SPONSORSHIP PROPOSAL

CITY OF AUBURN NY SUMMER RECREATION PROGRAM FOR CHILDREN 2024



PREPARED FOR

2024 SPONSORS



CITY OF AUBURN DEPARTMENT OF PARKS & REC WWW.AUBURNNY.GOV/PARKS

ABOUT SUMMER REC

In the summer of 2023, the City of Auburn brought back summer recreation for kids in our community. The response was amazing. The program lasted 6 weeks. Tuesdays at Lincoln Park, Wednesdays at Clifford Park, and Thursdays at Casey Park. Thanks to support from the City and our generous sponsors, the City of Auburn Summer Recreation program was free for all participating children. Our attendance for the summer was 1,325, while 478 different kids attended the program. We saw the numbers steadily increase, and we are expecting the program to keep growing. The City of Auburn Summer Recreation Program is about being creative, engaging with other kids, and most importantly, having fun in a safe environment. We want to add more special activities for the summer of 2024 and our goal is to get more community organizations involved.



2023 Program Review by the numbers:

6 week program

18 program days

478 Children participated



2023 ACTIVITIES

July 18, 2023 © 1pm
Lincoln Park
149 North Fulton St
Auburn NY

Bring your ride or wheels! Learn the rules of the road, ride through the safety course, brush up on your bike safety ABCs, and more! Participants will receive FREE bike helmets as needed!

KIDS ON WHEELS

safety program

Summer Rec provided children with healthy activities and educational opportunities.



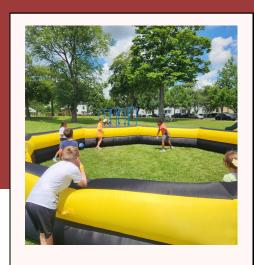




day of service

2023 RECREATION

Summer Rec provided children with lots of summer recreational fun!



GAGA BALL







PLAYGROUND

THANK YOU

WE WOULD LIKE TO THANK ALL THE ORGANIZATIONS AND BUSINESSES THAT SPONORED THE 2023 PROGRAM

2023 City of Auburn Summer Rec Program for Kids

Thank You to our Partners



- NUCOR
- Play Space
- Seymour Library
- Perform for Purpose
- Cayuga County Sheriff's Office
- New York State Police
- City of Auburn Fire Department Cornell Cooperative Extension
- Cayuga County's SNAP Ed program
- Cayuga County Health Department
- Sports 4 All
- Home Depot
- Auburn Doubledays
- Auburn Police Department
- Rotary
- **Currier Plastics**
- **United Way**
- **YMCA**





















NUCDR







CULINARY SUPPORTERS: HORSFORD FARMS VITALE'S FARM MARKET SIX PINT FARMS AUBURN FARMERS MARKET FINGER LAKES BARREL COMPANY THE PATISSERIE

2024 SPONSORSHIPS

BECOMING A PARTNER OF THE CITY OF AUBURN SUMMER RECREATION PROGRAM...

- ALLOWS YOU TO BRAND YOUR ORGANIZATION AS A GENUINE PARTNER OF THE COMMUNITY AND AS ONE OF THE LEADERS OF OUR COMMUNITY.
- ALLOWS YOUR BUSINESS TO DEVELOP STRONGER RELATIONSHIPS WITH NEW AND EXISTING CUSTOMERS.
- ALLOWS YOUR BUSINESS OR ORGANIZATION TO BE FEATURED IN EVENT PUBLICITY INCLUDING PRESS RELEASES, POSTERS OR FLYERS, CITY WEB BASED MEDIA, AND A BANNER WITH YOUR LOGO ON IT DISPLAYED EVERY DAY AT THE SUMMER RECREATION PROGRAM, GAINING YOU ACCESS AND VISIBILITY TO POTENTIAL CUSTOMERS.
- STRENGTHENS THE CITY'S ABILITY TO CONTINUE TO OFFER PROGRAM FREE OF CHARGE TO THE COMMUNITY.
- ALLOWS YOUR ORGANIZATION TO PROMOTE
 YOURSELF WHILE HELPING YOUR COMMUNITY AT THE SAME TIME.

HOW TO BECOME A SPONSOR

PLEASE REVIEW THE PARTNERSHIP OPPORTUNITIES ON THE FOLLOWING PAGES AND COMPLETE THE ATTACHED PARTNER AGREEMENT.

SPONSORSHIP AGREEMENTS CAN BE SUBMITTED TO:

BRIAN RHODES

CITY OF AUBURN PARKS AND RECREATION
130 N. DIVISION STREET AUBURN NY 13021
PLEASE CALL 315-255-2489
OR E-MAIL BRHODES@AUBURNNY.GOV
WITH ANY QUESTIONS OR TO DISCUSS
PARTNERSHIP AVAILABILITY.

2024 SPONSORSHIPS

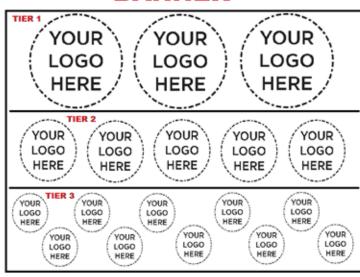
PARTNERSHIP LEVELS:

- TIER 1 YOUR LOGO WILL BE THE LARGEST SIZE ON THE BANNER. YOUR DONATION WILL PAY FOR THE MOST EXPENSIVE PROGRAMS AND YOUR ORGANIZATION NAME WILL BE THE TITLE OF THAT PROGRAM \$3,000
- TIER 2 YOUR LOGO WILL BE THE MIDDLE SIZE ON THE BANNER. YOUR DONATION WILL PAY FOR THE OPERATING SUPPLIES FOR A CERTAIN ACTIVITY AND YOUR ORGANIZATION NAME WILL BE THE TITLE OF THAT ACTIVITY \$1,000
- TIER 3 YOUR LOGO WILL BE THE SMALLER SIZE ON THE BANNER. SMALLER FINANCIAL DONATION OR DONATION OF TIME FOR A PRESENTATION/LEADING AN ACTIVITY.

SPONSORSHIP BANNER

TO RECOGNIZE OUR SUMMER
OF 2024 SPONSORS THE
BANNER WILL BE DISPLAYED
AT THE SIGN-IN TABLE ON
EVERY DAY OF SUMMER
RECREATION. IT WILL ALSO BE
POSTED ON THE CITY OF
AUBURN'S SOCIAL MEDIA AND
WEBSITE.

BANNER



2024 PARTNERSHIP AGREEMENT
YES, WE WANT TO BE A SPONSOR FOR THE CITY OF AUBURN
SUMMER RECREATION PROGRAM FOR CHILDREN!
PLEASE INDICATE PARTNER LEVEL HERE:
TIER 1 SPONSOR FOR \$3,000.
TIER 2 SPONSOR FOR \$1,000.
TIER 3 SPONSOR AT THE
FOLLOWING CONTRIBUTION LEVEL:
ENCLOSED IS OUR CHECK IN THE AMOUNT OF \$
CHECK NO
PLEASE MAKE CHECK PAYABLE TO CITY OF AUBURN
ORGANIZATION/BUSINESS NAME:
AUTHORIZED CONTACT PERSON
SIGNATURE
ADDRESS
PHONE
E-MAIL
PLEASE RETURN COMPLETED AGREEMENT TO:

PLEASE RETURN COMPLETED AGREEMENT TO:
BRIAN RHODES, CITY OF AUBURN PARKS AND RECREATION
130 N. DIVISION STREET AUBURN NY 13021
PLEASE CALL 315-255-2489
OR E-MAIL BRHODES@AUBURNNY.GOV