

# 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](http://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

Summer Rec provided children with healthy activities and educational opportunities.



**SAFETY RODEO**


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

July 19, 2023 @ 1pm  
Clifford Park  
81 Mary St  
Auburn NY

July 20, 2023 @ 1pm  
Casey Park  
150 North Division 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*



**AFD VISITS**  
*education*



**FEAST KITCHEN**  
*culinary program*



**UNITED WAY**  
*day of service*

# 2023 RECREATION

Summer Rec  
provided children  
with lots of summer  
recreational fun!



**GAGA BALL**



**KICKBALL**



**PICKLEBALL**



**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

- City of Auburn
- 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



United Way of Cayuga County



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](mailto: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:

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AUTHORIZED CONTACT PERSON

-----  
SIGNATURE

-----  
ADDRESS

-----  
PHONE

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E-MAIL

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](mailto:BRHODES@AUBURNNY.GOV)