



# Recreation Department 2024 Sponsorship Program



## VISION

To provide opportunity for each and every citizen to enrich their quality of life by offering a full spectrum of community-driven recreation activities for all ages through the provision of recreation and parks services.

## MISSION

The Milford Recreation Department is committed to enriching the quality of life for all residents by:

- Offering diversified programming, activities and events.
- Assessing and responding to parks and amenities needs.
- Collaborating with community groups that share an interest in recreational goals.

Contact: Arene Berry

[aberry@milford.nh.gov](mailto:aberry@milford.nh.gov)

(603) 249-0625 [www.milfordrec.com](http://www.milfordrec.com)

Milford Recreation Department is constantly searching for ways to improve our parks and programs through sponsorships, donations, and organized volunteer efforts. If your business is looking for a great place to make a charitable contribution or focus advertising, or if you are a part of a group looking to provide some service to the community, Milford Recreation Department has variety of opportunities available. Today, financial and in-kind support is even more critical as the investment needed to sustain and improve the parks, facilities and recreation programs continues to increase. Please join us in our mission to continue to provide new and exciting programs. We look forward to working with you!



## Premier Sponsorship

The Premier Sponsorship is the ideal opportunity for your business or organization to support the Milford Recreation Department for the entire year. Your donation would support all events held during the year, both those already planned and in this brochure as well as any that are added throughout the year.

This sponsorship will be applied to all events with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

<b>(3) Premier Sponsor</b>	<b>\$2000</b>	<b>1 Year</b>	<b>MRD Facebook Recognition Recognition on MRD Website Recognition in MRD Recreation Guides Constant Contact Recognition sent to over 3500 participants Recognition at all events and event flyers Sponsor table at all events</b>
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## Scholarships

Our Scholarship Sponsor would help those children and adults in need of financial funding to participate in a recreation program. Participants seeking a scholarship must first demonstrate a need to the Milford Welfare Department and then register for a program. Scholarships may be for a partial or full amount depending on the program. If the program is run by Recreation Department staff, then a 100% waiver would be available due to this sponsorship. If it is run by an outside contractor, Milford Recreation Department will waive a percentage of the fee. This sponsorship will be applied to scholarships with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

<b>(3) Scholarship Sponsors</b>	<b>\$500</b>	<b>1 Year</b>	<b>MRD Facebook Recognition Recognition on MRD Website Recognition in MRD Recreation Guides Constant Contact Recognition sent to over 3500 participants</b>
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# Senior Programs

Our Senior Programs Sponsor would be the sponsor for all our Senior Programs. The Milford Recreation Department offers a variety of senior activities through out the year. Our 2 yearlong activities which are scheduled during the months of March through December are Senior Coffee Connection and Brunch Bingo. Each Senior Coffee Connection is individually themed including Ice Cream Social, Casino Day and Senior Holiday Luncheon. During Senior Brunch Bingo we eat lunch together, socialize, tell stories then yell B-I-N-G-O! This sponsorship will be applied to senior programs with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.



**(3) Senior Programs Sponsor**

**\$500**

**1 Year**

**MRD Facebook Recognition  
Recognition at all Senior Programs  
Recognition on MRD Website  
Recognition in MRD Recreation Guides**



## Winter Family Festival



Our Winter Festival Sponsors would go towards the supplies needed for this event. Our Winter Festival takes place on a Friday night in January and often signifies the opening of our outdoor skating rink for the season. The evening is filled with families enjoying skating, music, games and food at the ice rink located at Shepard Park on Nashua Street. This sponsorship will be applied to Winter Festival Event with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

**Winter Family Festival Sponsor**

**\$300**

**1 Year**

**MRD Facebook Recognition  
Recognition on MRD Website  
Recognition at Event & on Flyers  
Sponsor table at event**



## Someone Special Dances



Our Someone Special Dances (formally known as our Daddy Daughter Dances) are the perfect opportunity for kids to spend a special evening with the important adult in their life. This popular event has grown significantly over the years that we now hold 2 dances so that everyone may attend. Usually held on consecutive Saturday night in February, this is an evening filled with dancing to music provided by a DJ, raffles and food. A special area with a backdrop is set up and photos are taken for all participants. The evening ends with a memorable balloon drop of over 300 balloons. This event is held in the Auditorium at the Milford Town Hall. This sponsorship will be applied to Someone Special Dances with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

**(2) Someone Special Dance Sponsors**

**\$300**

**1 Year**

**MRD Facebook Recognition  
Recognition on MRD Website  
Recognition at Event & on Flyers  
Sponsor table at event**



## Easter/Halloween Events



Our Easter/Halloween Sponsors would go towards the decorating and candy expenses for these events.

Our Easter Egg Hunt takes place the Saturday before Easter from 11am-1pm with three different Egg Hunts based on age groups. The Easter Bunny, staff & volunteers hide over 3500 eggs for this event. In addition to the hunt, there are fun Easter Games and photo opportunities with the Easter Bunny. This event takes place at Keyes Memorial Park or at the Milford Town Hall Auditorium if weather doesn't cooperate.

The Halloween event for the Milford Recreation Department is Trick or Treat on the Oval. Trick or Treat on the Oval is an event with MRD, local businesses on the oval & non profits to hand out candy to our Trick or Treaters. This event takes place the Friday before Halloween from 3:00-4:30pm.

This sponsorship will be applied to Easter/Halloween Events with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

<b>(3) Easter Sponsors</b>  <b>(2) Halloween Sponsor</b>	<b>\$250 each</b>	<b>1 Year</b>	<b>MRD Facebook Recognition</b> <b>Recognition on MRD Website</b> <b>Recognition at Event &amp; on Flyers</b> <b>Sponsor table at event</b>
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## Keyes Summer Bash



This will be the second year for the Keyes Summer Bash. This event was created as a way to kick off the summer and give local businesses and organizations an opportunity to connect with the community. Held at Keyes Memorial Park, spaces are available for vendors to sell their products, advertise to the community and provide activities for kids to participate in. Concessions are available and we are already planning to grow the event this year with the addition of a Touch A Truck component. In 2023, we are tentatively planning to connect this event with other Independence Day activities.

This sponsorship will be applied to the Keyes Summer Bash Event with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

<b>(3) Keyes Summer Bash Sponsors</b>	<b>\$150 each</b>	<b>1 Year</b>	<b>MRD Facebook Recognition</b> <b>Recognition on MRD Website</b> <b>Recognition at Event &amp; on Flyers</b> <b>Sponsor table at event</b>
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# 5K

We are making changes to our 5K race. It will be held in the fall with a new theme.

Details will be made available soon!



# Breakfast with Santa

Our Breakfast with Santa Event is usually held the second Saturday in the Auditorium in the Milford Town Hall. It is the perfect opportunity for kids to enjoy pancakes and sausage while visiting the jolly guy in the red suit. This sponsorship will be applied to Breakfast with Santa with any remaining funds at the end of the calendar year applied to the Milford Recreation Department Revolving Fund for future programming, events and growth opportunities for the department.

Breakfast with Santa	\$300	1 Year	MRD Facebook Recognition Recognition on MRD Website Recognition at Event & on Flyers Sponsor table at event
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# Recreation Department

## Sponsorship Commitment Form

### 2024

Thank you for sponsoring with Milford Recreation Department. These events/programs wouldn't be possible to run without our sponsors and volunteers. Thank You!!! All sponsorship requests will be reviewed & approved by Milford Recreation Department. Please fill out the information below and return with payment to Milford Recreation Department; 1 Union Square; Milford, NH 03055. Please make check out to: Milford Recreation Department.

Company: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship Name/Level: \_\_\_\_\_

**\* Submissions accepted for ideas of sponsorships not listed in this brochure\***

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

