



B E C O M E A
C O M M U N I T Y
P A R T N E R

Opportunities for your
business or
organization to
support a healthy,
active community.

2022

Dear Community Partner,

The Burlington Parks & Recreation Department invites you to be a part of as many of our annual special events as you desire. These events offer the opportunity for our residents and visitors to come together and celebrate. Burlington Parks & Recreation is known for our family-friendly events held throughout the year which are held at no cost and open to the public. Our experienced and motivated staff regularly plan events and activities that attract a great deal of attention and attendees.

As a sponsor of a Burlington Parks & Recreation event, your business or organization can be highlighted in a forum that exposes you to many community members or a targeted group of participants to foster mutually beneficial partnerships. Sponsorship through the Parks & Recreation Department provides local businesses and organizations the opportunity to partner with us to bring community events to Burlington and area residents. When sponsoring programs with us, we will work with you to maximize exposure for your business or organization, match you with an audience and tailor a package that aligns with your specific needs and corporate giving guidelines.

In this booklet, you will find information outlining many of our events that are available for sponsorship. Near the end, you will find a list of sponsorship opportunities, packages and benefits. To maximize your sponsorship dollars and exposure to the community, please notify us as soon as possible to ensure you are included in the early marketing of events.

Thank you for your consideration.

Kind regards,



Brendan M. Egan, Director
Burlington Parks & Recreation Department



WHO WE ARE

**PROVIDING THE BEST POSSIBLE
PROGRAMS, FACILITIES AND
SERVICES FOR RESIDENTS OF
ALL AGES AND ABILITIES.**

Throughout the year, the Burlington Parks & Recreation Department hosts special events that are available for sponsorship. These events consistently attract residents, businesses and community leaders of the Town of Burlington. Each event offers sponsors excellent exposure and benefits including branding and media placement. All benefits may be customized to suit the sponsor's needs and the specific event. Throughout this document, you will find a number of our larger events for which we seek sponsorship annually, along with their specific event demographics. Toward the end, you will find some additional special events and sponsorship packages.

The Town of Burlington provides tremendous support for Parks & Recreation activities, events and facilities, but we could not possibly meet the recreational needs of the residents without the generosity of local businesses, organizations and individuals.

WINTER CARNIVAL

The Winter Carnival celebrates all that is great about winter! We have sledding, skating, snow painting and snow building competitions for participants to enjoy. Not to mention, marshmallow roasting, hot cocoa and a Chili Cook-off to keep them warm.

**SINGLE EVENT SPONSORSHIP COST:
\$400**



EVENT DEMOGRAPHICS

DATE: SATURDAY IN FEBRUARY

LOCATION: SIMONDS PARK

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES

ATTENDANCE: 500 - 750



FISHING FESTIVAL

Our annual Family Fishing Festival has been a Burlington tradition since 1994! Families are invited to the Mill Pond Reservoir where they can enjoy fishing, instructional demonstrations, catch of the day competitions and a barbecue. The Festival is catch and release only. Families can bring their own fishing equipment or use equipment that is provided.

**SINGLE EVENT SPONSORSHIP COST:
\$400**

EVENT DEMOGRAPHICS

DATE: THIRD SATURDAY IN MAY

LOCATION: MILL POND RESERVOIR

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES

ATTENDANCE: APPROXIMATELY 150



SUMMER CONCERTS

In the summer months, the Burlington Town Common comes to life with music! Different styles of musical artists are featured each week such as classic rock, blues, country, pop and funk. The variety of entertainment lures music lovers of every generation, giving sponsors excellent advertising exposure to most all market segments.

**SINGLE EVENT SPONSORSHIP COST:
\$500 PER CONCERT**



EVENT DEMOGRAPHICS

DATES: MONDAY & TUESDAY IN SUMMER

LOCATION: TOWN COMMON

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES

ATTENDANCE: APPROXIMATELY 200 EACH NIGHT



CELEBRATE BURLINGTON

Celebrate Burlington is our largest single day event. We host a carnival on the Town Common from 11 am until 4 pm. Followed by a car show from 5 to 7 pm at Simonds Park. To wrap up the day, we host a concert on the Common from 7 to 9 pm followed by a fireworks display!

There are many different sponsorship opportunities for this event. Please see the next two pages outlining the different sponsorship levels.



EVENT DEMOGRAPHICS

DATE: FIRST SATURDAY IN AUGUST

LOCATION: TOWN COMMON

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES

ATTENDANCE: APPROXIMATELY 9,000



Celebrate Burlington

AUGUST 6, 2022



Build your business, support your community and gain exposure at the largest one-day event in Burlington!

Contributor Below \$700

Advertisement in the newspaper and all other promotions including BCAT.



Bronze \$700

Contributor package plus sponsor table for duration of event, sponsor name on activity, inclusion in all promotions both digital and print and (2) VIP lunch.

Silver \$1,500

Bronze package plus banner on the bandstand and (4) VIP lunch.



Gold \$2,500

Silver package plus business name on the event T-shirt and (6) VIP lunch.



Platinum \$5,500

Gold package plus sponsor of the fireworks and (8) VIP lunch.

Looking for more information or have questions? Contact Kelly Lehman at 781.270.1695 or klehman@burlington.org.



\$2,500

CHILDREN'S ENTERTAINMENT STAGE

YOUR BUSINESS WILL BE SPLASHED
ACROSS THE STAGE! SPONSORSHIP
INCLUDES BANNER ON THE STAGE
AND IN ALL PRINT AND STAGE
PROMOTIONS.

\$1,000

CLASSIC CAR SHOW

THIS PACKAGE INCLUDES LOGO ON
ALL PRINT & DIGITAL PROMOTIONS,
BANNER DISPLAYED THROUGHOUT
CELEBRATE BURLINGTON AND A
BUSINESS TABLE FOR THE
DURATION OF THE SHOW.

Are you interested in one of these exclusive opportunities? There is one opportunity for purchase for each event and will be provided on a first-come; first-served basis. Email Kelly at klehman@burlington.org today!



TRUCK DAY

2020 will be the first year the Burlington Parks & Recreation Department will run this annual event. This traditional event allows children of all ages and their families to touch, climb in and explore vehicles they see everyday, but don't have an opportunity to get up close and personal with. They are also able to speak with some of the operators of these vehicles and learn about their careers. There will also be some family friendly activities on the Common.

SINGLE EVENT SPONSORSHIP COST:

\$550



EVENT DEMOGRAPHICS

DATE: SECOND SUNDAY IN SEPTEMBER

LOCATION: TOWN COMMON

ATTENDEES: FAMILIES

AVERAGE AGES: 2 - 75

ATTENDANCE: APPROXIMATELY 7,000



TRUCKTOBER

Trucktober is a relatively new event for the Burlington Parks & Recreation Department. Residents are invited to come out to the Town Common to enjoy food trucks, cornhole tournaments, live music and activities for all.

**SINGLE EVENT SPONSORSHIP COST:
\$400**

EVENT DEMOGRAPHICS

DATE: FIRST SATURDAY IN OCTOBER

LOCATION: TOWN COMMON

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES

ATTENDANCE: APPROXIMATELY 1,500



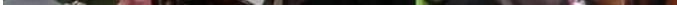
HALLOWEEN SPOOKTACULAR

Our annual Spooktacular is held at Simonds Park and is for residents of all ages. This event offers treats, candy counting contest, games, inflatables and more! This family friendly event provides a safe place for children and families to enjoy Halloween festivities with friends and neighbors.



SINGLE EVENT SPONSORSHIP COST:

\$500



EVENT DEMOGRAPHICS

DATE: FOURTH SATURDAY IN OCTOBER

LOCATION: SIMONDS PARK

ATTENDEES: YOUTH

AVERAGE AGES: 2 - 60

ATTENDANCE: APPROXIMATELY 3,000



5K TURKEY TROT

This 5K Trot was added to our line-up during our 50th anniversary celebration. This race begins and ends at the Burlington High School and attracts approximately 100 runners annually (and growing).

**SINGLE EVENT SPONSORSHIP COST:
\$350**

EVENT DEMOGRAPHICS

DATE: THIRD SATURDAY IN NOVEMBER

LOCATION: BURLINGTON HIGH SCHOOL

ATTENDEES: YOUTH & ADULTS

AVERAGE AGES: 14 - 65

ATTENDANCE: APPROXIMATELY 100



TREE LIGHTING

The annual Tree Lighting is Burlington's signature holiday event. The Town Common is decorated from top to bottom with colorful lights, holiday cheer, live entertainment and even fireworks! This event draws thousands as they anxiously await Santa's arrival.

SINGLE EVENT SPONSORSHIP COST:

\$550



EVENT DEMOGRAPHICS

DATE: FIRST SUNDAY IN DECEMBER

LOCATION: TOWN COMMON

ATTENDEES: FAMILIES

AVERAGE AGES: ALL AGES & DENOMINATIONS

ATTENDANCE: APPROXIMATELY 3,000



THAT'S NOT ALL

THOSE WERE JUST A FEW OF
OUR SPECIAL EVENTS. HERE'S
A QUICK LOOK AT WHAT ELSE
WE OFFER!

February:	Daddy Daughter Dance
March:	Eggs-cursion
April:	Easter Egg Hunt
	Sneaker Prom
May:	Springapalooza
	Garden Contest
June:	Regional Track Meet
	Great American Campout
August:	Ice Palace Day
September:	Fitness Event
December:	Breakfast with Santa
	Photos with Santa
	Gingerbread House Decorating

Our program staff is always assessing our programs and events, looking for new opportunities while keeping up with industry trends. As our Department continues to grow, so does our list of special events.

Can't decide which event to sponsor?
Check out our sponsor packages on the next page!

SPONSOR PACKAGES

IN ORDER TO GET THE MOST OUT OF YOUR SPONSORSHIP DOLLARS, WE OFFER CUSTOM SPONSORSHIP PACKAGES IN ADDITION TO OUR A-LA-CART OPTIONS. A LISTING OF EVENTS CAN BE FOUND ON THE NEXT PAGE.

Premium Level \$5,000

Sponsorship of ALL Tier I events
Sponsorship of (3) Tier II events
Sponsorship of (3) Tier III events
Sponsorship of (2) Summer Concerts
Sponsor name on the Turkey Trot Shirt

TITLE Level \$3,000

Sponsorship of (2) Tier I events
Sponsorship of (2) Tier II events
Sponsorship of (3) Tier III events
Sponsorship of (1) Summer Concert
Sponsor name on the Turkey Trot Shirt

Event Level \$2,000

Sponsorship of (2) Tier II events
Sponsorship of (3) Tier III events
Sponsorship of (1) Summer Concert
Sponsor name on the Turkey Trot Shirt

SUPPORTING Level \$1,000

Sponsorship of (2) Tier III events
Sponsorship of (1) Summer Concert
Sponsor name on the Turkey Trot Shirt

Friend \$500

Sponsorship of (1) Summer Concert
Sponsor name on the Turkey Trot Shirt

SPONSOR BENEFITS

PRE-EVENT PROMOTION

Name mentioned in all media releases
Name listed as an event sponsor in program brochure
(sponsorship must be confirmed pre-press)
Posts with link to business' social media pages
Business listed on digital messaging boards

DAY OF EVENT PROMOTION

Name displayed on event sponsor or donor sign
One 10 x 10 promotional space at the event
Banner (2' x 4') hung at event (to be provided by sponsor)
Sponsor may choose to target a focal area at the event or have a presence at unique areas
Acknowledgement to event attendees by event emcee

POST-EVENT PROMOTION

Name mentioned on a thank you to sponsors on Parks & Recreation Facebook event page following the event with a link to your business' social media pages

Tier I Events

Spooktacular
Tree Lighting
Truck Day
Trucktober
Winter Carnival

Tier II Events

Easter Egg Hunt
Fishing Festival
Fitness Event
Great American Campout
Springapalooza
Track Meet
Turkey Trot

Tier III Events

Breakfast with Santa
Daddy/Daughter Dance
Eggs-cursion
Garden Contest
Gingerbread House
Ice Palace Day
Photos with Santa
Sneaker Prom



OTHER OPPORTUNITIES

IN-KIND DONATIONS

We are always looking for tangible and intangible support for our events. Past in-kind donations have included: the items to make s'mores, photography services, food & beverage items, printing services, raffle prizes, safety vests, a meeting space and more! Check out our wish list on our website, burlingtonrecreation.org.

VOLUNTEER OPPORTUNITIES

Your business or organization may also volunteer for park maintenance projects focused on enhancing community parks. Projects include, but are not limited to, clean-up days and plantings.



MEMORIAL FUND

A Memorial Fund has been established for people who wish to make a donation to the Parks & Recreation Department in memory of a loved one. Donations will be used to make needed improvements to the Town's outdoor recreation facilities including planting trees, installing benches and other site amenities.



CONTACT US

IF YOU ARE INTERESTED IN SUPPORTING BURLINGTON PARKS & RECREATION EVENTS, FACILITIES OR SERVICES PLEASE CONTACT US FOR MORE INFORMATION.

Please contact:

Brendan Egan, Director of Parks & Recreation

Phone: 781.270.1695

Fax: 781.270.1657

Email: began@burlington.org

Website: burlingtonrecreation.org

Mailing Address:

Burlington Parks & Recreation
Town Hall
29 Center St
Burlington, MA 01803

Office Location:

Center for Human Services
61 Center St
Burlington, MA 01803

For monetary contributions, please make checks payable to:

Town of Burlington

**LIKE US, TAG US,
SHARE US.**

Stay up to date on events and happenings:



@BurlingtonRecreation



@burlington_recreation



@Burlington_Rec



