



# 2024 SPONSORSHIP OPPORTUNITIES



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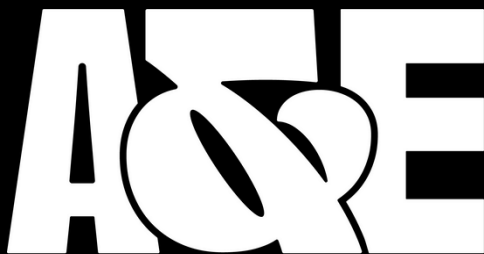
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# DOWNTOWN HAGERSTOWN

A Maryland Main Street Community



HAGERSTOWN  
ARTS & ENTERTAINMENT  
DISTRICT

## **INTERESTED IN A SPONSORSHIP OPPORTUNITY WITH MAIN STREET OR A&E DISTRICT?**

Contact Brittany Arizmendi to discuss sponsorship level details.

Email: [barizmendi@hagerstownmd.org](mailto:barizmendi@hagerstownmd.org)

Phone: 240-500-4582



# GALENTINE'S FLOWER TOUR

## DOWNTOWN STROLL

### EVENT DETAILS:

**NEW!**

Walk around Downtown Hagerstown and explore your favorite shops and restaurants while building your own bouquet with flowers from Gibney's Florist. End your day with a specialty drink at Alpine Plant Bar for a perfect girls day out!

### DATE & LOCATION:

Saturday, February 10, 2024

### TIME:

12:00 - 5:00 PM

### AUDIENCE:

25 ladies

### SPONSORSHIP LEVELS:

#### Presenting Sponsors

##### One \$1,000 Sponsor


- 10x10 display space to set up a booth for your company's promotion
- Logo on printed map/marketing materials
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

#### Supporting Sponsors

##### Two \$500 Sponsors

- Customized promotions
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.





# ST. PATRICK'S DAY STREET FESTIVAL

## MUSIC & BEER FESTIVAL

### EVENT DETAILS:

**NEW!**

The first ever St. Patrick's Day Street Festival in downtown Hagerstown! This festival will begin at the conclusion of RunFest and feature a special drink cup along with live music and entertainment.

### DATE & LOCATION:

March 16, 2024  
South Potomac Street

### TIME:

11:00 AM-2:00 PM

### AUDIENCE:

600+ local residents

### SPONSORSHIP LEVELS:

#### Presenting Sponsors

##### Two \$1,500 Sponsors

- 10x10 display space to set up a booth for your company's promotion
- Company logo on mugs and any customized promotions
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

#### Stage Sponsors

##### Four \$500 Sponsors

- 10x10 display space to set up a booth for your company's promotion
- Customized promotions (if applicable)
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

# TASTE OF DOWNTOWN

PASSPORT | DINING GUIDE | FOODIE EXPERIENCES

## EVENT DETAILS:

*NEW!*

Help us promote how delicious our downtown is through Taste of Downtown Restaurant Month in March. We'll share specials, gift card giveaways, workshops and food experience activities, and marketing campaigns with featured chef & restaurant content that celebrates our food scene.

## DATE & LOCATION:

March 2024

## AUDIENCE:

2,000+ families representing the larger Washington County and Tri-State area

## SPONSORSHIP LEVELS:

### Online Dining Guide Presenting Sponsors

#### Two \$1,000 Sponsors

- Prominent logo on virtual downtown dining guide
- Prominent logo on social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Logo or business name recognition on featured content to be posted throughout the entire month

### Online Dining Guide Supporting Sponsors

#### Six \$500 Sponsors

- Second-tier logo placement in virtual downtown dining guide boosted with paid digital campaign
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram pages recognizing dining guide sponsorship
- Newsletter mention with logo or business name recognizing dining guide sponsorship

SPONSORSHIPS FOR TASTE OF DOWNTOWN CONTINUED ON NEXT PAGE...



**NEW!**

## **MORE TASTE OF DOWNTOWN SPONSORSHIP LEVELS:**

### **Passport Sponsors**

**Two \$1,000 Sponsors or Four \$500 Supporting Sponsors**

- Prominent logo placement as passport sponsor on ~500 printed passports available at restaurants and culinary events throughout March
- Prominent logo placement on Restaurant Month Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown's Facebook and Instagram pages
- Newsletter mention with logo or business name

### **Sip & Stroll Sponsor**

**One \$600 Sponsor**

- Logo on wristbands for March 2024 Sip & Stroll
- Logo or business name on drink specials sign and website
- Social media posts with logo or business name on Downtown Hagerstown's Facebook and Instagram pages
- Newsletter mention with logo or business name
- Option to set up business display at Sip & Stroll ID check booth and volunteer welcome guests

### **Culinary Workshop Sponsor**

**Three \$500 Sponsors**

- Logo on workshop registration page
- Logo or business name on workshop Facebook event page
- Logo on sandwich board sign at workshop venue
- Logo on Restaurant Month webpage and sponsorship mention on Restaurant Month Facebook event page
- Option to set up business display at workshop and volunteer

### **Gift Card Giveaway Sponsor**

**One \$500 Sponsor**

- Business recognized as sponsor with logo or business name in social media posts and newsletter
- Business recognized as sponsor with logo or business name social media post about the gift card giveaway and winner announcements
- Logo on Restaurant Month webpage and sponsorship mention on Restaurant Month Facebook event page

# HANDMADE HAGERSTOWN

## LOCAL HANDMADE ARTISAN MARKET



### EVENT DETAILS:

Handmade Hagerstown is an outdoor artisan market bringing local handcrafted vendors to the streets of Downtown Hagerstown! We expect to have 20+ vendors attending these events.

### DATE & LOCATION:

April 27: University Plaza

November 23: South Potomac Street

### TIME:

Saturday, April 27 | 10:00 AM - 4:00 PM

Saturday, November 23 | 2:00 PM - 6:30PM

### AUDIENCE:

600+ local residents

### SPONSORSHIP LEVELS:

#### SPRING MARKET: \$1,000 Presenting Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Customized promotions (if applicable)
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

#### HOLIDAY MARKET: \$1,000 Presenting Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Customized promotions (if applicable)
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

# DECADES MUSIC SERIES

## LIVE MUSIC



### EVENT DETAILS:

Join us for our 2024 Decades Music series in Downtown Hagerstown! These events will feature bands playing live music on the stage in University Plaza. Beer and food vendors will be featured on site along with kids zone for activities.

### LOCATION:

University Plaza

### DATES:

Friday, April 26 | 6:00 PM - 8:00 PM

Friday, May 24 | 6:00 PM - 8:00 PM

Friday, June 21 | 6:00PM - 8:00 PM

Friday, July 26 | 6:00 - 8:00 PM

Friday, September 27 | 6:00 - 8:00 PM

### AUDIENCE:

400+ attendees per concert

### SPONSORSHIP LEVELS:

#### Presenting Sponsors (Up to 5)

##### \$2,000 Sponsor

- [Your Business Name] Presents MDWK Music & Market Series
- Large logo on-site on concert banners
- Stage mentions by emcee on specific concert night
- Large featured logo on concert series website
- Sponsorship recognition in newsletter
- Social media thank you with logo and tag on Facebook and Instagram
- Optional space for your company booth on-site during the specific concert night
- Optional 1-minute welcome speech on stage at beginning of specific concert night by your company

#### Supporting Sponsors

##### Five \$500 Sponsors

- 10x10 display space to set up a booth for promotion
- Second-tier logo placement on all printed and online material
- Second-tier logo placement as event's presenting sponsor on event web page, Facebook event page
- Sponsorship applies to one date



# MDWK MUSIC & MARKET

LIVE MUSIC, FOOD, BEER, & LOCAL ARTISAN GOODS



## EVENT DETAILS:

MDWK Music and Market is a summer music series featuring a variety of musicians every Wednesday from mid July until late August. Enjoy artisan vendors, food vendors, and beer each week!

## LOCATION:

University Plaza

## DATES:

Every Wednesday  
July 10 - August 21 | 5:30 PM - 8:00 PM

## AUDIENCE:

200+ attendees weekly

## SPONSORSHIP LEVELS:

### Presenting Sponsors (Up to 7)

#### \$1,500 Sponsor

- [Your Business Name] Presents MDWK Music & Market Series
- Large logo on-site on concert banners
- Stage mentions by emcee on specific concert night
- Large featured logo on concert series website
- Sponsorship recognition in newsletter
- Social media thank you with logo and tag on Facebook and Instagram
- Optional space for your company booth on-site during the specific concert night
- Optional 1-minute welcome speech on stage at beginning of specific concert night by your company

### Supporting Sponsors

#### Seven \$500 Sponsors

- 10x10 Display space to set up a booth for promotion
- Logo placement on print, broadcast, social media, press releases
- Logo featured on the event website and event Facebook page.
- Mentions and business linked in social media posts promoting the event and original content featuring community Veterans in Downtown Hagerstown's newsletter.
- Sponsorship applies to one date

# STORY TIME IN THE PLAZA

## CHILDREN'S ENTERTAINMENT



### EVENT DETAILS:

Story Time with the Mayor is a children's event featuring live entertainment and story reading. This event is free and open to children of all ages.

### LOCATION:

University Plaza

### DATES:

Every Wednesday  
July 10 - July 31 | 10:30 - 11:30 AM

### AUDIENCE:

50+ families representing the larger Hagerstown & Washington County communities

### SPONSORSHIP LEVELS:

#### Presenting Sponsors

##### Four \$500 Sponsors

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters.
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use



# END OF SUMMER BLOCK PARTY

## COMMUNITY FESTIVAL

THE DOG HOUSE CAFE



### EVENT DETAILS:

Celebrate the end of summer on South Potomac Street! This event features a dog contests, human hot dog eating contest, and live music. Bring out the entire family for this family-friendly downtown event!

### LOCATION:

South Potomac Street

### DATE:

Friday, August 23 | 5:30 - 8:00 PM

### AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$1,000 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

#### Contest Sponsors

##### Four \$500 Sponsor

- Live mentions of business during the contest
- Second-tier placement of logo on Downtown Hagerstown website and on event Facebook page
- Newsletter mention recognizing costume contest sponsorship
- Option to provide judges for the contest and to present prizes to winners.
- Recognized as provider of contest prizes



# HAGERFEST

## ARTS & MUSIC FESTIVAL



### EVENT DETAILS:

*NEW!*

Spanning the length of the Hagerstown Cultural Trail, this event will include live music, artists, and performances spread throughout downtown. It will truly be a celebration of the arts and entertainment offerings we have locally!

### LOCATION:

Hagerstown Cultural Trail

### DATE:

Saturday, September 21 | 11:00 AM - 7:00 PM

### AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### Four \$5,000 Sponsor

- Sponsor a stage location in the A&E district
- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

#### MURAL Sponsors

##### Five \$3,000 Sponsor

- Sponsor a location in the A&E district where an artist will paint a new mural
- Prominent placement of logo on Downtown Hagerstown + Arts & Entertainment website and on event Facebook page
- Newsletter mention
- Option to provide judges for the contest and to present prizes to winners
- Recognized as provider of contest prizes



# FALL FOLK FESTIVAL

## FOLK MUSIC

### EVENT DETAILS:

Join us for the second annual Fall Folk Festival in downtown Hagerstown! Grab the family and head to South Potomac Street for vendors, activities, and live music - all FREE!

### LOCATION:

South Potomac Street

### DATE:

Saturday, October 5 | 12:00 - 6:00 PM

### AUDIENCE:

500+ attendees representing the larger Hagerstown & Washington County communities

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### Two \$2,500 Sponsor

- Stage sponsor
- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

#### Activity Sponsors

##### Three \$500 Sponsor

- Sponsor one of the activity station's (axe-throwing, bounce house, and kids crafts)
- Prominent placement of logo on Downtown Hagerstown + Arts & Entertainment website and on event Facebook page
- Newsletter mention
- Option to provide judges for the contest and to present prizes to winners.
- Recognized as provider of contest prizes

# HALLOWEEN BLOCK PARTY

## COMMUNITY FESTIVAL



### EVENT DETAILS:

Downtown Hagerstown's Halloween block party! Simultaneous activities are planned to provide fun for all ages. This event creates a festival atmosphere on S. Potomac Street and includes everything from trick-or-treating at downtown businesses to costume contests, arts-and-crafts activities, music, and games. As a sponsor of this event, you help us throw one of the most beloved events of the year and gain exposure to hundreds of costumed kiddos, families, and pets.

### LOCATION:

South Potomac Street

### DATE:

Friday, October 25 | 5:30 - 8:00 PM

### AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$1,000 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters.
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

#### Costume Contest Sponsors

##### Three \$500 Sponsor

- Live mentions of business during the contest
- Second-tier placement of logo on Downtown Hagerstown website and on event Facebook page
- Newsletter mention recognizing costume contest sponsorship
- Option to provide judges for the contest and to present prizes to winners
- Recognized as provider of contest prizes



# 10 YEAR MAIN STREET ANNIVERSARY

## MAIN STREET CELEBRATION

### EVENT DETAILS:

**NEW!**

We are celebrating 10 years of Main Street in downtown Hagerstown this November where we plan to bring together our most prominent supporters together for a night of thanks, celebration, and awards. As a sponsor of this event, you are able to put your personal stamp on the party as the host to over 150 influential business owners and community members in Hagerstown.

### LOCATION:

TBD

### DATE:

November TBD 2024

### AUDIENCE:

150+ downtown investors, largest Downtown Hagerstown financial supporters and loyal downtown customers

### SPONSORSHIP LEVELS:

#### Presenting Sponsors

##### Two \$2,000 Sponsor

- Prominent logo on digital invitations and RSVP
- Prominent logo on pre-presentation slideshow
- Opportunity to make remarks during the evening, serve as an award presenter, and be in photos with award winners
- Sponsorship mention in award announcement press release
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram pages
- Newsletter mention with logo or business name

#### Supporting Sponsors

##### Four \$400 Sponsor

- Award grantor, representative present an award at the event
- Logo on RSVP, pre-presentation slideshow and thank you during event
- Social media posts and newsletter mention with logo or business name

#### Sustaining Sponsors

##### Six \$200 Sponsor

- Logo on RSVP, pre-presentation slideshow and thank you during event
- Social media posts and newsletter mention with logo or business name

# HOLLY FEST

## PERFORMING ARTS



### EVENT DETAILS:

Holly Fest is an annual holiday themed event held at The Maryland Theatre. This event is free and open to the public and features youth performances from local musical groups and dance studios.

### LOCATION:

The Maryland Theatre

### DATE:

Friday, November 22 | 7:00 PM

### AUDIENCE:

1,000+ community members and families

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$2,000 Sponsor

- Prominent logo placement on print, broadcast, social media, and mentioned in press release
- Prominent logo placement on banner and website
- Space for corporate booth at event where you can offer an activity, giveaways, contests, etc.
- Newsletter mention recognizing presenting sponsorship



# DOWNTOWN TREE LIGHTING

## COMMUNITY FESTIVAL



### EVENT DETAILS:

The Downtown Tree Lighting ceremony marks the beginning of the holiday season in Downtown Hagerstown! Community members enjoy a free performance from a local student band and witness the official lighting of Hagerstown's tree.

### LOCATION:

Public Square

### DATE:

Saturday, November 23 | 5:00 PM - 6:00 PM

### AUDIENCE:

400+ community members and families

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$2,500 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Social media posts on Downtown Hagerstown channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- 10 x 10 booth space for company use

#### Hot Cocoa Sponsor

##### One \$800 Sponsor

- Second-tier logo placement on print, broadcast, social media, and website
- Newsletter mention recognizing hot cocoa sponsorship
- Free 10 x 10 display space for company use

#### Santa's Workshop Sponsor

##### One \$500 Sponsor

- Second-tier logo placement on print, broadcast, social media, and website
- Newsletter mention recognizing hot cocoa sponsorship
- Free 10 x 10 display space for company use



# DOWNTOWN COOKIE TOUR

## COMMUNITY FESTIVAL

### EVENT DETAILS:

Ticketed event that will attract families and shopping buddies who stroll downtown collecting fresh-baked cookies by local bakers and restaurants while shopping for the holidays.

### LOCATION:

Downtown Hagerstown

### DATE:

Saturday, December 7 | 12:00-4:00 PM

### AUDIENCE:

Families and shoppers from the Hagerstown, Washington County, and the surrounding Tri-State area

*NEW!*

### SPONSORSHIP LEVELS:

#### Cookie Tour Presenting Sponsor

##### One \$2,000 Presenting Sponsor

- Prominent logo placement on 100+ cookie boxes
- Prominent logo placement on signage
- Sponsorship mention on Cookie Tour Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

#### Cookie Tour Sustaining Sponsors

##### Four \$500 Sponsor

- Second-tier logo placement on 100+ cookie boxes
- Second-tier logo placement on signage displayed outside each stop
- Second-tier logo on registration site
- Sponsorship mention on Cookie Tour Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown's Facebook and Instagram pages
- Newsletter mention with logo or business name

**CITY**  
**FARMERS**  
Est. 1791



**MARKET**  
**DOWNTOWN**  
**HAGERSTOWN**

**INTERESTED IN A  
SPONSORSHIP  
OPPORTUNITY  
WITH HISTORIC  
CITY FARMERS  
MARKET?**

Contact Brittany Arizmendi  
to discuss sponsorship level  
details.

[barizmendi@hagerstownmd.org](mailto:barizmendi@hagerstownmd.org)  
240-500-4582





# CITY FARMERS MARKET

## OUTDOOR SEASONAL MARKET

### EVENT DETAILS:

The Historic City Farmers Market is an outdoor seasonal market held the third Thursday of each month beginning in June and ending in September. Accessible to downtown residents and employees, it offers a centralized shopping experience.

### LOCATION:

Downtown Hagerstown

### DATE:

June - September  
Third Thursdays | 3:30 - 7:00 PM

### AUDIENCE:

150+ attendees at each market

### SPONSORSHIP LEVELS:

#### Presenting Sponsor

**One \$2,000 Presenting Sponsor or Four \$500 Sponsor**

- Prominent logo placement on website
- Prominent logo placement on signage
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use



H A G E R S T O W N  
**FIT FOR YOU**

**INTERESTED IN A SPONSORSHIP  
OPPORTUNITY WITH PARKS & RECREATION?**

Contact Amy Riley to discuss sponsorship level details.

[ariley@hagerstownmd.org](mailto:ariley@hagerstownmd.org)  
301-739-8577 x180

# PARKS AND RECREATION

## YEARLONG SPONSORSHIP



## 2024 EVENT MARKETING PACKAGE

### Five \$5,000 Yearlong Sponsors

- Significant company exposure through popular, well-known, annual, family-friendly city parks community events with large audiences (see list of events below)\*
- Opportunities to provide on-site activities to engage and promote your organization to attendees
- Event sponsorship recognized in all advertising, social media, website and monthly newsletter
- 20x10 Booth space at all events to distribute promotional items and business info
- Logo featured on City of Hagerstown website with link to company site for calendar year
- Facebook promotions over a calendar year – 14K+ followers on P&R Facebook page
- Company promotion in our monthly e-cast newsletters sent to 6,000+ subscribers
- Opportunity to hang banners and/or place yard signs at events
- Ad space (3x5) in two Parks & Rec Seasonal Guides (40,000 distribution); digital guide link to company site
- 3x8 banner advertising at Potterfield Pool for 3 months, reaching an audience of 30,000+

### \*Events (7) Include:

- Hub City 100 Miler – Friday, January 12 through Saturday, April 20 (1,000 participants)
- Outdoor Movies at City Park – five (5) movies, June/July/August (2,000 series attendance)
- City Park Fall Fest – September 21 (3,000 festival attendance)
- Harvest Hoedown at Fairgrounds Park – October 12 (3,000 festival attendance)
- Trick-or-Treat Drive Through at Fairgrounds Park – October 24 (1,500 event attendance)
- Halloween Dog Costume Parade at Fairgrounds Park – October 26 (350 attendance)
- City Park Lighting – December 6 (2,000 event attendance; 30,000 visitors month of December)





# HUB CITY 100 MILER

## COMMUNITY HEALTH INITIATIVE

### EVENT DETAILS:


What better way to start out a new year than with a fun program that challenges you to live a more active and healthier lifestyle. Gain visibility as hundreds of members across the community join this health initiative to walk 1 mile a day for 100 days.

### DATE:

January 12 - April 20, 2024

### AUDIENCE:

1,000+ community members and families



DO YOU HAVE A  
COMPANY WELLNESS  
PROGRAM? SPONSOR  
YOUR EMPLOYEES  
FOR THE 100 MILER

### SPONSORSHIP LEVELS:

#### Program Sponsors

##### Five \$500 Sponsors

- Logo on t-shirt, website, and social media
- 10x10 booth space at kick-off (January 12) and event finale (April 20); opportunity to provide giveaways and prizes
- January-April; 100 days of advertising and online promotions

#### Prize Sponsors

##### Unlimited \$15-\$500 value

- Company name with website links featured on event website
- Promotional mentions on social media and newsletter



Hub City 100 Miler

100 MILES IN 100 DAYS

# TOUCH A TRUCK & TRAIN

## INTERACTIVE FAMILY EVENT



### EVENT DETAILS:

**NEW!**

Touch A Truck & Train will provide an opportunity for kids of all ages to explore the vehicles they've seen on city streets, in movies, books, and driving around town. A hands-on experience for the entire family!

### LOCATION:

City Park Train Hub

### DATE:

Saturday, May 11, 2024

### AUDIENCE:

500+ community members and families



### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$2,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

#### Event Sponsors

##### Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website





# OUTDOOR MOVIES AT CITY PARK

## COMMUNITY MOVIE



### EVENT DETAILS:

Pack a blanket and snacks and join us in City Park for the summer outdoor movie series! This is free family-friendly activity hosted on various Friday evenings throughout the summer.

### LOCATION:

Hagerstown City Park

### DATE:

Friday, June 7, 2024

Friday, June 14, 2024

Friday, July 12, 2024

Friday, July 19, 2024

Friday, August 16, 2024

### AUDIENCE:

2,000+ community members and families



### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$2,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers
- Company commercial to air on screen before the movie (produced by sponsor) – this one for movies only

#### Movie Sponsors

##### Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website
- Company commercial to air on screen before the movie (produced by sponsor)



# CITY OF HAGERSTOWN JULY 4TH FIREWORKS FIREWORKS DISPLAY

## EVENT DETAILS:

Underwrite Hagerstown's official fireworks show to bring joy to families throughout the entire region. Fireworks will light up our community's spirit as we celebrate the nation's independence!

## LOCATION:

Fairgrounds Park

## DATE:

Thursday, July 4, 2024

## AUDIENCE:

10,000+ community members and families

## SPONSORSHIP LEVELS:

### Fireworks Presenting Sponsor Two \$5,000 Sponsors

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Logo on event webpage with link to Company website
- Sponsorship advertised on Facebook (14k followers)
- Sponsorship recognition through signage at event – banner and/or yard signs



# CITY PARK FALL FEST & FIREWORKS

FREE COMMUNITY FESTIVAL & FIREWORKS DISPLAY



## EVENT DETAILS:

Stroll through the beautiful City Park and visit with vendors, food trucks, artists, living history, a petting zoo, music & family friendly entertainment and stay for a fireworks display - all for FREE!

## LOCATION:

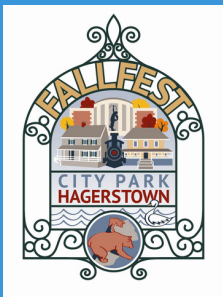
Hagerstown City Park

## DATE:

Saturday, September 21, 2024

## AUDIENCE:

3,000+ community members and families



## SPONSORSHIP LEVELS:

### Fireworks Presenting Sponsor

#### One \$5,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Logo on event webpage with link to Company website
- Sponsorship advertised on Facebook (14k followers)
- Sponsorship recognition through signage at event – banner and/or yard signs
- 10x10 booth space to distribute promotional items and business info

### Presenting Sponsor

#### One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers



# CITY PARK FALL FEST & FIREWORKS

FREE COMMUNITY FESTIVAL & FIREWORKS DISPLAY



## EVENT DETAILS:

Stroll through the beautiful City Park and visit with vendors, food trucks, artists, living history, a petting zoo, music & family friendly entertainment and stay for a fireworks display - all for FREE!

## LOCATION:

Hagerstown City Park

## DATE:

Saturday, September 21, 2024

## AUDIENCE:

3,000+ community members and families



## SPONSORSHIP LEVELS:

### Pony Rides & Petting Zoo Sponsor

#### One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs

### Event Sponsors

#### Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website

### Vendor Opportunities

- **Business Exhibitor Booth Space**
  - \$100 - 10 x 10 space
- **Food Vendor**
  - \$75 – 20x10 space
- **Craft Vendor**
  - \$25 – 10x10 space
  - \$50 – 20x10 space

# HARVEST HOEDOWN

## FREE COMMUNITY FESTIVAL



### EVENT DETAILS:

Bring the entire family to Fairgrounds Park for family friendly games and activities, free pumpkins & face painting, make your own scarecrow to take home, and enjoy local food trucks - all for FREE!

### LOCATION:

Fairgrounds Park

### DATE:

Saturday, October 12, 2024

### AUDIENCE:

3,000+ community members and families



### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during the event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

#### Event Sponsors

##### Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website



# HARVEST HOEDOWN

## FREE COMMUNITY FESTIVAL

### Pumpkin Sponsor

#### One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs
- First 1,000 kids get a free pumpkin courtesy of our sponsor!



### Scarecrow Making Sponsor

#### One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs



### Pony Rides & Petting Zoo Sponsor

#### One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs



### Vendor Opportunities

- **Business Exhibitor Booth Space**
  - \$100 - 10 x 10 space
- **Food Vendor**
  - \$75 - 20x10 space
- **Craft Vendor**
  - \$25 - 10x10 space
  - \$50 - 20x10 space



# HOWL-O-WEEN DOG COSTUME PARADE

## DOG-FRIENDLY EVENT



### EVENT DETAILS:

What's cuter than furry friends dressed up for Halloween? Join us at this fun dog-friendly costume parade and vendor fair at Fairgrounds Park.

### LOCATION:

Dog Park at Fairgrounds Park

### DATE:

Saturday, October 26, 2024

### AUDIENCE:

350 attendees



### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$1,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during the event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

#### Prize Sponsor \$15-\$500 value

- Company name with website links featured on event website
- Promotional mentions on social media and newsletter

#### Pet Friendly Business Booth Space

- Exhibitor Booth Space
  - \$25 - 10 x 10 space



# CITY PARK TREE LIGHTING

## COMMUNITY FESTIVAL & LIGHT DISPLAY



### EVENT DETAILS:

Enjoy a joyful evening at Hagerstown City Park as the lights are illuminated at the annual City Park Tree lighting. Drive through the park during the holiday season to enjoy a free light show!

### LOCATION:

Hagerstown City Park

### DATE:

Friday, December 6, 2024

### AUDIENCE:

2,000 attendees  
30,000 visitors to park during December



### SPONSORSHIP LEVELS:

#### Presenting Sponsor

##### One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 14K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

#### Cookies & Hot Cocoa Sponsor

##### One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs
- First 1,000 visitors get 2 cookies & hot cocoa courtesy of our sponsor!



# CITY PARK TREE LIGHTING

## COMMUNITY FESTIVAL & LIGHT DISPLAY

### Glow Necklace Sponsor

#### One \$500 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media

### Vendor Opportunities

- **Business Exhibitor Booth Space**
  - \$100 - 10 x 10 space
- **Food Vendor**
  - \$75 - 20x10 space
- **Craft Vendor**
  - \$25 - 10x10 space
  - \$50 - 20x10 space



# NEW! CITY PARK LIGHT SPONSORSHIPS

### Tunnel Sponsor

#### One \$750 Sponsor

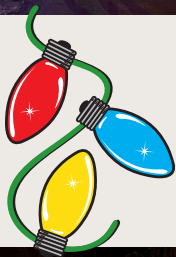
- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard sign



### Christmas Light Sponsors

#### Five \$500 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard sign



# PARKS AND RECREATION



## PARKS & REC SEASONAL GUIDE

**Five Ad Spaces Available**  
**\$350 (1 guide) or \$650 (2 guides)**

- 3x5 ad in Spring/Summer and/or Fall/Winter Guides; only 8 spaces available!
- 20,000 distribution (each guide), including distribution through Washington County Public Schools
- Parks & Rec main marketing piece offering a 7-month shelf life (each guide)
- Digital version available on our website with link to your company website; guides distributed at ALL events!



## POTTERFIELD POOL

### Dive-In Movie Sponsor

#### One \$500 Sponsor

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website
- Company commercial to air on screen before the movie (produced by sponsor)

### Banner Advertising

#### Five \$400 Sponsors

- 3x8 banner advertised at Potterfield Pool from Memorial Day - Labor Day
- 30,000+ estimated attendance at Potterfield Pool for the season
- Opportunity to distribute flyers or company promotions at the pool





# THE GREENS AT HAMILTON RUN

## SPONSORSHIP

### TOURNAMENT SPONSOR

#### Four \$500 Sponsors

- **City Championship, Par Fore Pink, Halloween Glow Ball, and Turkey Cup**
- Title sponsorship in advertising, social media, website and golf newsletter
- Course advertising
- Team entry or golf passes

### FOOD SPONSOR

#### Four \$200 Sponsors

- Provide lunch for one of our annual City Golf Tournaments
- Your company name w/ website links featured on golf webpage
- Promotional mentions on social media and newsletter

### PRIZE SPONSOR

#### Unlimited \$25-\$300 Value Sponsors

- Provide a prize for one of our annual City Golf Tournaments
- Promotional mentions on social media and golf newsletter



## ADVERTISING OPPORTUNITIES

### Scorecard Advertising

#### Five \$500 Sponsors



- Your company ad, business name, logo, and/or promotional information on 30,000+ printed scorecards
- Featured listing on our website and social media site, linked to your company's site
- 2 Years of advertising; 4 free rounds of golf

### Tee Marker Advertising

#### Nine \$500 Sponsors



- Custom made sign with your business name and logo on 1 of 9 Markers
- Featured listing on our website and social media site, linked to your company's site
- 2 Years of advertising; 4 free rounds of golf





# 2024 SPONSORSHIP OPPORTUNITIES

COMPANY/NAME

CONTACT PERSON

BILLING ADDRESS

CITY, STATE, ZIP CODE

EMAIL

PLEASE LIST THE EVENT(S), NAME AND AMOUNT OF SPONSORSHIP BELOW.

**TOTAL SPONSORSHIP AMOUNT**

