



Concord Recreation Sponsorship Opportunities 2025-26

Revised: August 29, 2025

Special Event Sponsorships (Tax-Deductible)

Annual Community Events

Benefits	Enthusiast \$100	Advocate \$250	Patron \$500	Spotlight \$750	Headliner** \$1,000
Listed on our "Thank You" page for Event Sponsors in our next seasonal brochure	X	X	X	X	X
Company/Organization's logo included on "Thank You" sign at our event table/tent		X	X	X	X
Company/Organization's logo used in all print, web, and social media promotions			X	X	X
Access to a 10x10 space to showcase your Company/Organization at the event*				X	X
Recognition in on-site announcements and a shout-out by the band on stage					X

* The location of the 10x10 space will vary based on the event venue. The Sponsor is responsible for setting up and breaking down their space. Early access to the venue and parking are provided. The Sponsor must provide a **Certificate of Insurance**. For an additional fee, various items may be provided **if available** and requested at least one week before the event. See pricing below:

- One 8' table: \$8
- One 8' table and 3 folding chairs: \$15
- One 10x10' Concord Recreation tent: \$50

** Headliner Sponsorships are only available for the Summer Concert Series and the Tree Lighting.

Eligible Events:

- Winter Wonderland
- Egg Hunt
- Summer Concert Series – priced per/concert
- Trunk-or-Treat
- **Tree Lighting** – Prices are **doubled**, limited spaces available, discounts do not apply

Event Package Options:

- 2 events = 10% off final price
- 3 events = 15% off final price
- 4+ events = 20% off final price

Shamrock Ball

<i>Benefits</i>	<i>Clover \$500</i>	<i>Meadow \$1,000</i>	<i>Emerald \$2,000</i>	<i>Shamrock \$4,000</i>
<i>Listed on our "Thank You" page for Event Sponsors in our next seasonal brochure</i>	X	X	X	X
<i>Recognized and tagged in an event highlight post on social media (Facebook & Instagram)</i>	X	X	X	X
<i>Company/Organization's logo included on "Welcome" banner hung at event check-in</i>		X	X	X
<i>Option to contribute a prize of your choice to be included in the event raffle*</i>			X	X
<i>Opportunity to include a branded promotional item in the parting gift bags**</i>				X
<i>Recognition in on-site announcements and a shout-out by the band on stage</i>				X

* The prize will be recognized with "Prize Sponsored By" at the event. It must receive pre-approval from Concord Recreation and should not exceed the monetary value of \$1,000. The Sponsor must provide the prize for Concord Recreation at least one week before the event date.

** Every event attendee will receive a parting gift bag at the door. Sponsors may include a branded promotional item from their Business in the gift bag. All promotional items must receive pre-approval from Concord Recreation and should not exceed the monetary value of \$20. The Sponsor must provide the items for Concord Recreation at least one week before the event date.

Trunk or Treat

Who: 150+ families

Where: Beede Center parking lot

When: October 26, 2025

Tree Lighting

Who: 5,000+ attendees

Where: Monument Square

When: December 7, 2025

Winter Wonderland

Who: 500+ community members

Where: Hunt Recreation Center

When: January 24, 2026

Shamrock Ball

Who: 200+ parent/child pairs

Where: Westford Regency Hotel

When: March 14, 2026

Egg Hunt

Who: 800+ community members

Where: Emerson Field

When: March 27, 2026

Summer Concert Series

Who: 200+ attendees per concert

Where: Rideout Park

When: Thursday nights in July to August

Concord Recreation Sponsorship Agreement

Revised: August 29, 2025

Agreements will be reviewed and approved on a first-come first-serve basis. Payment and logo submission will be finalized after the agreement is accepted.

Business Name: _____

Contact Person: _____

Title/Role: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

Please select as many Events as you would like to sponsor:

Trunk or Treat

- Enthusiast Sponsor - \$100*
- Advocate Sponsor - \$250*
- Patron Sponsor - \$500*
- Spotlight Sponsor - \$750*

Shamrock Ball

- Clover Sponsor - \$500*
- Meadow Sponsor - \$1,000*
- Emerald Sponsor - \$2,000*
- Shamrock Sponsor - \$4,000*

Tree Lighting

- Enthusiast Sponsor - \$200*
- Advocate Sponsor - \$500*
- Patron Sponsor - \$1,000*
- Spotlight Sponsor - \$1,500*
- Headliner Sponsor - \$2,000*

Egg Hunt

- Enthusiast Sponsor - \$100*
- Advocate Sponsor - \$250*
- Patron Sponsor - \$500*
- Spotlight Sponsor - \$750*

Winter Wonderland

- Enthusiast Sponsor - \$100*
- Advocate Sponsor - \$250*
- Patron Sponsor - \$500*
- Spotlight Sponsor - \$750*

Summer Concert Series (\$/Concert)

- Enthusiast Sponsor - \$100*
- Advocate Sponsor - \$250*
- Patron Sponsor - \$500*
- Spotlight Sponsor - \$750*
- Headliner Sponsor - \$1,000*

of Concerts _____

Equipment Rental:

- One 8' Table - \$8
- One 8' Table + 3 Chairs - \$15
- 10'x10' Concord Recreation Tent - \$50

Sponsorship Terms & Expectations

Sponsorship Purpose

Sponsorship opportunities with Concord Recreation/Town of Concord positively promote and financially support the mission, vision, and values of the Department. Opportunities will be extended to any local, national, or international business, non-profit agency, governmental agency, organization, or individual that wishes to have a presence in the Town of Concord. Organizations whose primary business involves the following activities are **ineligible** for sponsorship opportunities in the Town of Concord.

- Promotion of the sale or consumption of alcoholic beverages or tobacco products.
- Promotion of gambling or illegal drugs.
- Promotion of the sale or use of firearms or other weapons.
- Depiction of characterizations which suggest nudity, profanity, obscenity, or lewdness.
- Commentary or advocacy of social, religious, or political nature.

The sponsorship opportunities being provided are solely non-public forums and should not be considered opportunities for discussion or the interchange of ideas on public issues. Agreements will be accepted on a first-come, first-served basis. Concord Recreation/Town of Concord reserves the right to make the final determination for acceptance of the agreement.

Conflict of Interest

Concord Recreation/Town of Concord reserves the right, at its discretion, to refuse any sponsorship from an organization, agency, business, or individual that offers competing programs and/or facilities.

Artwork Specifications

Concord Recreation reserves the right to revise, reflect, or omit any artwork at any time without notice. Concord Recreation/Town of Concord shall not be responsible for damages if any Sponsor logo fails to be published for any reason. Concord Recreation reserves the right to determine and/or change the placement of ads, flyers, logos, and banners without notice.

- Artwork must be submitted by the deadline provided by Concord Recreation to be included.
- Acceptable file formats: full color PDF or EPS with the fonts outlined (minimum resolution 300 dpi)

Payment & Invoice Terms

Payments are due on or before the deadline provided by Concord Recreation upon agreement acceptance. Failure to do so may forfeit the agreement for sponsorship.

Indemnification

Sponsors and their agencies are liable for all names and logos and shall indemnify and hold harmless Concord Recreation/Town of Concord, without limitation, for all claims made thereof against losses sustained by Concord Recreation/Town of Concord, its Commissioners, or employees. The Sponsor and its agency each state that they are fully authorized and licensed to use:

- The names, portraits, and/or pictures of living persons.
- Any copyrighted or trademarked materials.

By signing below, I acknowledge that I have read, understood, and agree to the terms of this agreement.

Sponsor Name: _____

Sponsor Signature: _____

Date: _____