



# TOWN OF MONROE

## PARKS & RECREATION DEPARTMENT

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## 2021 Sponsorship Opportunities

*The Town of Monroe produces several community events throughout the summer season that include our Summer Concert Series, Character Dinner Nights and our newest addition, Party at the Lake. These activities are free to the residents of Monroe. They do however require considerable funding and behind the scenes planning. In order to continue these events for our community, the Town of Monroe is actively seeking sponsorships and donations from the local businesses to continue the high quality of these special events.*

*Sponsoring an event provides you with a unique opportunity to connect with the Monroe Community, build brand awareness and show your support of our unique programming. We invite you to support any or all our summer recreational programs mentioned above. We offer several different sponsorship levels designed to allow businesses of all sizes to participate.*

### **Platinum Sponsor**

*Sponsorship of a summer season event listed above provides sponsors with the following:*  
*Opportunity for your company banner to be displayed at all events from that category.*  
*Announcements made at each event highlighting your company as a sponsor.*  
*Opportunity to display an approved company exhibit at each event*  
*Your company name in any press releases we send advertising the events.*  
*Recognition of your company's sponsorship on our website.*  
*Recognition of your company's sponsorship in the 2021 Spring/Summer brochure and/or flyers sent to all residents.*

### **Gold Sponsor**

*Sponsorship of a summer season event listed above provides sponsors with the following:*  
*Opportunity for your company banner to be displayed at all events.*  
*Announcements made at each event highlighting your company as a sponsor.*  
*Your company name in any press releases we send advertising the events.*  
*Recognition of your company's sponsorship posted on our website.*  
*Recognition of your company's sponsorship in the 2021 Spring/Summer brochure and/or flyers sent to all residents.*

### **Silver Sponsor**

*Sponsorship of a summer season event listed above provides sponsors with the following:*  
*Opportunity for your company banner to be displayed at the selected event.*  
*Announcements made at each event highlighting your company as a sponsor.*  
*Your company name in any press releases we send advertising the event.*  
*Recognition of your company's sponsorship posted on our website.*  
*Recognition of your company's sponsorship in the 2020 Spring/Summer brochure and/or flyers sent to all residents.*

### **Patron of the Arts Donations**

*We also welcome all business and individual donations in support of the summer programs.*

*Choir - \$25*

*Tenor - \$50*

*Soprano - \$100*

- *When events have multiple sponsorships, the Monroe Parks and Rec Department reserves the right to work with the sponsors to limit signage and physical displays.*

## **Available Sponsorship Opportunities**

*For 2021*

### **Concert in the Park Series**

*(Includes all concerts planned-multiple sponsors needed)*

*Platinum Sponsor*

*\$2,500*

*Gold Sponsor*

*\$1,000*

*Silver Sponsor*

*\$250.00*

### **Character Dinner Night Series**

*(Multiple nights and sponsors needed)*

*Platinum Sponsor*

*\$500*

*Gold Sponsor*

*\$250*

*Silver Sponsor*

*\$100*