



Concord Parks and Recreation Department

14 Canterbury Road, Concord NH 03301

2021 SPONSORSHIP PROGRAM



MISSION STATEMENT

Concord Parks and Recreation is committed to engaging our community with safe, fun, inclusive opportunities to enhance health and wellness by providing programming, parks and recreation facilities.

VISION STATEMENT

Concord Parks and Recreation's vision is to: create cutting edge and sustainable recreational resources to connect our community through education, programs and innovative partnerships to ensure an active city to live, work and play.

CORE VALUES

Engaged • Fun • Diverse

Concord Parks and Recreation at a glance:		
# Facebook: 5,000 +	# Instagram: 1,100 +	# Annual web hits: 26,000+
20 Park Sites	11 Playgrounds	20 Outdoor Tennis Courts
7 Outdoor Pools	13 Outdoor Basketball Courts	3 Community Centers
Over 300 Youth programs offered annually	Over 160 Adult programs offered annually	12 types of Camps offered

2021 Sponsorship Opportunities

Advertising - Brochures**

Seasonal Brochure Ad – Half Page \$1,500 for 4 brochures (only 4 available)

** Seasonal Brochures are published 3 times a year

Banners*

Memorial Field Baseball Field (4 by 6) \$400 per season (April – September)
 Memorial Field - Softball A Field (4 by 6) \$400 per season (April – September)
 Gym Banner at City Wide Center (4 by 6) \$600 for 12 months (only 8 available)
 Gym Banner at Green Street Gym (4 by 6) \$600 for 12 months

*Sponsor must provide the banners.

Events – all event sponsorships include your logo on print media and social media mentions

Easter Egg Hunt at City Wide Center \$750
 Summer Concerts – Presenting Sponsor \$6,000 **(SOLD – only 1 available)**

Youth Scholarship Fund

Sponsor one child to play youth sport: \$60
 Sponsor one child for week of camp \$150
 Sponsor one child an enrichment class \$50

All sponsorships, banners and advertising content must be approved by the Parks and Recreation Director. For more information please email recreation@concordnh.gov