



# SPONSORSHIP OPPORTUNITIES

A Guide to Sponsorship, Community Support and  
Volunteer Programs

**City of Gaithersburg**

31 South Summit Avenue • Gaithersburg, MD 20877

301-258-6300 • [www.gaithersburgmd.gov](http://www.gaithersburgmd.gov)



# A LETTER FROM THE MAYOR

## WELCOME, SPONSORS!

There's a lot of opportunity awaiting you in this wonderful community.

Gaithersburg is a growing, diverse city of more than 68,000 people, located in the heart of Montgomery County, Maryland. We're home to multinational corporations, unique retailers and restaurants, award winning neighborhoods, a highly educated workforce, and a school system that's consistently rated among the best in the country.

Our accolades include rankings as the #1 community in the country for ethno diversity by WalletHub (2016), #8 on the list of fastest growing cities in America by the U.S. Census Bureau (2014), and one of the 25 best suburbs for retirement according to Forbes Magazine (2014).

And while we're right in the middle of the bustling DC metropolitan area, with all of the opportunity that offers our residents, we pride ourselves in our ability to maintain a small town feel. Much of that is a result of our emphasis on special events and activities that engage the community, some of which, like the Gaithersburg Book Festival, enjoy national acclaim.

Partnering with the City of Gaithersburg to help us bring the community together through these events makes perfect business sense. Our events are well organized, well advertised, and well received. Adding your brand to our list of sponsors gives you the opportunity to increase awareness, build goodwill, and demonstrate support for the local community. And please know that we would be happy to work with you to customize our sponsorship packages to meet your marketing objectives.

We look forward to welcoming you into the Gaithersburg family. It's a great place to be.



**Jud Ashman, Mayor**

City of Gaithersburg

Throughout this document you'll find reference to a variety of sponsorship opportunities. Symbols indicate the following:



In-kind contributions are accepted for this activity



On-site vendor opportunities are available for this activity



Please contact us to learn how you and your employees can volunteer to support these community initiatives



Contributions to this activity are coordinated by a 501(c)(3) nonprofit organization

# ACTIVE AGING EXPO



**DATE:** May 8, 2017

**ATTENDANCE:** 600

**LOCATION:** Activity Center at Bohrer Park

Gaithersburg's Active Aging Expo, for those ages 55 and better, is an event filled with energy, educational talks, interactive demonstrations, a resource fair, pampering services and preventive screenings.

## Premier Sponsor - \$2,500 (1 available)

- Company name/logo prominently displayed in advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event
- Company name/logo prominently placed on large acknowledgment posters in entrances and gyms and on Activity Room signs the day of the event
- Company name/logo on large and small 'Thank You' signs in Benjamin Gaither Center lobby and in program rooms for one month following the event
- Acknowledgement in all public announcements including press releases and email blasts
- Sponsor banner hung at the Activity Center at Bohrer Park on the day of event (sponsor provides banner)
- Opportunity to announce prize winners during event
- Business card included in program
- 6' table in area of preference with electricity if needed and space for marketing
- Complimentary lunch

## Lunch Sponsor - \$1,500 (3 available)

- Company name/logo on advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event
- Company name/or logo on large acknowledgment posters in entrances and gyms on day of event
- Sponsor banner hung in the lunch area on the day of event (sponsor provides banner)
- Company name/logo on 'Thank You' signs in Benjamin Gaither Center program rooms for one month following the event
- Business card included in program
- 6' table in prominent place with electricity if needed
- Complimentary lunch

## Activity Sponsor - \$1,000

- Company name/logo on advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event
- Company name/logo on large acknowledgment posters in entrances and gyms and on Activity Room signs on day of event
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

## Pampering Sponsor - \$500

- Company name/logo on advertising materials, on social media and website
- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Company name/logo prominently displayed at pampering location on day of event (example: massage table/chair)
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

## Friend of Expo - \$250

- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

## Table Sponsor (For-Profit) - \$100

- 6' table

## Table Sponsor (Nonprofit) - \$25 or donation of nonperishable food

- 6' table

## Business Card in Program - \$50





**DATE:** May 6, 2017

**LOCATION:** Olde Towne Gaithersburg

One mile run/walk through Olde Towne. Proceeds benefit the City's Dolores C. Swoyer Camp Scholarship Fund, providing summer camp registration fees for underprivileged youth (see page 16 for details).

This race is in partnership with the Montgomery Country Road Runners Club (MCRRC).

## WORLD RECORD HOLDER - \$1,000

- » Host and logo display at packet pick-up
- » Company logo to appear on event marketing materials, advertising banners, emails blasts and event webpage (w/ click-thru)
- » Logo displayed at start and finish line
- » Company logo on t-shirt
- » Promotional materials included in race packets (sponsor to provide)
- » One 10'x10' booth space at post-race festival (includes canopy, 6' table and two chairs)
- » Verbal recognition pre-race and at post-race festival
- » 4 complimentary race entries

## SUPER SPRINTER – \$500

- » Company logo to appear on event marketing materials, advertising banners, emails blasts and event webpage (w/ click-thru)
- » Company logo on t-shirt
- » Logo displayed at start line
- » Promotional materials included in race packets (sponsor to provide)
- » One 10'x10' booth space at post-race festival (includes canopy, 6' table and two chairs)
- » Verbal recognition pre and post-race festival
- » 3 Complimentary race entries

## FAST TRACKER – \$250

- » Name and logo on back of t-shirt
- » Logo displayed at packet pick-up and race packets
- » Promotional materials included in race packets (sponsor to provide)
- » One 10'x10' booth space at post-race festival (sponsor to provide tent, table and chairs)
- » Verbal recognition pre-race and at post-race festival
- » 2 Complimentary race entries

## WITH THE PACK - \$100

- » Logo displayed at packet pick-up and race packets
- » One 10'x10' booth space at post-race festival (sponsor to provide tent, table and chairs)
- » 1 Complimentary race entry

## OTHER SPONSORSHIP OPPORTUNITIES:

- » Age Category Sponsor - \$300, company logo on award certificates for age category winners (12 categories)
- » Water Table Sponsor – In-Kind Opportunity. Sponsor to provide water and cups for up to 200 runners; includes benefits for “Fast Tracker” sponsorship
- » Distance Marker - \$200, logo displayed at quarter mile marker; includes benefits for “With the Pack” sponsorship



# GAITHERSBURG BOOK FESTIVAL



**DATE:** May 20, 2017

**LOCATION:** Gaithersburg City Hall Grounds and Griffith Park

**ATTENDANCE:** 20,000

**[www.gaithersburgbookfestival.org](http://www.gaithersburgbookfestival.org)**

An annual celebration of great books and great writing that is fast becoming one of the nation's top literary events. The outdoor event features dozens of best-selling and award-winning authors who will participate in panel discussions and book signings throughout the day, free writing workshops, a literary children's village, and an array of food options!

## FEATURED SPONSOR – \$10,000

- » Mention in all stage announcements during the Festival
- » Mention in all radio spots and print advertisements
- » Company logo and full page pop-up ad to appear on Festival's mobile app
- » Full page advertisement in the Festival program
- » Company logo on all Author Pavilion signs, marketing materials, Festival program, Festival merchandise, website, and monthly e-newsletter (includes link to company website)
- » Dedicated E-newsletter
- » 10 complimentary tickets to author reception on the eve of the Festival
- » Space for a marketing vehicle
- » Complimentary 10' x 10' booth space, in the center of the Festival, with a canopy, table and 2 chairs

## PREMIER SPONSOR – \$7,500

- » Mention in select radio spots and print advertisements

- » Company logo and banner ad to appear on Festival's mobile app
- » Full page advertisement in the Festival program
- » Company logo on Author Signing Pavilion, all marketing materials, Festival program, website, and monthly e-newsletter (includes link to company website)
- » 7 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Complimentary 10' x 10' booth space, in a premier location, with a canopy, table and 2 chairs

## FESTIVAL SPONSOR – \$5,000

- » Half page advertisement in the Festival program
- » Company logo on all marketing materials, Festival program, Festival mobile app, website, and monthly e-newsletter (includes link to company website)
- » 5 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Complimentary 10' x 10' booth space, in a premier location, with a canopy, table and 2 chairs



## PRESENTING SPONSOR – \$3,000

- » Company logo on all marketing materials, Festival program, Festival mobile app, and website (includes link to company website)
- » 3 complimentary tickets to author reception on the eve of the Festival (reserved for cash sponsors only)
- » Complimentary 10' x 10' booth space, in a prime location, with a canopy, table and 2 chairs

## LITERARY SPONSOR – \$1,500

- » Company logo in Festival program, Festival mobile app, and on website
- » Complimentary 10' x 10' booth space with a canopy, table and 2 chairs

## BOOK LOVER – \$500

- » Company name listed in Festival program and on website
- » Complimentary 10' x 10' booth space with a canopy. Table and chairs to be provided by sponsor

## FESTIVAL FRIEND – \$100

- » Name listed in Festival program, and on website



# CELEBRATE! GAITHERSBURG IN OLDE TOWNE



DATE: June 11, 2017

LOCATION: Olde Towne Gaithersburg

ATTENDANCE: 22,000

The Celebrate! Gaithersburg in Olde Towne street festival takes place on City Hall grounds and along Summit Avenue. It includes multiple stages of live entertainment, a beer garden, a Taste of Gaithersburg, inflatables for kids and themed activity areas for all ages and interests.

## SUMMIT SPONSOR - \$5,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in all marketing, print, radio, and broadcast advertisements
- » Pop-up ads on Festival's mobile app
- » Mention in all City press releases and at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x20' booth space and space for two marketing vehicles or a 20'x20' booth space, located in a premiere location
- » Two canopies, four 6' tables, and eight chairs

## DIAMOND SPONSOR - \$3,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in all marketing materials and print advertisements
- » Reserved space for one marketing vehicle
- » Mention in City press release and at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x10' booth space, located in a premium location
- » One canopy, one 6' table, and two chairs



## LOCOMOTIVE SPONSOR - \$2,000

- » Company logo appears on the Festival's mobile app, on the event website with click-through to your company's webpage, City-wide advertising banners, in the Festival program and in select marketing materials and print advertisements
- » Mention at Festival stages on the day of the event
- » Sponsor banner for booth
- » One 10'x10' booth space, located in a prime location
- » One canopy, one 6' table, and two chairs

## FOREST OAK SPONSOR - \$1,000

- » Company logo appears on the Festival's mobile app, on the event webpage, and in the Festival program
- » Sponsor banner for booth
- » One 10'x10' booth space
- » One canopy, one 6' table, and two chairs

## PEONY SPONSOR - \$500

- » Company name listed in the Festival program and on the event website
- » One 10'x10' booth space
- » One canopy, one 6' table, and two chairs



# 4TH OF JULY CONCERT & FIREWORKS



**DATE:** July 4, 2017  
**ATTENDANCE:** 11,500

**LOCATION:** Bohrer Park at Summit Hall Farm

Join as an entire community comes together to celebrate our nation's independence. Festivities include live music, family activities, food, and of course, a dazzling display of fireworks sure to delight audiences of all ages.

## STARS AND STRIPES SPONSOR - \$2,000

- » Special seating in our VIP area
- » Special parking privileges
- » Recognition in all promotional materials, including the event program
- » Announced as a premier Stars and Stripes Sponsor from stage
- » Logo on event banner and logo/link on event webpage
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Sponsorship acknowledged on 10,000+ postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations
- » PA announcements (one per hour)

## ROCKET SPONSOR - \$1,000

- » Special seating in our VIP area
- » Special parking privileges
- » Recognition in all promotional materials, including the event program
- » Logo on event banner and logo/link on event webpage
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Sponsorship acknowledged on 10,000+ postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations
- » PA announcements (one per hour)

You may choose to dedicate your PA announcement to recognize military service.

## SPIRIT SPONSOR - \$500

- » Special parking privileges
- » Recognition in the event program
- » Logo displayed on event banner
- » Booth space along the entrance promenade for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » One PA announcement

## COMMUNITY SPONSOR - \$250

- » Recognition in the event program
- » Name on event banner and event webpage



# YOUTH AND TEEN SPORTS



## **VOLUNTEER COACHES PICNIC**

**DATE:** June 1, 2017

**LOCATION:** TBA

**ATTENDANCE:** 350

Volunteer coaches and their families come together for an end-of-season celebration and a chance for the City of Gaithersburg to say "Thank You!"

### **GIFT SPONSOR: \$500**

- » Each coach (150) is given a gift of appreciation to thank them for volunteering their time.
- » PA Announcements

## **SPORTSFEST**

**DATE:** July 15, 2017

**LOCATION:** Bohrer Park at Summit Hall Farm

**ATTENDANCE:** 350

SportsFest is part of the Let's Move! Gaithersburg initiative, promoting healthier lifestyles in the City, in national parks and during recreation month. Grades K-5 and their families come out for a 1K Fun Run and Activity Stations for each sport.

### **TITLE SPONSOR - \$500**

- » Logo on 350 kids t-shirts & 50 staff t-shirts
- » Logo on website and email blast to 4,000+ families (2x)
- » Logo on marketing materials including flyers sent to all Elementary Schools
- » Banner(s) placement at the event (sponsor provides)
- » Booth space at event (sponsor provides booth) with table and chairs
- » PA announcements

### **ADDITIONAL SPONSOR/IN-KIND OPPORTUNITIES**

- » Food Vendor
- » Demonstrations – Healthy Living & Fitness



# LABOR DAY PARADE



**DATE:** September 4, 2017

**ATTENDANCE:** 9,500

**LOCATION:** Olde Towne Gaithersburg

The ever-popular Gaithersburg Labor Day Parade returns to the streets of Olde Towne in September. Now in its 78th year, this rain or shine event includes ethnic dance groups, antique cars and fire trucks, clowns, high school marching bands, and an assortment of community groups, equestrian units, and more.

## PRESENTING SPONSOR - \$3,000

- » Exclusive presenting sponsor of a Labor Day Parade Float
- » Recognition in all promotional materials, including the Parade program
- » Announced as a Presenting Float Sponsor from the Reviewing Stand
- » Commercial announcement to be read from the Reviewing Stand during the Parade
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner
- » Sponsorship acknowledged on 5,000+ Labor Day postcards distributed throughout the City to schools, homes, public facilities, libraries and retail locations

## SUPPORTING SPONSOR - \$2,000

- » Recognition in the Parade program
- » Announced as a Star Sponsor from the Reviewing Stand
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner
- » Commercial announcement to be read between units during Parade

## CONTRIBUTING SPONSOR - \$1,000

- » Recognition in the Parade program
- » Name or company logo and link displayed on the event webpage
- » Booth space near the Reviewing Stand for the distribution of promotional materials or display of products (includes 10'x10' canopy, 6' table and two chairs; no electricity)
- » Name or company logo displayed on a Parade banner

## COMMUNITY SPONSOR - \$500

- » Recognition in the Parade program
- » Name or company logo and link displayed on the event webpage



# OKTOBERFEST AT THE KENTLANDS



**DATE:** October 8, 2017

**LOCATION:** Kentlands Old Farm and Downtown

**ATTENDANCE:** 30,000+

The beloved fall festival extends from the Kentlands Village Green and Mansion grounds to Main Street and Market Square, with six stages of entertainment, wine-tasting featuring local vineyards, craft beer, food vendors and traditional Oktoberfest music and dancing.

## HARVEST MOON SPONSOR- \$5,000

- » Space for a marketing vehicle
- » Mention in event press releases and at Festival stages throughout the day
- » Pop-up ad on Festival's mobile app
- » Company logo to appear in the Festival's mobile app, on advertising banners, on event marketing materials, on event webpage (w/click-thru), and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

## FALL FOLIAGE SPONSOR- \$3,000

- » Mention at Festival stages throughout the day
- » Banner ad on the Festival's mobile app
- » Company logo to appear in the Festival's mobile app, on event marketing materials, on event webpage (w/click-thru), and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs



## PUMPKIN PATCH SPONSOR- \$2,000

- » Company logo appears in the Festival's mobile app, on event marketing materials, on event webpage, and in the Festival program
- » Choice of placement in either the Old Farm area or the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

## PINE CONE SPONSOR - \$1,000

- » Company logo to appear in the Festival's mobile app, on event webpage, and in the Festival program
- » Placement in the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs

## ACORN SPONSOR- \$500

- » Company logo to appear in the Festival's mobile app
- » Placement in the Downtown area of the Festival
- » One 10'x10' booth space
- » One canopy, one 6' table and two chairs



# CITY GOLF TOURNAMENTS



## FALL GOLF CLASSIC

**DATE:** September 23, 2016

**LOCATION:** Clustered Spires Golf Course

**ATTENDANCE:** 100-110 attendees

## SPRING SWING

**DATE:** June 2, 2017

**LOCATION:** Poolesville Golf Course

The Gaithersburg Sports! Golf Tournaments support the certification of volunteer coaches through the National Youth Sports Coaches Association. Proceeds benefit the youth coaches education program.

### LUNCH SPONSOR - \$2,000

- » Sign/banner with logo at lunch
- » Foursome (Complimentary)

### GIFT SPONSOR - \$1,500

- » + 4 Golfers (Complimentary)

### GOLF CONTEST SPONSOR – LIMIT 5 - \$60

- » Sign at one contest site – Long Drive for Men, Women & Seniors; Closest to the Pin (2)

### HOLE SPONSORSHIP - \$60

- » Sign at tee

### FOURSOME - \$360

- » 4 Golfers
- » Lunch
- » Gift

### INDIVIDUAL GOLFER - \$90

- » Lunch
- » Gift



# WINTER LIGHTS FESTIVAL



**DATE:** November 26 through December 31, 2016

**LOCATION:** Seneca Creek State Park

**ATTENDANCE:** 18,750 drive-throughs in 2015

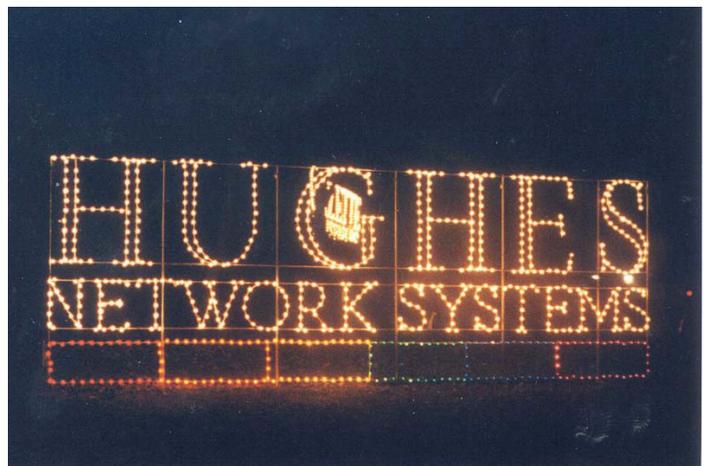
The wondrous display of lights at Seneca Creek State Park opens nightly from Thanksgiving weekend through December. A 3.5 mile drive through the enchanted setting of Seneca Creek State Park takes you past more than 400 illuminated displays and beautifully decorated trees that light up the night. Special event nights include wine tasting, a dog walk, and open-air trolley rides and s'more making.



photo by Eric Schulzinger



photo by Eric Schulzinger



	Winter Star \$10,000	Snowflake \$5,000	Candy Cane \$3,000	Gingerbread \$1,500	Gum Drop \$500
Corporate logo on City-wide banners and all marketing pieces	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Corporate logo with click-through website link on the Winter Lights webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Corporate logo on City networking posts	<input checked="" type="checkbox"/>				
Billing in ALL press releases and print ads	<input checked="" type="checkbox"/>				
Custom-built corporate logo light display	<input checked="" type="checkbox"/>				
Corporate banner at the beginning of the drive		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Corporate logo featured on the program postcard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Corporate name listed on the program postcard and website				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Booth space at all three special events	<input checked="" type="checkbox"/>				
Opportunity to have up to 5,000 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.	<input checked="" type="checkbox"/>				
Opportunity to have up to 2,500 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.		<input checked="" type="checkbox"/>			
Opportunity to have up to 1,500 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.			<input checked="" type="checkbox"/>		
Opportunity to have up to 800 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.				<input checked="" type="checkbox"/>	
30 complimentary tickets to Winter Lights, plus 6 tickets to each Special Event Night	<input checked="" type="checkbox"/>				
20 complimentary tickets to Winter Lights, plus 4 tickets to each Special Event Night		<input checked="" type="checkbox"/>			
15 complimentary tickets to Winter Lights, plus 2 tickets to each Special Event Night			<input checked="" type="checkbox"/>		
10 complimentary tickets to Winter Lights				<input checked="" type="checkbox"/>	
5 complimentary tickets to Winter Lights					<input checked="" type="checkbox"/>

# COMMUNITY SUPPORT AND VOLUNTEER OPPORTUNITIES

**CHARACTER COUNTS! Scholarships** – Awarded to deserving high school seniors based on the embodiment of the Six Pillars of Character, personal merit, financial need, and the student's commitment to further education.

- » \$500 – pays for one college course
- » \$1,000 – pays for two college courses
- » \$2,500 – pays for a full-time course load for one semester

Depending on level, donations may be recognized with:

- » Personalized CHARACTER COUNTS! plaque
- » Invitation to the scholarship award luncheon
- » Invitation to the City's annual Appreciation Breakfast for Educators
- » Invitation to a Mayor and City Council meeting for the CHARACTER COUNTS! proclamation and certificate presentation
- » Name/logo included on scholarship application packet
- » Name/logo included as a contributor on the City's CHARACTER COUNTS! webpage

## **Gaithersburg Youth Center (GYC) Membership**

**Scholarships** – The Gaithersburg Youth Center (GYC) is a safe place for youth to move, play, and grow through recreation, education and community service activities.

The GYC Membership Scholarship is awarded to local youth to give them access to the Gaithersburg Youth Centers at Robertson Park and Olde Towne. These memberships provide local youth with a safe place to be during the time they are most at risk.

- » \$15 – pays for 1 annual GYC membership
- » \$150 – pays for 10 annual GYC memberships
- » \$1,500 – pays for 100 annual GYC memberships

**Dolores C. Swoyer Camp Scholarships** – The City of Gaithersburg is dedicated to providing youth with quality after school programs and the best summer camp experiences. Corporate sponsorships and donations to the Dolores C. Swoyer Camp Scholarship Fund help provide summer camp registration fees for underprivileged youth so they can enjoy a summer of learning, recreation and socialization.

- » \$500 - pays for four weeks of summer camp for one child
- » \$1,125 - pays for four weeks of summer camp for two children
- » \$1,750 - pays for four weeks of summer camp for three children
- » \$3,000 - pays for four weeks of summer camp for six children

Depending on level, donations may be recognized with:

- » A promotional banner or sign displayed at a Youth facility (sponsor provides)

- » ¼ page (1 available) or Color Business Card sized ad (3 available) in the "Summer in the City" camp guide
- » Name and logo featured on the camp webpages, public announcements, press releases and email blasts
- » Onsite participation in up to three Community Outreach events
- » Logo on 1000 camp t-shirts

**Holiday Giving Program** – This annual program helps more than 1,000 families in our community by providing meals at Thanksgiving and gifts for children in December. Participate by volunteering for distribution events, adopting a family to provide meals and gifts, running a book drive, or making a financial contribution.

## Commemoration Opportunities

Leave a lasting legacy for someone you love, or commemorate a special occasion like the birth of a child, a graduation, wedding, anniversary or special achievement. The City of Gaithersburg offers several ways to create a lifetime memory for the entire community to enjoy.

Trees – Join us in continuing our commitment to the environment by planting a tree in select City parks or public areas. A certificate acknowledging the planting will be provided, and a plaque can be placed near the tree.

Tree with Plaque: \$400.....Tree Only: \$250

Benches – Create a restful place for all to enjoy when you purchase a commemorative bench and plaque in select City parks and public spaces. \$750

Walkway Bricks – Gaithersburg's Wells/Robertson House is a turn-of-the-century Victorian home that now serves as a transitional program for homeless men and women in recovery from chemical addiction. A brick "Walk of Life" leading to the house serves as a daily affirmation of the community spirit that makes recovery a reality.

4x8" Brick with 3 Lines of Text: \$100

8x8" Paver (can include Logo): \$245

Theatre Seats – The Arts Barn, Gaithersburg's premier cultural arts facility, hosts dozens of concerts and theatrical performances each year. Show your support for the arts by naming one of the 99 seats in this intimate venue. \$500

Parks, Pavilions and Fields – Commemorative naming opportunities are available for select parks and fields, pavilions, buildings, and activity rooms. We would be happy to explore the possibilities with you.





## CITY OF GAITHERSBURG SPONSOR FORM

**I am interested in learning more about the following events** (please check all that apply):

- |  |  |
|--|--|
| <input type="checkbox"/> Active Aging Expo               | <input type="checkbox"/> Celebrate! Gaithersburg                       |
| <input type="checkbox"/> Gaithersburg Book Festival      | <input type="checkbox"/> Labor Day Parade                              |
| <input type="checkbox"/> 4th of July Concert & Fireworks | <input type="checkbox"/> Youth & Teen Sports                           |
| <input type="checkbox"/> Oktoberfest at the Kentlands    | <input type="checkbox"/> Winter Lights Festival                        |
| <input type="checkbox"/> City Golf Tournaments           | <input type="checkbox"/> Community Support and Volunteer Opportunities |
| <input type="checkbox"/> La Milla de Mayo                |  |

### SPONSOR INFORMATION

Organization/Business Name: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_

Full Business Address: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone#: \_\_\_\_\_

Preferred Method of Contact:  Phone  Email

What does your organization promote? Please be specific:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Description of Sponsorship** (cash, media, In-kind - please include description of what you would like to provide and monetary value):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**E-MAIL SCANNED FORM:**

Jenni Opel  
jopel@gaitHERSBURGMD.GOV

**Questions?**

Call Jenni Opel  
240-801-5210

**OR**

**MAIL COMPLETED FORM TO:**

Jenni Opel  
506 S. Frederick Ave. • Gaithersburg, MD 20877





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