

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

 781.270.1695

 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 | BRONZE | SILVER |
|--|--|---|
| <p>Below \$750</p> <p>Package includes: Advertisement in newspaper and all other promotion including BCAT</p> | <p>\$750+</p> <p>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</p> | <p>\$1,500+</p> <p>Package includes: Bronze package plus banner on the bandstand and (4) lunch tickets</p> |

| GOLD | PLATINUM |
|---|--|
| <p>\$3,000+</p> <p>Package includes: Silver package plus name on event t-shirt and (6) lunch tickets</p> | <p>\$6,000+</p> <p>Package includes: Gold package plus sponsor of the fireworks and (8) VIP lunch tickets</p> |

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!

| CHILDREN'S ENTERTAINMENT STAGE | CLASSIC CAR SHOW |
|--|---|
| <p>\$2,500</p> <p>Your business will be splashed across the stage! Sponsorship includes banner on the stage and all stage promotions (digital & print).</p> | <p>\$1,000</p> <p>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</p> |

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.



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.