

THE M-NCPPC, DEPARTMENT OF PARKS AND RECREATION, PRINCE GEORGE'S COUNTY

The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bi-county agency empowered by the State of Maryland in 1927. M-NCPPC's Department of Parks and Recreation, Prince George's County provides quality recreation programs, facilities, and services for residents and visitors. M-NCPPC operates and maintains more than 26,000 acres of parkland throughout Prince George's County, including land developed to provide parks, picnic areas, athletic fields, historic sites, community centers, and recreation facilities. In an effort to maintain the county's natural beauty, a large percentage of the land has been left undeveloped to serve as buffers and to provide natural open spaces.



MISSION STATEMENT

In partnership with our citizens, the Department of Parks and Recreation provides comprehensive park and recreation programs, facilities, and services which respond to changing needs within our communities. We strive to preserve, enhance, and protect our open spaces to enrich the quality of life for present and future generations in a safe and secure environment.

VISION STATEMENT

The Department of Parks and Recreation pledges to:

- Provide stewardship of our county's natural, cultural, and historical resources.
- Foster the need of our citizens for recreational pursuits in a leisure environment.
- Provide the highest standard of excellence in public service through cooperative partnership with our diverse community.



KINDERFEST



SPONSORSHIP OPPORTUNITIES at Watkins Regional Park

FESTIVAL OF LIGHTS



SUMMER CONCERT SERIES



WATKINS REGIONAL PARK

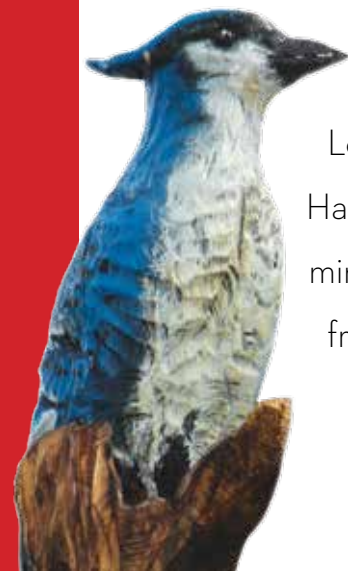


Watkins Regional Park, located at 301 Watkins Park Drive, Upper Marlboro, MD 20774, is more than 844 acres in size. Developed facilities in the park include Watkins Nature Center, the Chesapeake Carousel, Old Maryland Farm, a miniature train, snack vending, a miniature golf course, lighted and unlighted athletic fields, outdoor basketball courts, lighted tennis courts, Watkins Tennis Bubble, campsites,

picnic areas with shelters, playgrounds, comfort stations, a paved, 1.7 mile circuitous hiker/biker trail, as well as miles of trail through deciduous forest. The park attracts thousands of visitors and offers programs, classes and special events for people of all ages.



Located 20 minutes from National Harbor, 30 minutes from Silver Spring and 45 minutes from southern Maryland, this park is easily accessible from several major thoroughfares.



I'm interested in sponsorships!

Kinderfest

- Main Event Sponsor \$5000
- Event Sponsor \$3000
- Supporter \$1500
- Friend \$500
- Kinder in kind Services

Turkey Trot Run

I'm interested in Turkey Trot Run sponsorship opportunities. Please contact me per the information provided below.

Summer Concert Series

- Main Stage Sponsor \$500
- Grass Sponsor \$250

Festival of Lights

- White Light Sponsor \$5000
- Red Light Sponsor \$2500
- Orange Light Sponsor \$1000
- Green Light Sponsor \$500
- Blue Light Sponsor \$250

PLEASE PRINT

Organization _____

Name of Contact Person _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Use this form to (a) express interest in and learn more about sponsorship opportunities, and/or to (b) specify the sponsorship opportunities you're interested in. If you're ready to be a sponsor, please check the appropriate sponsorship boxes above and send a check made out to M-NCPPC.

Please mail form and/or check to:
M-NCPPC, CAO
301 Watkins Park Drive, Upper Marlboro, MD 20774
Attn: Watkins Regional Park Sponsorships

Thank you for exploring sponsorship opportunities at Watkins Regional Park. We look forward to working together!

Sponsorships require written agreements with The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation, Prince George's County. Sponsorship agreements do not imply endorsement of sponsor goods or services. For more information, please e-mail Sponsorship.CAO@pgparks.com

SUMMER CONCERT SERIES



JUNE, JULY, AUGUST

Musicians and performers from around the Mid-Atlantic area perform throughout the summer at Watkins Regional Park. The **Thursday night**, outdoor concerts are scheduled from about the third week of June through the first week of August and feature talented artists with a diverse range of musical tastes including jazz, rock, rhythm and blues, Latin beat and almost anything you can dance to. There will also be a performance by the always popular Prince George's Shakespeare in the Parks Program!

SPONSOR OPPORTUNITIES AND BENEFITS

Main Stage Sponsor - \$500

- Company banner hung on bandwagon at every concert
- Sponsor recognition (*logo*) on our web site (www.pgparcs.com)
- Recognition at every concert

Grass Sponsor - \$250

- Company will be listed in a random selection on promotional materials
- Recognition at every concert



Kinderfest and the **Winter Festival of Lights**, two special programs held at Watkins Regional Park annually, attract thousands of attendees who enjoy great recreational experiences. Our **Summer Concerts Series** is a popular family activity, bringing hundreds of visitors each Thursday evening to the park for some fun and live music during the summer.

The Festival of Lights Trot for a Turkey



event will be held in conjunction with the popular light show. Those who register for the trot can walk/run 2.4 miles through the Festival of Lights course

at night and enjoy getting out, being active and seeing the displays up close. Additionally, every Trot for a Turkey registration will include the donation of a turkey to a needy family. M-NCPPC is seeking sponsors to help support this worthy cause in a variety of ways. If you'd like to be a sponsor, please contact The Natural & Historic Resources Division at 301-627-7755.





KINDERFEST



Kinderfest offers an opportunity to become a part of Prince George's County's Parks and Recreation family. Sponsors have a unique opportunity to meet and greet as many as **16,000 people** from Prince George's County and neighboring areas, introduce their companies to a new market, hand out product samples to a diverse population, and promote their corporate names during this popular, family event.

BENEFIT PACKAGES

Kinder Main Event Sponsor | \$5000

- Sponsor Hospitality Tent (*Five sponsor staff can enjoy light refreshments and lunch during the event*)
- Four announcements recognizing your company on stage and a two minute live promotional address on the main stage
- Your company banner (*provided by you*) displayed at a specific venue during the event, giving you exclusive advertising rights there. (*Banner can be no larger than 4'x 5'*)
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Sponsorship recognition (*your logo*) in the Kinderfest program
- Sponsor exhibit space (*10' x 10' space with a tent, table and chairs*) for literature and/or giveaway item distribution
- 100 complimentary ride and game tickets
- VIP Parking Pass

Kinder Event Sponsor | \$3000

- Sponsor Hospitality Tent (*Four sponsor staff can enjoy light refreshments and lunch during the event*)
- Two announcements recognizing your company on stage
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Sponsorship recognition (*your logo*) in the Kinderfest program
- Sponsor exhibit space (*10' x 10' space with a tent, table and chairs*) for literature and/or giveaway item distribution
- 80 complimentary ride and game tickets
- VIP Parking Pass

Kinder Supporter | \$1500

- Sponsor Hospitality Tent (*Three sponsor staff can enjoy light refreshments and lunch during the event*)
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Sponsorship recognition (*your logo*) in the Kinderfest program
- Sponsor exhibit space (*10' x 10' space with table and chairs*) for literature and/or giveaway item distribution.
- 40 complimentary ride and game tickets

Kinder Friend | \$500

- Sponsor Hospitality Tent (*Two sponsor staff can enjoy light refreshments and lunch during the event*)
- Sponsor exhibit space (*10' x 10' space with table and chairs*) for literature and/or giveaway item distribution
- Sponsorship recognition (*your logo*) in the Kinderfest program
- 20 complimentary ride and game tickets

Kinder in Kind Services Sponsorship Opportunities

Targeted marketing opportunities can be a combination of cash and in-kind donations. We would be more than happy to tailor a sponsorship package that suits your goals. Benefits associated with in-kind sponsorship include table signage (*provided by your company*), table and chairs for literature and/or giveaway items and Kinderfest program recognition.



Targeted Marketing opportunities may include, but are not limited to:

- | | | | |
|----------------------------|---------------------|----------------------|-----------------------------|
| • ATM Machines | • Hayrides | • Midway | • Trackless Train |
| • Carnival Games | • Ice | • Pony Rides | • Transportation/Golf Carts |
| • Entertainment/Main Stage | • Interactive Demos | • Portable Restrooms | • Water |
| • Entertainment | • Kid Fit | • Prizes | |
| • Roving Entertainers | • Kinder Crows | • Rock Climbing Wall | |



FESTIVAL OF LIGHTS

The Festival of Lights runs from the Thursday after Thanksgiving until January 1.

“Put a Little Twinkle in Your Life”



Don't miss an opportunity to sponsor lights at this spectacular holiday drive-through event. Over **20,000 vehicles** come through this dazzling event. Don't miss a chance to be part of this community event that lights up the season!



BENEFIT PACKAGES

White Light | \$5000

- Company sign at the entrance and end of the Festival
- White light event sponsor sign at the Festival
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Complimentary admission for 20 cars
- Sponsorship recognition (*your logo*) in the Festival of Lights program

Red Light | \$2500

- Red light sponsor sign at sponsored display
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Complimentary admission for 10 cars
- Sponsorship recognition (*your logo*) in the Festival of Lights program

Orange Light | \$1000

- Orange light sponsor sign at the sponsored display
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Complimentary admission for 5 cars
- Sponsorship recognition (*your logo*) in the Festival of Lights program

Green Light | \$500

- Green light sponsor sign at the sponsored display
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Complimentary admission for 2 cars
- Sponsorship recognition (*your logo*) in the Festival of Lights program

Blue Light | \$250

- Blue light sponsor sign at sponsored display
- Sponsor recognition (*your logo*) on our web site (www.pgparcs.com)
- Complimentary admission for 2 cars
- Sponsorship recognition (*your logo*) in the Festival of Lights program

