





Sponsorships provide businesses and organizations the opportunity to bring community events and programs to area residents. Being a sponsor allows you exposure to your target audience in a fun, positive, community environment.

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The Town of Harrisburg

Harrisburg's pastoral countryside, close-knit community atmosphere and proximity to Charlotte's amenities have positioned the town for explosive growth.

The railroad continues to play a significant role in shaping the town with NCDOT's Piedmont Improvement Project and other investments in road and rail improvements throughout the area. Proximity to Charlotte and major interstate corridors I-485 and I-85 make Harrisburg a highly desirable place to live, work and play.

Community engagement and volunteerism runs deep in Harrisburg, a rapidly growing town focused on preserving its home town character. This community spirit is evident in the evolution of a vibrant all-volunteer youth athletics program, Harrisburg Youth Association (HYA) and the Association's transition to Harrisburg Parks & Recreation Department which occurred in 2008.

The Harrisburg Parks and Recreation department was formed in 2006 and has grown from a staff of one to eleven in 13 short years. The department strives to meet the needs of the community through youth and adult sports, programs, special events, parks and facilities.

Sponsorships provide businesses and organizations the opportunity to bring community events and programs to area residents. Being a sponsor allows you exposure to your target audience in a fun, positive, community environment.

To learn more about sponsorship opportunities

Please contact Harrisburg Parks and Recreation by phone at: 704.455.7275 or online at harrisburgnc.org/153/Parks-Recreation. Or, stop by the Harrisburg Parks and Recreation office located at 4100 Main Street, Harrisburg NC 28075.

A Unique Opportunity

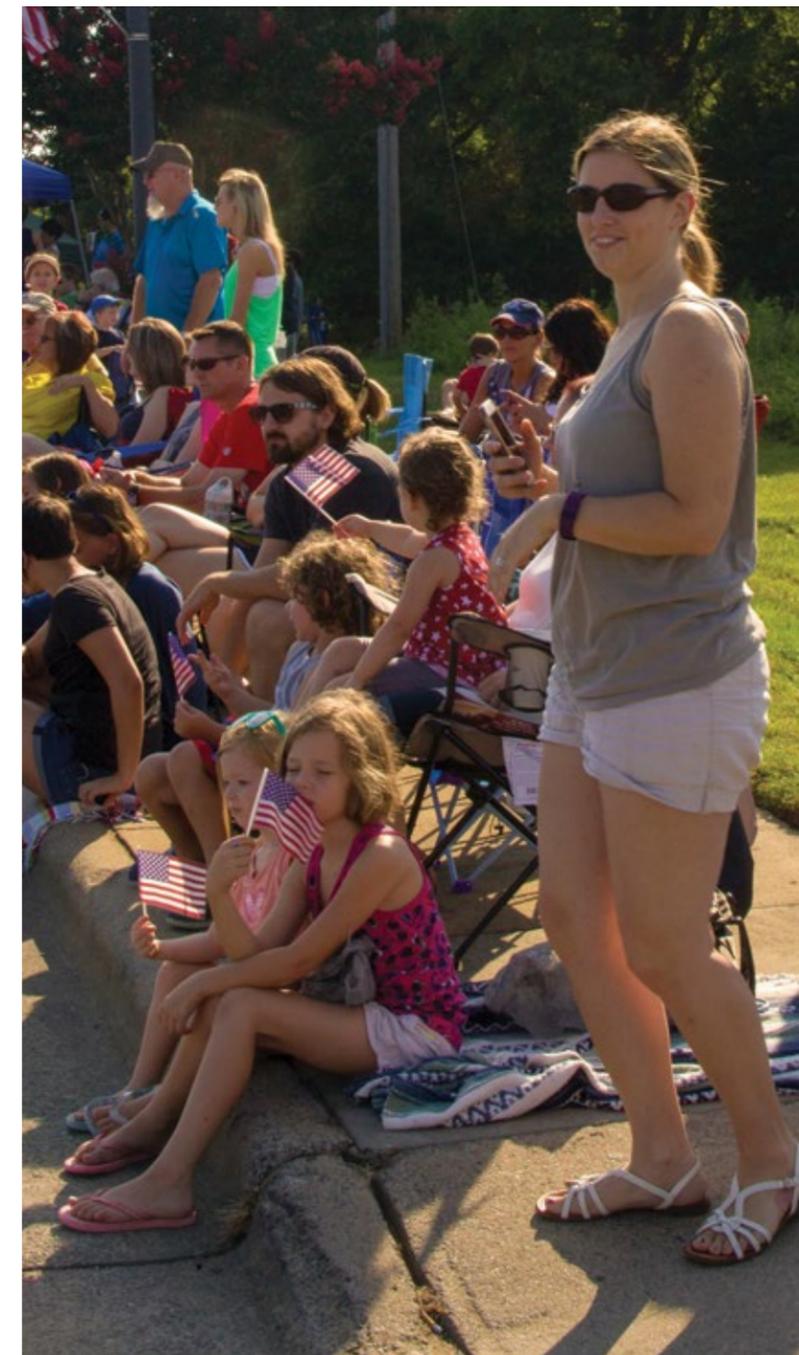
Sponsorships can be very advantageous for an organization or business who supports activities and events organized by the Town of Harrisburg Parks and Recreation Department. Did you know some of the benefits of sponsoring an event include publicity, being associated with a positive activity, and increased sales through the additional promotion? Local businesses and organizations can also benefit from sponsorship, as it places them in the public eye as part of the community. Sponsorships can help small or large businesses or organizations reach many of their goals simultaneously:

- Event participation
- Social media outreach
- Community involvement
- Positive Impact
- Publicity
- Increased credibility
- Access to your target market
- Build brand awareness
- Showcase your business

By sponsoring an event or program, your business or organization is given a competitive edge. You are no longer just attending the event, but being highlighted as a supportive agency of the event. This document will provide you with an outline of these opportunities available with the Town of Harrisburg Parks & Recreation Department.

Don't see a sponsor package relevant to your interest? Please call, and we'll be happy to discuss a custom package for you!

(Above right) As part of the Rockin' the Burg Community Concert Series, the Charlotte Symphony returns to Harrisburg Town Center for an evening under the stars. (Right) An estimated 30,000 people attend the Harrisburg July 4th Celebration and Parade.





THE
Golden
EGG HUNT



Each year, thousands of colored candy filled Easter eggs are hidden in Town parks the week prior to Easter in an effort to get families out exploring and searching for eggs together. Dozens of shiny golden eggs are also hidden, which have tickets that can be redeemed for special prizes. The Thursday prior to Easter, everyone is welcome to join in on the Easter fun at Harrisburg Park to include face painting, visits with the Easter Bunny, inflatables, food and vendors.

AUDIENCE INFO

Target Audience: Families with children
Approximate Event Attendance: 300-500+

Sponsorships help pay for items such as Easter eggs, inflatables and prizes.

For sponsorship level information, see page 12.



The Rockin' the Burg Concert Series is a free, family friendly outdoor concert series bringing our community to Harrisburg Park on the 2nd Saturday of each month during the months of May -October (with the exception of July when the Town hosts its annual Harrisburg July 4th Celebration). Each concert includes fare from local foods trucks, children's activities and a night on the lawn listening to different genres of music with the beautiful atmosphere of the park surrounding you.

AUDIENCE INFO

Target Audience: Families, Adults and Seniors
Approximate Event Attendance: 300-500+ per concert

Sponsorships help pay for items such as bands, stage production and children's activities.

For sponsorship level information, see page 12.



COMMUNITY
CONCERT
SERIES





TOWN OF HARRISBURG

July 4th Celebration
Celebrating Our Independence

HONORING OUR MILITARY AND THEIR FAMILIES



The Harrisburg July 4th Celebration, in honor of our Military and their families, is Harrisburg's Signature Event held annually to Celebrate Our Independence!

Thousands gather in Harrisburg Park each year for two nights of amusements, games, live entertainment, food and two nights of spectacular fireworks!

The morning of July 4th, thousands gather along the sidewalks of Highway 49 in Harrisburg to witness the Annual Harrisburg July 4th Parade. The festival takes place on the two evenings of July 3rd and 4th at Harrisburg Park.

This is an event you don't want to miss!

HERO: \$5,000+

- Sponsorship plaque presented by Harrisburg Town Council
- Company profile (100 words or less) on event website (provided by sponsor)
- Sponsor Logo prominently placed on promotional materials
- Flag banner in front of main stage
- Three reserved parking passes
- Twenty four commemorative T-shirts
- 3' x 5' Banner placed at Park Entrance or agreed upon location
- Sponsor Highlight in the special edition July 4th E-newsletter**
- Recognition over loud speaker at event Main Stage: two promotional announcements each day of the event = 4 total (submit prior to event date)
- Ability to place promotional item(s)/giveaways at Information Tent (preapproved)
- Inclusion on "Promotional Announcement" section of the July 4th E-newsletter
- Three parade entries
- Three vendor spaces on festival grounds (non-food)
- Logo displayed on parade sponsor truck
- Sponsor Logo hyperlinked between Town of Harrisburg website and sponsor website
- Sponsor logo on sign next to festival main stage
- Acknowledgement on parade broadcast on Cabarrus County Channel 22

**Promotional announcement defined as brief, one sentence advertisement for sponsoring organization.*

***Sponsor Highlight defined as brief, one paragraph description of sponsor's services and/or history.*

Acknowledgement of Advertising

- The Charlotte Observer
- The Independent Tribune
- Cabarrus Magazine
- Resident Event Mailer
- Town E-Newsletter
- Cabarrus Regional Chamber E-Gram
- Event Commemorative T-shirt
- Acknowledgement on Harrisburg July 4th Parade Broadcast (Cabarrus County Channel 22)
- Town Banners
- Festival Signage
- Acknowledgement on Town website and Town Facebook/Twitter/Instagram page
- Acknowledgement during event





PRESENTING: \$4,000-\$4,999

- 3' x 5' Banner placed at Park Entrance or agreed upon location
- Sponsor Highlight in the special edition July 4th E-newsletter**
- Two promotional announcements during the event (submit prior to event date)
- Ten commemorative T-shirts
- Three parade entries
- Three vendor spaces on festival grounds (non-food)
- Ability to place promotional item(s)/giveaways at Information Tent/Ticket Booth (preapproved)
- Inclusion on "Promotional Announcement" section of the July 4th E-newsletter
- Logo displayed on parade sponsor truck
- Sponsor Logo hyperlinked between Town of Harrisburg website and sponsor website
- Sponsor Logo on promotional materials
- Sponsor logo on sign next to festival main stage
- Acknowledgement on parade broadcast on Cabarrus County Channel 22
- Recognition over loud speaker at event Main Stage

ASSOCIATE: \$3,000-\$3,999

- Promotional announcement during the event (submit prior to event date)
- Ability to place promotional item(s)/giveaways at Information Tent/Ticket Booth (preapproved)
- Sponsor logo on sign in front of festival main stage
- Eight commemorative T-shirts
- Inclusion on "Promotional Announcement" section of the July 4th E-newsletter*
- Two parade entries
- Two vendor spaces on festival grounds (non-food)
- Logo displayed on parade sponsor truck
- Sponsor Logo hyperlinked between Town of Harrisburg website and sponsor website
- Sponsor Logo on promotional materials
- Acknowledgement on parade broadcast on Cabarrus County Channel 22
- Recognition over loud speaker at event Main Stage



An estimated 30,000 people attend the Harrisburg July 4th Celebration and Parade.

PATRIOT: \$2,000-\$2,999

- Inclusion on "Promotional Announcement" section of the July 4th E-newsletter
- Sponsor logo on sign in front of festival main stage
- Sponsor Logo hyperlinked between Town of Harrisburg website and sponsor website
- Six commemorative T-shirts
- Two parade entries
- Two vendor spaces on festival grounds (non-food)
- Logo displayed on parade sponsor truck
- Sponsor Logo on promotional materials
- Acknowledgement on parade broadcast on Cabarrus County Channel 22
- Recognition over loud speaker at event Main Stage

BENEFACTOR: \$1,000-\$1,999

- Two parade entries
- Two vendor spaces on festival grounds (non-food)
- Sponsor Logo displayed on parade sponsor truck
- Four commemorative T-shirts
- Sponsor Logo on promotional material
- Sponsor name hyperlinked between Town of Harrisburg website and sponsor website
- Acknowledgement on parade broadcast on Cabarrus County Channel 22
- Recognition over loud speaker at event Main Stage

SUSTAINER: \$500-\$999

- Sponsor printed name displayed on parade sponsor truck
- Sponsor name hyperlinked between Town of Harrisburg website and sponsor website
- One parade entry
- One vendor space on festival grounds (non-food)
- Sponsor printed name on promotional materials
- Acknowledgement over parade broadcast on Cabarrus County Channel 22
- Two commemorative T-shirts
- Recognition over loud speaker at event Main Stage

PATRON: \$250-\$499

- Sponsor printed name on promotional materials
- Printed sponsor name on the Town of Harrisburg website





The Annual Harrisburg Art Walk is held the 2nd Saturday in October in Harrisburg Town Center. Over 50 art vendors line the streets in front of and around Town Hall displaying their original works of art. Visitors can expect to see multiple forms of art such as paintings, pottery, handmade jewelry, photography and more!

AUDIENCE INFO

Target Audience: People of all ages and individuals with an interest in art

Approximate Event Attendance: 500+

Sponsorships help pay for items such as tents, balloon decor and music.

For sponsorship level information, see page 12.

ART WALK



The Annual Trick or Treat in the Park event is a night of games, costume contests, inflatables and candy, candy and more candy! Held annually the Friday before Halloween, local businesses and organizations are invited to participate in the fun of seeing hundreds of children ready to shine in their Halloween costumes for a great night of spooky fun!

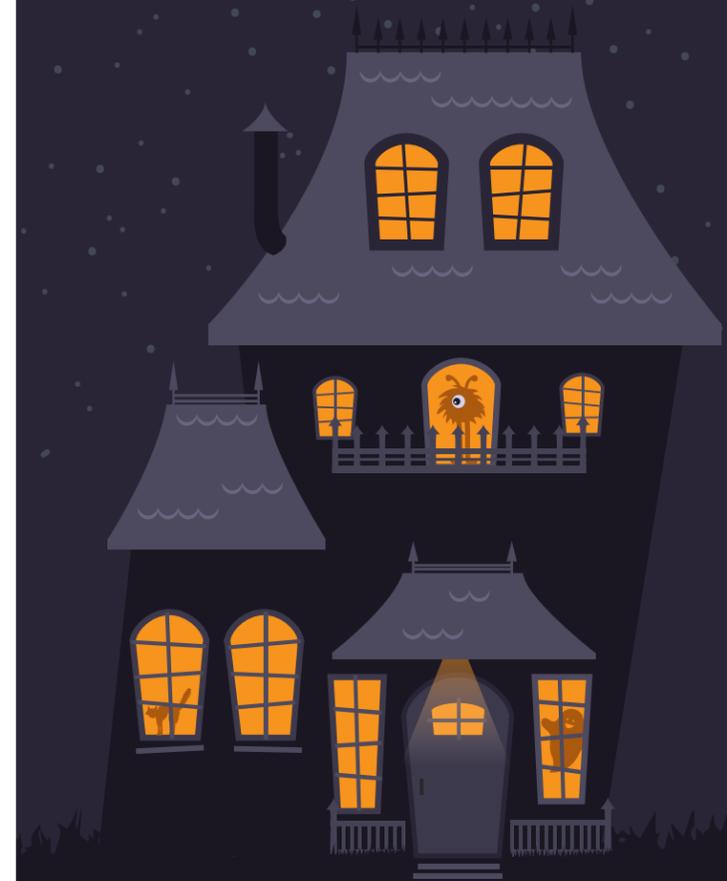
AUDIENCE INFO

Target Audience: Families with children

Approximate Event Attendance: 1,500+

Sponsorships help pay for items such as candy, inflatables and games.

For sponsorship level information, see page 12.



TRICK OR TREAT IN THE PARK



ANNUAL CHRISTMAS TREE LIGHTING



The Town's Annual Christmas Tree Lighting event is held the Friday evening a week after Thanksgiving in Veteran's Park at Harris Square. Along with the Official lighting of the Town's tree, visitors can enjoy free horse and carriage rides, craft vendors, food, a live nativity scene and music. A beautiful and festive night in Harrisburg helps ring in the start of the holiday season!

AUDIENCE INFO

Target Audience: Families and individuals of all ages

Approximate Event Attendance: 400+

Sponsorships help pay for items such as the horse and carriage rides, the stage and decorations.

For sponsorship level information, see page 12.

HARRISBURG SPONSORSHIP OPPORTUNITIES





Sponsorship Opportunities Available for Each Event*

GOLD LEVEL SPONSOR: \$2,000

Gold Level Sponsors receive:

- Vendor spot on festival grounds during the event
- At least 4 social media promotions to include Facebook, Twitter and Instagram
- Logo on event banners (4) and signage at the event
- Recognition as the Gold Sponsor on the home page of the Harrisburg Parks and Recreation website
- Logo on event webpage (with hyperlink) and event flyers
- Recognition in one Town E-newsletter, sent out monthly, advertising the event (target audience 2,000+)
- Recognition on Parks and Recreation email advertising the event (target audience 2,000+)
- Recognition on signage at the event as the Gold Sponsor

SILVER LEVEL SPONSOR: \$1,000

Silver Level Sponsors receive:

- At least 2 social media promotions to include Facebook, Twitter and Instagram
- Logo on event banners (4), webpage and flyers
- Recognition on Parks and Recreation email advertising the event
- Recognition on signage at the event as the Silver Sponsor

BRONZE LEVEL SPONSOR: \$500

Bronze Level Sponsors receive:

- At least 1 social media promotion to include Facebook, Twitter and Instagram
- Business Name on event banners (4) and webpage
- Logo on event flyers
- Recognition on signage at the event as the Bronze Sponsor

To learn more about sponsorship opportunities

Please contact Harrisburg Parks and Recreation at 704.455.7275 or online at harrisburgnc.org/409/Sponsorship-Opportunities.

*Excluding The Harrisburg July 4th Celebration



HARRISBURG MULTICULTURAL FESTIVAL

Presented by the Harrisburg Arts, Culture and Heritage Committee



The Town of Harrisburg Arts, Culture and Heritage Committee, a sub-committee of the Parks and Recreation Advisory Board, provides a voice, specific for the Arts, Culture and Heritage of the Harrisburg community. The Committee consists of individuals who live in the local region and community and have an interest in supporting and preserving the arts of Harrisburg, culture, events, history/heritage and programs.

Through monthly meetings, information obtained from the Arts, Culture and Heritage Committee is provided to Harrisburg Parks and Recreation Advisory Board and Town Council to help make informed decisions that support the arts, culture and heritage of the community.

Revenue generated by HACH events goes to the Harrisburg Community and Youth Association (HCYA).

AUDIENCE INFO

Target Audience: Families

Approximate Event Attendance: First year goal: 200-300

Sponsorships help pay for items such as marketing, stage and sound production.

For sponsorship level information, see page 12.





3,000

Annual participants in youth sports

1,000

Annual participants in adult sports

Youth Athletic Sponsorships

The Town of Harrisburg offers the largest youth sports program in Cabarrus County. Town facilities along with school facilities are utilized to host spring and fall baseball, softball and soccer as well as fall football and cheerleading and winter basketball. An array of adult sports are offered as well, such as soccer, softball and flag football. Any given Saturday and weeknight, parks and sports facilities are full of the area's youth and adults participating in Harrisburg Parks and Recreation Sports.

TEAM JERSEYS: \$260 per season per team

- Organization name on top back of one set of team jerseys
- Available for spring and fall softball, baseball or soccer and fall flag football

FIELD SIGN: \$350 annual payment*

*Cost does not include cost of sign production.

- Sign to be provided by the sponsor and to meet specifications given by Harrisburg Parks and Recreation
- Organization name and logo on one 4' x 8' sheet metal sign to be displayed on one outfield fence at Stallings Park, Harrisburg Elementary baseball/softball fields or Harrisburg Park fields for one year.*

*The life of the metal field signs are approximately 5 years (give or take). If the sign becomes faded or worn and needs to be replaced, it will be done so at the expense of the sponsor.

- Sponsorship renewal is available on a yearly basis. Signs will be returned to sponsor if they choose not to renew.

Facilities Utilized:

- Harrisburg Park (Town owned)
- Stallings Park (Town owned)
- Harrisburg Elementary
- Pitts School Road Elementary
- Rocky River Elementary
- Patriots Elementary
- Rocky River Middle
- Hickory Ridge Middle

Sponsorship Application

Name (as you would like it displayed): _____

Today's Date: _____

Contact Person: _____ Phone: _____

Mailing Address: _____ Mobile: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Website: _____ Facebook Page: _____

SPECIAL EVENT Sponsorship Commitment: Level of Sponsorship: Sponsorship:

Event Name: _____ \$ _____

Event Name: _____ \$ _____

Event Name: _____ \$ _____

SPORTS Sponsorship Commitment: Level of Sponsorship: Sponsorship:

Sport: _____ \$ _____

Sport: _____ \$ _____

Sport: _____ \$ _____

Description of Sponsor Level: _____

Sponsor Signature: _____ Date: _____

Sponsorship Approval (staff): _____ Date: _____

OFFICE USE ONLY:

AMOUNT DUE: _____ PAYMENT DATE: _____ PAYMENT AMOUNT: _____

CASH/ CC/ CHECK # _____ BALANCE DUE: _____ LOGO RECEIVED? YES / NO _____

Please submit application to:
Harrisburg Parks and Recreation
PO Box 100
4100 Main Street
Harrisburg NC 28075

Harrisburg Parks and Recreation Contact Information:
704-455-7275
HarrisburgNC.org

For events where vendor spaces are available or part of a sponsorship, individual vendor applications will need to be completed by the sponsor in order to participate. Harrisburg Parks and Recreation will provide these applications. This applies to the Golden Egg Hunt, Rockin' the Burg Concert Series, Harrisburg July 4th Celebration and Parade, Harrisburg Art Walk, Trick or Treat in the Park and Christmas Tree Lighting event.

By signing this sponsorship application, you are agreeing to a sponsorship with the Town of Harrisburg. The term of the sponsorship shall begin on the date in which the sponsorship is paid in full and signed by the sponsoring party. Sponsorship does not include implied endorsement by the Town of Harrisburg of the sponsor's goods or services. The sponsor and its organization shall indemnify and hold harmless the Town of Harrisburg, its employees, officials, agents, and volunteers from any loss, costs (including reasonable attorney fees and court costs), damages, expenses, and liability arising from its participation as a Harrisburg Parks and Recreation event or sports sponsor. No exclusivity will be given unless in written form from the Harrisburg Parks and Recreation Department. Harrisburg Parks and Recreation events are rain or shine. Sponsor logos should be emailed to Shawn Marble at smarble@harrisburgnc.org in vector and raster formats. The Parks and Recreation Department reserves the right to accept or reject any application including any objectionable logo or message.

