

# Become a Community Partner

Burlington Parks & Recreation connects you  
to the community, to families, to fun!



2023

# Town of Burlington Snapshot



## **OVER 100,000 PEOPLE COME TO BURLINGTON, MA, TO WORK, LIVE AND PLAY.**

The Town of Burlington represents the cornerstone of New England living. With convenient commuter access to career and educational hubs alongside the copious recreational parks, restaurants, and commerce, Burlington has become a desired location for a growing populace of educated professionals seeking a comfortable, friendly environment for themselves and their loved ones. The Burlington Parks & Recreation Department provides a wide variety of activities, community programs and special events for all ages and abilities. These include youth and adult athletics, instructional programming, fitness classes and a thriving therapeutic recreation division. Our special events draw the entire community, which truly provides a small-town feel! A few examples of those events are: Spooktacular, Trucktober, Fishing Festival and Celebrate Burlington.

**EVERY BUSINESS HAS A TARGET DEMOGRAPHIC**, and we want to help you reach your target! In this package, you will find sponsorship opportunities that are customized to those you are trying to reach. We have included information in each section that will help your business reach out the entire Burlington community.

**AS A BURLINGTON PARKS & RECREATION CORPORATE SPONSOR**, your business is aligned and associated with an institution that has played a defining role in the Town of Burlington's cultural and recreational life. Our corporate sponsors receive exclusive benefits, like marketing opportunities with media exposure and direct reach out to Burlington residents. Civic-minded companies dedicated to giving back to the community can support the future of these programs and events while gaining exposure to our amazing community.

# Burlington Parks & Recreation Fact Sheet



## SOCIAL MEDIA INFORMATION



@BurlingtonRecreation  
6K+ followers



@burlington\_recreation  
1900+ followers



@company/bprd-ma



@BurlingtonRec



#BurlingtonFUN

## CONTACT US



[burlingtonrecreation.org](http://burlingtonrecreation.org)



781.270.1695



[klehman@burlington.org](mailto:klehman@burlington.org)

**32,325**

People attended more than 25  
special events managed by  
Burlington Parks & Recreation



# Easter Egg Hunt

At this event, the Easter Bunny joins us at Simonds Park for an egg hunt! Games, activities and crafts will be on hand after the hunt for families to participate...don't forget the photo with EB himself!



**DATE:**

Thurs. prior to Easter

**LOCATION:**

Simonds Park

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 2,000

SINGLE EVENT SPONSORSHIP COST: \$550

# Family 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 demos, 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.



**DATE:**

Third Saturday in May

**LOCATION:**

Mill Pond Reservoir

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 150

SINGLE EVENT SPONSORSHIP COST: \$400



# Summer Concert Series

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.



**DATE:**

Tues. & Wed.

**LOCATION:**

Town Common

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 250 per night

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

# 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!

**DATE:**

First Sat. in August

**LOCATION:**

Town Common

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 9,000

THERE ARE MANY DIFFERENT SPONSORSHIP OPPORTUNITIES FOR THIS EVENT. PLEASE SEE THE NEXT PAGE OUTLINING THE DIFFERENT SPONSORSHIP LEVELS.

# Celebrate Burlington

AUGUST 5, 2023

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

## CONTRIBUTOR

**Below \$750**

Package includes:  
Advertisement in newspaper and all other promotion including BCAT

## BRONZE

**\$750+**

Package includes:  
Contributor package plus sponsor table for duration of event, sponsor name on activity, inclusion in all promotions (digital & print and (2) VIP lunch tickets

## SILVER

**\$1,500+**

Package includes:  
Bronze package plus banner on the bandstand and (4) lunch tickets

## GOLD

**\$3,000+**

Package includes:  
Silver package plus name on event t-shirt and (6) lunch tickets

## PLATINUM

**\$6,000+**

Package includes:  
Gold package plus sponsor of the fireworks and (8) VIP lunch tickets

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](mailto:klehman@burlington.org) today!

## CHILDREN'S ENTERTAINMENT STAGE

**\$2,500**

Your business will be splashed across the stage! Sponsorship includes banner on the stage and all stage promotions (digital & print).

## CLASSIC CAR SHOW

**\$1,000**

This package includes logo on all print and digital promotions, banner displayed throughout the event and a sponsor table for the duration of the show



# Truck Day

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.

**DATE:**

Second Sun. in Sept.

**LOCATION:**

Town Common

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 7,000

SINGLE EVENT SPONSORSHIP COST: \$750

# 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.



**DATE:**

First Sat. in Oct.

**LOCATION:**

Town Common

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 2,000

SINGLE EVENT SPONSORSHIP COST: \$550

# 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.

**DATE:**

Fourth Sat. in Oct.

**LOCATION:**

Simonds Park

**ATTENDEES:**

Families

**AVERAGE AGES:**

All ages

**ATTENDANCE:**

Approx. 3,000

SINGLE EVENT SPONSORSHIP COST: \$550



# 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).



**DATE:**

Third Sat. in Nov.

**LOCATION:**

Burlington High School

**ATTENDEES:**

Youth & Adult

**AVERAGE AGES:**

10 - 70

**ATTENDANCE:**

Approx. 200

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

# 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.

**DATE:**

First Sun. in Dec.

**LOCATION:**

Town Common

**ATTENDEES:**

Families

**AVERAGE AGES:**

All Ages

**ATTENDANCE:**

Approx. 3,000

SINGLE EVENT SPONSORSHIP COST: \$550

# That's Not All!

Those were just a few of our special events. 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. Here's a quick look at what else we offer.



## **FEBRUARY:**

Special Someone Soiree

## **APRIL:**

Egg-scursion

Sneaker Prom

Community Yard Sale

## **MAY:**

Springapalooza

## **JUNE:**

Regional Track Meet

Great American Campout

## **JULY:**

Rahanis Tennis Tournament

## **SEPTEMBER:**

Fitness Festival

## **DECEMBER:**

Persons with a Disability Day

Gingerbread House Making

CAN'T DECIDE WHICH EVENT TO SPONSOR? CHECK  
OUT OUR PACKAGES ON THE NEXT TWO PAGES!



# 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 SPONSOR \$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 SPONSOR \$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 SPONSOR \$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



## SUPPPORTER \$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 sponsor in program brochure (must be confirmed pre-press)
- Posts with links 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)
- Choose to target a focal area 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

Easter Egg Hunt  
Spooktacular  
Tree Lighting  
Truck Day  
Trucktober

### TIER II EVENTS

Community Yard Sale  
Fishing Festival  
Fitness Event  
Great American Campout  
Rahanis Tennis Tournament  
Springapalooza  
Turkey Trot

### TIER III EVENTS

Eggs-cursion  
Gingerbread House  
Persons with Disabilities Day  
Sneaker Prom  
Special Someone Soiree  
Track Meet



# 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](http://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.