Howard County
RECREATION & PARKS

SPONSORSHIP OPPORTUNITIES

Build your business and a healthy, active community

Last updated March 31, 2021

www.howardcountymd.gov/rap

Welcome to Howard County Recreation & Parks

Thank you for supporting local parks, programs, events and services in the county that boasts the city of Columbia being “Number One” among “Best Places to Live” in America according to Money Magazine.

Have your field banner viewed by over 500,000 people! Place a designed sponsorship notice in our activity guides that are mailed to over 132,000 Howard County households with an average county income of over $100,000! Have thousands see your banner in one of our indoor gyms!

Please review this catalog of opportunities to see how your company may align with our county. Don’t see what you would like? Call us and we will create a custom package for you.

Thank you for your support in getting children and adults active, keeping children safe, and assisting our populations that need extra services (one-on-one assistance, interpreters, wheel chair access, and much more) at no additional cost.

Sponsorship Information:
Please contact Mike Blevins at mblevins@howardcountymd.gov or
Anna Hunter at ahunter@howardcountymd.gov.

Prices may change. Space subject to availability; space reservation is based on payment received date.

Table of Contents

Synopsis of Opportunities to Support the Community

1 GET IN THE GAME

We have several advertising opportunities throughout the Sports Division. We have a wide range of sponsorship options waiting for you. Your company can enjoy exposure on our multi-purpose fields, pool, indoor gyms, fitness rooms, and sports equipment. Sponsors are very appreciated as this helps keep our program costs down.

2 APPAREL

T-Shirt and uniform sponsorship opportunities provide you with walking billboards in the community and allow us to keep our programs and events at costs that affordable to more community members.

3 SPECIAL EVENTS/PROGRAMS

Our community centers and programmers provide classes, camps, special events and services that serve the growing and changing needs of our community. Whether you're interested in fitness, aquatics or performing arts … we need your support!

4 SUPPORT THE NATURE CENTER

Our Natural Resources & Historic Division includes the Robinson Nature Center, 25 historic sites, and our park ranger program. Those wanting to support the county's history, nature center, or those that patrol the parks are welcome to do so through signage, program sponsorships, scholarships, and more.

5 GET PLAYING

Sponsor playground or fitness equipment, sports gear, a trip, and more.

6 REMEMBER

Honor a respected colleague, your company, or a loved one through a bench, water fountain, or tree. Stay connected with the community by naming a pavilion through a plaque.

7 IN-KIND & TAILOR-MADE PACKAGES

Get In The Game

Banner: $500 each for 1 year

Banner: $500 each for 1 year

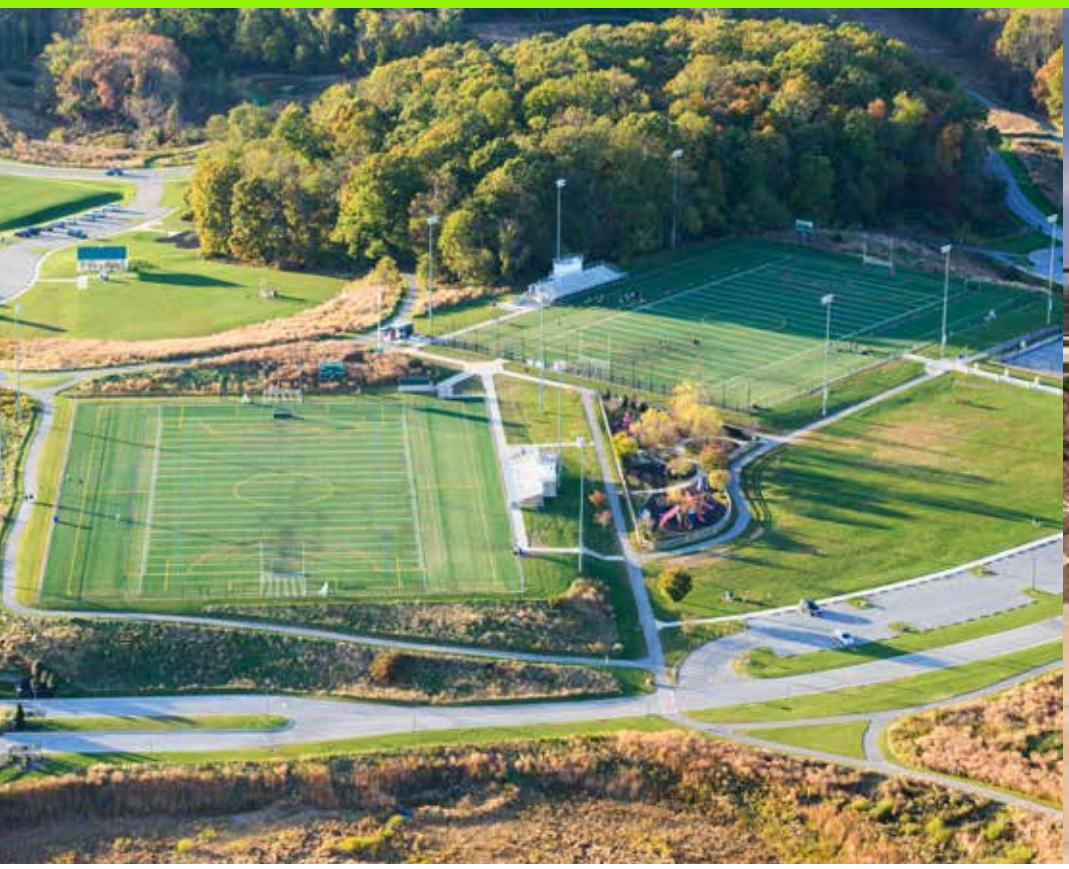
1. Indoor & Outdoor Banners

Sponsor a field, court, pool, or indoor gymnasium by placing a mesh banner on the fence or indoors. Outdoor banners are put up by March 1 and taken down around December 1.

Information

- Prices include installation and take-down.
- Full color banners:
  Multipurpose and baseball fields: 6'x4' mesh banner, with at least 6 grommets.
  Tennis and basketball courts: 3'x2' mesh banner, with at least 4 grommets.
  Inside gymnasiums: 6'x4' vinyl banner, with poll pocket or at least 3 grommets across the top.
- Sign space is on a first-come, first-served basis.
- If you cannot provide a banner, design & print services are an additional cost that starts at $250 per sign, paid in advance.
- Must pay in full prior to installation.
- Signs may include company name, logo, phone number, website or social media site location or social media icons.
- Signs may not include slogan, photos/pictures (head shots of realtors allowed on inside banners), alcohol, tobacco (including smokeless) products, firearms, pornography, profanity, or inappropriate content.
- Banners must be approved by Howard County Recreation & Parks prior to displaying.
- Recreation & Parks reserves the right to remove banners at any time.
- Banners that are damaged are replaced at the expense of the sponsor.

Prices may change. Space subject to availability; space reservation is based on payment received date.



2. Naming rights on fields, playgrounds, and more.

These are given out on a five-year basis. Please call for info.

3. Sponsor a pavilion

Sponsor a plaque that may be renewed every five years.
Ex: Thank you to [your name] for helping us maintain our pavilions.

4. Sponsor a kiosk at Blandair Park

Kiosks are four sided and located by each park parking lot.
Each panel is 24”x48” and printed on “100 aluminum” with full color and laminated vinyl graphics.
Price is $1,500 for two years with the option to renew before the panel is taken down after two years.

Getting To Know Howard County	
	111 Multipurpose fields *(27 with lights, 33 without)*
	52 Baseball/softball diamonds *(15 with lights, 37 without)*
	60 Tennis courts
	28 Basketball courts
	106,343 Registrants in classes, programs & camps from Fall 2018-Summer 2019

Apparel

2019 Sports Camp Tee

Prices may change. Space subject to availability; space reservation is based on payment received date.

T-Shirt and Uniform Sponsorship Opportunities

Howard County Recreation & Parks offers a variety of camps, programs, and leagues throughout the calendar year.

1. Sports Summer Camp T-shirts

In summer 2019, over 5,800 sports camp t-shirts were ordered. We would love your help as these shirts are walking billboards for your company and our programs.

- 1-color sponsor provided logo on the back of participant shirt
- 2.5” wide x 2.5” high logo $1,500
- 5” wide x 3” high logo $3,000
- 8” long logo $5,000

2. Other Summer Camp T-shirts

- 1-color sponsor provided logo on the back of participant shirt 5” wide x 3” high logo $1,500
- Options: Creative 360, KidzPik, Childcare, Adventure & Outdoors, or Robinson Nature Center

3. Wine in the Woods Volunteer T-shirts

- 1-color sponsor provided logo on the back of participant shirt 5” wide x 3” high logo $2,500

4. Championship Shirt

- 1-color sponsor provided logo on the back of participant shirt 5” wide x 3” high logo ..... $1,000 (you may pick the event/sport).

5. League Jersey $5,000

- You may pick the event/sport.

Only adult leagues may be sponsored by a bar that serves alcohol. Some adult leagues have about 400 participants per season.

In summer 2019, recreation & sports camps had over 21,350 registrants.

Special Events/Programs

Community Centers/Programs

Get together! Our community centers and programmers provide innovative and well-run programs, events and services that serve the growing and changing needs and wants of our community. Whether you're interested in fitness, aquatics or performing arts… we need your support!

Including land and water fitness programs, personal training sessions, pickleball and drop-in programs, and classes for those 0-100 years old, the community centers are the community's connection to a healthy and active lifestyle!

Annually, the department has over 45,000 participants.

- Over 1,500 summer camp sections
- Over 1,800 programs in the Fall
- Over 1,400 programs in the Winter
- Over 1,400 programs in the Spring
- Over 550 programs in the Summer

1. Membership Card

$1,000 per year

Place your company logo on all membership cards printed for one calendar year.

2. Banner

$500 per year

Sponsor a gymnasium or outdoor space.

3. Digital Slide

$50 per month

Sponsor a slide on video screens in

- Gary J. Arthur Community Center
- Meadowbrook Athletic Complex
- N. Laurel Community Center
- Recreation & Parks Headquarters
- Robinson Nature Center
- Roger Carter Community Center

4. Fitness Room

$500 per year

Place you logo in one of our fitness rooms.
Logos are placed in one location in each room.

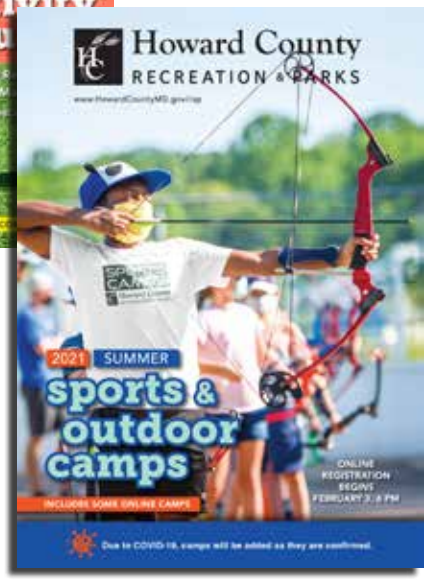
Maximum of 12” wide x 6” high logo.

Full Color / Vinyl Sticker

Sponsor is responsible for providing finished product.

Inquire about production or printing requirements for individual options.

Special Events/Programs



Activity Guide

- 140,000 printed
- 7.5” X 10.5”
- Distribution: Mailed to over 134,000 households, Fairs, Online, HC Gov. Facilities.

Placed in guide. Full color.

- Quarter Page, 3.25” wide X 4.5” tall ..... $500 per issue
- Half Page, 3.25” wide X 9” tall ..... $1,000 per issue
- Full Page, 6.75” wide X 9” tall ..... $2,000 per issue

Inside back cover. Full color, gloss paper.

- Quarter Page, 3.25” wide X 4.5” tall ..... $750 per issue
- Half Page, 3.25” wide X 9” tall ..... $1,500 per issue
- Full Page, 6.75” wide X 9” tall ..... $2,500 per issue

Back cover

- Half Page, 3.25” wide X 6.5” tall ..... $2,000 per issue
- Full Page, 6.75” wide X 6.5” tall ..... $3,000 per issue

Prices may change. Space subject to availability; space reservation is based on payment received date.

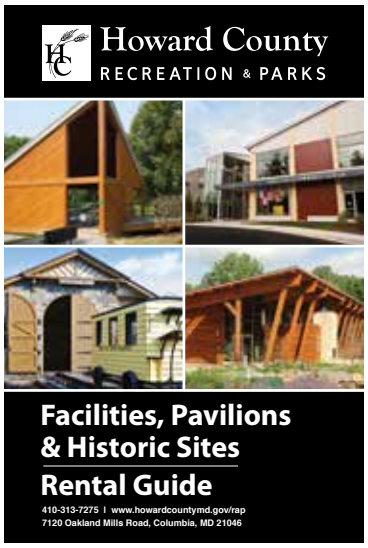
Camp Supplemental, Bridal, Rental Guide

- Camp Supplementals 20,000 or more ordered (Distribution: Schools, Fairs, Online, Community Centers)
- Bridal and Pavilion/Facility/Rental Guide - (Distribution: Fairs, Historic Sites, Online, Community Centers, Visitor's Center in Ellicott City)

Quarter Page ..... $500 per issue

Half Page ..... $750 per issue

Full Page ..... $1,000 per issue



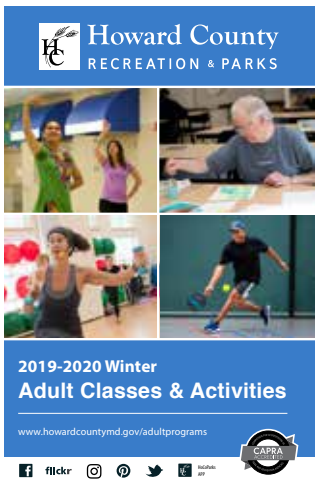
All other Supplemental Guide Sponsors

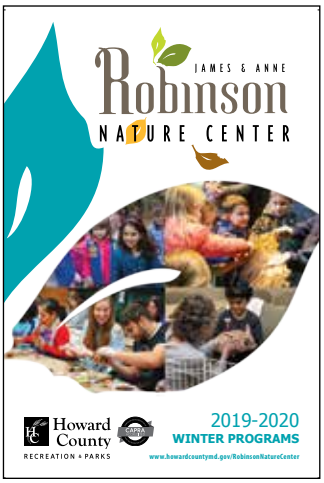
Adventure, Adults, Nature, N. Laurel Community Ctr., Pre-k, Youth, Trips & Tours

Quarter Page, 2.39" wide X 3.75" tall ..... $250 per issue

Half Page, 5" wide X 3.75" tall ..... $500 per issue

Full Page, 5" wide X 7.625" tall ..... $750 per issue





Special Events

Recreation & Parks sponsors help us bring fabulous special events to the community to enjoy, including egg hunts for all ages, fishing tournaments, free summer concerts, a free fireworks event attended by an estimated 20,000 people, the Wine in the Woods two-day event attended by an average of 25,000, a juried craft fair (Holiday Mart), Kid's Fest (over 1,000 participants), and many more. Those that partner with Recreation & Parks benefit from name recognition during programs and events.

Tailored Sponsorship Packages Available!

Individual Event Sponsors Welcome. See Popcorn Level on next spread.

CONCERTS, MOVIES, DANCES & MUSIC PACKAGE		
EVENT	DATE	ATTENDANCE
Outdoor Movie Nights at Centennial Park	Summer & October	50 at each event
Sunset Serenades & Traveling Bands Concerts	Summer	100-400 each
Belmont Blockbusters	August	125 per event
Snowflake Ball for Dads & Daughters	January/February	120 people
Daddy-Daughter Sweetheart Dance	January/February	200 people
Mommy-Son Valentine's Dance	February	120 people
Wine in the Woods	May	20,000 +
July 4th Fireworks	July	20,000 +
Inclusive Social Dances for those with special needs	One per month	125 people

NATURE PACKAGE	
EVENT	DATE
Public Star Parties	Throughout Year
Fishing Tournaments and Events	Throughout Year
Frozen Fest	January
Spring Eggstravaganza	March/April
Earth Day Clean Up	April
Native Plant Palooza	July
Wild for Water Day	July
Solar Fest	July
Parent/Child Camping in the Park	September
Halloween Ticks, Treats & Trees	October

The above are a sample of events that ran in the past.
Events are added and changed each year.

Special Events Package Levels

Sponsor Benefits	Platinum $20,000	Gold $15,000	Silver $10,000
VIP tickets to the Wine in the Woods event & VIP tent	20 tickets	14 tickets	12 tickets
Logo in Wine in the Woods Event Guide, website, and banners located at the stage and throughout the festival	✓	✓	✓
Receive a Wine in the Woods commemorative poster	✓	✓	✓
Discounted advertisement in the Wine in the Woods Event Guide	50% discount	50% discount	40% discount
VIP parking to July 4th	2 passes	2 passes	1 pass
Gain one reserved parking space at all sponsored events you attend	✓	✓	✓
Rounds of golf at Timbers at Troy Golf Course	6 rounds	4 rounds	2 rounds
Sponsor credit in promotional advertising	√	√	
On-site promotional booth/table. We provide one table and two chairs. ($3,000 cash commitment required for table at Wine in the Woods.)	All events	All events	All events
Printed thank you on-site (as available)	✓	✓	✓
Social media post sponsorship recognition	WIWS, July 4th, Summer Concert, 1 other event	WIWS, July 4th, Summer Concert	WIWS, July 4th
Your logo and link on event-related web pages when applicable.	✓	✓	✓
Your logo identifying you as a sponsor on related event poster and promotional materials except the Wine in the Woods poster.	✓ (Includes WIWS poster)	✓	✓
Space to hang your banner or sign (up to 4' x 6') during each event (and/or a pull-up banner) except WIWS and July 4th	✓	✓	✓
Mentioned in related day-of programs	✓	✓	✓

Bronze $5,000	Preferred $3,000	Valued $2,000	Individual $1,000	Popcorn Level $250
10 tickets	8 tickets	6 tickets	4 tickets	
✓	✓	✓	✓	
✓	✓	✓	✓	
30% discount	20% discount	10% discount	5% discount	
✓	✓	✓		
1 round	1 round	1 round	1 round	
excluding table at July 4th event	excluding table at July 4th event	excluding table at July 4th event & WIWs event	excluding table at July 4th & WIWs event	
✓	✓	✓	✓	at event you are sponsoring
WIWS, July 4th				
✓	✓	✓	✓	at event you are sponsoring
✓	✓	✓	✓	at event you are sponsoring
✓	✓	✓	✓	at event you are sponsoring
✓	✓	✓	✓	at event you are sponsoring

Support the Nature Center

JAMES & ANNE
Robinson
NATURE CENTER

Our Natural Resources & Historic Division includes the Robinson Nature Center, 25 historic sites, and our park ranger program. Those wanting to support the county's history, nature center, or those that patrol the parks are welcome to do so through signage, program sponsorships (for example, the popular school visits), scholarships, donations, and more.

The center strives to connect adults and children to the world around them through offering exciting experiences and programs that focus on natural and cultural history relevant to our local area and region. We are honored to recognize the critical role that partners play in helping to achieve this mission.

Prices may change. Space subject to availability; space reservation is based on payment received date.

1. Naturesphere Film

Robinson Nature Center's "NatureSphere" is the only planetarium in Howard County offering regular programs for the public. The Center partners with sponsors to acquire new, exciting, full-dome films for public viewing. Become a Tier 1 or Tier 2 sponsor by sponsoring the cost of a license agreement for one of these films.

Tier 1 ..... $5,001-$10,000

- Thank you screen at the beginning of public showings of the planetarium movie for the duration of the license agreement (between 5 and 20 years)
- Private showing of the film for employees prior to film "opening" to the public
- Recognition in the planetarium film brochure

Tier 2 ..... $3,000-$5,000

- Thank you screen at the beginning of public showings of the planetarium movie for the duration of the license agreement (between 5 and 20 years)
- 20 complimentary tickets for planetarium programming
- Recognition in the planetarium film brochure

2. School Field Trip $3,500

The center is the host to many school field trips each year. Your sponsorship covers the cost of a field trip program and busing for a group of students from schools serving populations where 75% or more of the students are in the Free & Reduced Meal program (Title 1 schools). Choose a school close to your business or donate to support any of these schools.

In return for your generosity, receive...

- recognition through a thank you social media post
- thank you screen on our lobby digital screen for a year
- thank you slide for one month at the HCRP headquarter's digital screen
- Sponsor recognition in the Nature Center's classroom spaces during the field trip
- Sponsor recognition on the Nature Center's Field Trip webpage

3. Outdoor Structure or Play Elements $2,000

The center includes a Children's Garden, Nature Play Area and Trail system. Help us engage visitors through sponsoring new components for these areas (ex: sculptures, instruments, and planters).

In return for your generosity, receive...

- Recognition on plaque for new element for the duration of the element's lifetime
- Thank you post on social media
- Thank you post on our lobby digital screen for a year

4. The Nature Center $1,500

Help support the nature center's mission. Donations support tree and garden plantings, live animal care costs, educational programming and Discovery room games, books and toys.

In return for your generosity, receive a...

- Thank you post on social media
- Thank you post on our lobby digital screen for a year

Get Playing

Fitness Zone $50,000

Fitness Zones® are comprised of a cluster of exercise equipment permanently placed in a select area of a park, making it easier for residents of all ages to include a fitness regimen in their daily routine as part of a healthy lifestyle.

Shade Structures At Playgrounds & Dog Park $15,000

Every day of the year, children, families, and their canines gather at the many playgrounds and Worthington dog park. Yes there is not shade over many playground structures making the equipment and your children hot and possible sun burned! Your sponsorship would fund a new structure to allow visitors to find a little shade.

Sponsor An Exhibit ..... $5,000-$20,000

Our museums, nature center and community center host educational exhibits ranging from the history of trains in Ellicott City to Howard County's agriculture over the centuries to a train caboose. Sponsor a temporary (or permanent exhibit with your company name prominently displayed).

ADA Tour Bus With Bathroom $50,000

Support our trips, tours, camps, and after-school activities by making transportation easy for all members of the community.

Splash Pads By Playgrounds $20,000

Help encourage citizens to play outdoors even during those hot, summer months where temperatures often go into the 90s.

Sustainable Give Aways ..... Prices Vary

Support our trips, tours, camps, events, and activities by providing current and perspective participants sustainable give aways with HCRP and your company logo. (Examples include metal or bamboo straws, water bottles, lunch boxes, soy crayons, or reusable bags).

Prices may change. Space subject to availability; space reservation is based on payment received date.

In-Kind & Tailor-Made

In-Kind Sponsorships And Tailor-Made Packages Welcome!

In addition to cash sponsors there are many in-kind services that you or your company may wish to consider. All services will receive sponsor recognition at cost value. The below are examples of opportunities; please contact us to discuss the right sponsorship for your business.

Advertising/Marketing | Magazine, Newspaper, Radio, Transit, Television, Web-Based Marketing

Printing | Fliers, t-shirts, brochures, promotional materials, banners

Landscaping | Floral, plants, decorative arrangements

Transportation/Vehicles | Golf or utility carts, shuttle service transportation for large events & trips

Entertainment | Title sponsorship for stage entertainment, band fees, movies

VIP & Sponsorship Tents | Food, beverages, decorations

Signage | Banners, signs or fliers on fields and indoors

Tents | For large and small events

School Trips | Help us provide school field trips for the 12 Title 1 schools in the county

Displays | Sponsor permanent and temporary exhibits or research projects

Programs | Sponsor a class/activity, ex: STEAM programs, fitness, therapeutic recreation, and more.

Remember

1. Memorial Tree & Bench Program

Trees and benches purchased through the program are planted and placed in county parks. Donors work closely with the Howard County Recreation & Parks Park staff to determine the ideal location for your memorial.

Memorial Tree Program ..... $500 per tree (Fee subject to change.)

The tree species, location, and planting date are at the discretion of the Recreation & Parks Department. Trees ordered from April 1 through October 15 are planted in the fall. Tree memorial plaques are available at certain park locations upon request and at an additional cost.

Memorial Bench Program ..... $2,000 per tree (Fee subject to change.)

The park benches are of a predetermined style. A standard plaque is placed on memorial benches and the name of the loved one will be inscribed on the plaque. The cost of the plaque is included in the bench program fee. The plaque allows for forty (40) characters (including spaces) however, for an additional fee twenty (20) characters can be added to the plaque.

2. Memorial & Gifts Program

This program allows for the donation of trees, benches, recreational equipment, and scholarships for a monetary contribution as memorials to honor family, friends, colleagues, and loved ones.

Gift Program: Allows the donation of trees, benches, recreational equipment, and scholarships for a monetary contribution as determined by the Department.

Cards of Acknowledgment: If desired, a card of acknowledgment is sent to the recipient's family advising that their loved one has been memorialized or honored in a special way.

Prices may change. Space subject to availability; space reservation is based on payment received date.

3. Water Fountain with Bottle Filler Donation

While recognizing your company, organization, or loved one, help the County reduce the number of plastic bottles in parks and provide clean drinking water to park patrons. In 2017, Americans used about 50 billion plastic water bottles and 38 billion ended up in landfills!

About the Water Fountains

- Fountains will be privately donated by individuals and companies.
- Three fountain heights plus a bottle filler will be on each
- Donors receive a 5x7 engraved plaque attached to the fountain. Company or organization logos can be engraved.
- Fountains are needed at 20 Howard County park locations (49 free-standing, upright water fountains and 16 to be attached to the outside of park buildings).

How To Get Started

- Select the park and location (permitting availability)
- Pay in advance for the fountain ($4,200 for park fountain; $3,625 for fountain attached to a building)
- Order fountain and plaque (Department places order; Donor chooses wording/logo.)
- Deliver and install at requested locations (takes approximately 6-weeks after ordered).
- Consult a tax-advisor; donations may be tax deductible.

Contracts & Payment

Rule and Regulations

See complete Howard County Recreation & Parks Sponsorship Guidelines for more information (www.howardcountymd.gov/HCRPSponsors).

There are space limitations at events and locations. Preference is on a first-come, first-served within price brackets.

For youth-oriented and facility-based opportunities, HCRP shall exclude those establishments purveying goods and services for purchase only for customers 18 years and older. Additionally, ads promoting alcohol, tobacco, firearms, or pornography are prohibited from partnership opportunities with youth-oriented programs.

Political advertisements, defined as those partnerships promoting a particular candidate, political affiliation, or political position regardless of the timing of a ballot issue, shall be expressly prohibited. This restriction shall not prohibit a person appointed or elected to office from partnering with the department to promote a business they may own or operate.

Message Content: Sponsorships on Howard County property are maintained as a nonpublic forum.

The County intends to preserve its rights and discretion to exercise full editorial control over the placement, content,appearance, and wording of sponsorship affiliations and messages. The County may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message.

The County will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.

Permissible Recognition Messages: Sponsorship recognition messages placed on County property or in County media may identify the sponsor but should not promote or endorse the organization or its products or services.

Statements that advocate, request a response, or contain comparative or qualitative descriptions, products, services, or organizations will not be accepted.

Payment

All sponsorships must be paid in full prior to starting the sponsorship. For example, a banner will not be displayed until the payment has cleared.