** \$500.00: *(Game equipment; trophies, t-shirt with logo)*

## **Camp Hope Halloween Festival: October 31, 2020**

- Gold Sponsorship:** \$3,000.00: *(Full naming sponsorship. “ \_\_\_\_\_ presents...”)*
- Silver Sponsorship:** \$1,500.00: *(Food & Drinks; Inflatable Rides; Professional Pumpkin Carving Demonstration; DJ & Music)*
- Bronze Sponsorships:** \$500.00: *(Pumpkin painting; trunk or treat event & candy; costume contest trophies & prizes; t-shirt with logo)*

## **Workshops & Fitness Classes: \$500.00 each**

Name of workshop/class: \_\_\_\_\_

## **General Advertising**

- Full Page Program Guidebook Ad: \$400
- ½ Page Program Guidebook Ad: \$200
- ¼ Page Program Guidebook Ad: \$10
- Passaic County Parks & Recreation Department Website Sponsorship: \$1,500.00 per year

## **Facility Sponsorship**

- Park Bench:
  - \$2,500.00
- Memorial Tree:
  - \$1,250.00
- Bequest: \$ \_\_\_\_\_
- Memorial Donation: \$ \_\_\_\_\_

## **In-Kind Donation**

In lieu of financial contributions, the Office of Parks & Recreation also welcomes sponsorships in the form of products, goods, services or volunteer time. Please indicate which event you would like to provide an in-kind donation to and the goods/services provided:

**Event Name:** \_\_\_\_\_

**Goods/Services provided:** \_\_\_\_\_

## Sponsor Information Form

Thank you for agreeing to partner with us on our events! With your contribution we can continue to provide the same high-quality experiences that Passaic County's residents expect from the Parks & Recreation office.

Please fill out the contact information included on this form and then write in the event(s) and sponsorship levels that you are interested in supporting and send in this form with your payment. Make checks payable to the Friends of Passaic County Parks and mail to: 209 Totowa Rd. Wayne, NJ 07470. A receipt will be sent to you upon receipt of check. If you have an in-kind donation, write it in under the event/program of choice and contact us at (973) 881-4833 for delivery. Reminder that all donations are due two months before the event date.

**Sponsor Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Name as it should appear in marketing:** \_\_\_\_\_

**Event Name:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**Total: \$** \_\_\_\_\_ . \_\_\_\_\_

**Event Name:** \_\_\_\_\_

**Sponsorship Level** \_\_\_\_\_

**Total: \$** \_\_\_\_\_ . \_\_\_\_\_

**Event Name:** \_\_\_\_\_

**Sponsorship Level** \_\_\_\_\_

**Total: \$** \_\_\_\_\_ . \_\_\_\_\_

**Grand Total of Donation: \$** \_\_\_\_\_ . \_\_\_\_\_