



# 2023 PARTNERSHIP OPPORTUNITY GUIDE

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# GEARS Overview



## Mission Statement

GEARS mission is to provide recreation, continuing education and social service activities/programs for the children, youth and adults of the participating municipalities in a fiscally responsible manner.

## Who We Are

GEARS is a non-profit organization that has a 45-year history of providing high quality recreation services. GEARs consists of three departments including the following:

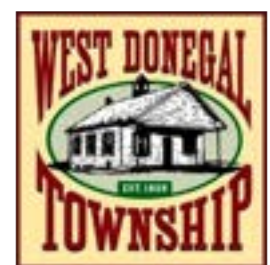
- Kids Center: Provides affordable childcare services from Preschool to 6<sup>th</sup> grade.
- Senior Center: Provides activities and resources to active adults 60+ at no cost to them.
- Recreation: Provides affordable activities and programs for children, youth and adults that enhances their health and well-Being. In addition, GEARs provides a number of special events that promote a greater sense of community and inclusiveness.

## Who We Serve

GEARS serves a growing and diverse population of over 30,000 people that live in the participating municipalities of Mount Joy Township and West Donegal Township. By offering services year round, we have constant interaction with our current customer base and attract new people to the GEARs brand regularly.

## Partnership Benefits

- Recognition of your support will increase brand exposure for your business/organization to our large and diverse service area totaling 30,000 plus people.
- Your business/organization will join the GEARs network of partnering businesses and other supporting organizations.



# Eggstravaganza



GEARS Eggstravaganza will be held at the Elizabethtown Fairgrounds on April 1, 2023! The event attracts up to 3,000 people offering free egg hunts for children ages 12 and under, an adult egg hunt, senior egg hunt, inflatable slides, bounce houses and balloon artists. Proceeds from this event support GEARs in reaching our mission and positively impacting our local community.

## Gold Egg - Activity Sponsor: \$500

- Corporate Signage displayed at the activity area (i.e. inflatables)
- Corporate name and logo displayed on all promotional materials
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the monthly E-Newsletter (sent to over 9,500 people)



## Silver Egg - Supplies Sponsor: \$250

- (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)



# GEARS Golf Tournaments



GEARS holds two golf tournaments throughout the year in the Spring and in the Fall. Our **“Spring Mix” Golf Tournament** which is now entering its 17<sup>th</sup> year will be held at Dauphin Highlands Golf Course on Friday, May 5, 2023 at 1:00 pm. This has become an annual event to attend as we pass from winter to spring. Our **26<sup>th</sup> Annual 4-Person Scramble Golf Tournament** will be held at Dauphin Highlands Golf Course on Friday, October 6, 2023 at 8:30 am. Proceeds from these tournaments will help support GEARS in offering affordable childcare, Senior Center programming, and recreational activities to our community.

## Event Sponsor: \$1,000

- Complimentary four-person registration including golf and lunch (\$400 value)
- Corporate name and logo posted at two holes (\$200 value per hole)
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Opportunity to set up booth during registration
- Corporate name and logo on registration and information sheet
- Recognition during lunch speech
- Opportunity to include appropriate items in the registration gift bags
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)



## Contest Sponsor: \$850

- Complimentary four-person registration including golf and lunch (\$400 value)
- Corporate name and logo posted at a contest hole (\$200 value)
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Corporate name and logo on registration and information sheet
- Recognition during lunch speech
- Opportunity to include appropriate items in the registration gift bags
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)

## Lunch Sponsor: \$550

- Complimentary two-person registration including golf and lunch (\$200 value)
- Corporate name and logo posted at a hole (\$200 value) and lunch area
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Corporate name and logo on registration and information sheet
- Recognition during lunch speech
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)

## Hole Sponsor: \$200

- Corporate name and logo posted at a hole
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Corporate name and logo on tournament information sheet
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)





# Camp Ladybug



Camp Ladybug is an award winning program that was recognized by the Pennsylvania Recreation and Park Society for Programming Excellence. This program is **FREE** to all participants and operates over a 6-week period starting in June through July. Camp Ladybug's purpose is to provide a fun atmosphere where campers participate in socialization and recreational activities. The program is for individuals of all ages who are mentally and/or physically challenged. Others within the community are also able to participate in the program through volunteering. These volunteers assist the campers with active games, arts and crafts, free time on the playground, snack and special events that are all centered around a theme that changes each summer.

## Mission Sponsor: \$2,000+

- Corporate signage prominently displayed at camp
- Corporate name and logo prominently displayed on all advertising materials
- Corporate logo printed on camp t-shirts
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Opportunity to have representatives visit camp site
- Opportunity to distribute appropriate company items to campers
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)

## Goals' Sponsor: \$1,000+

- Corporate name and logo prominently displayed on all advertising materials
- Corporate name or logo printed on camp t-shirts
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Opportunity to have representatives visit camp site
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)
- 

## Objectives' Sponsor: \$500+

- Corporate name or logo displayed on advertising materials
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)

## Support Sponsor: \$250+

- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)



# Summer Playground



GEARS recreation has been offering our Summer Playground program for over 40 years and is an integral part of our community. As we approach each year, it is our goal to continue to offer a program that is affordable and exciting for our participants and their families. GEARs wants to ensure that all children are able to participate in this program regardless of financial restrictions. Through your support, we are able to offer a scholarship program that ensures children are able to attend the Summer Playground program and to allow GEARs to provide an exceptional program at an affordable price.

## Playground Site Sponsor: \$1,000

- Corporate name and logo prominently displayed at selected program location
- Corporate logo printed on staff t-shirts
- Corporate name and logo displayed on all promotional materials
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

## Scholarship Program Sponsor: \$500

- Corporate name and logo displayed at selected program location
- Corporate name and logo displayed on all promotional materials
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

## Supply Sponsor: \$250

- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)



# GEARS Tennis Tournaments



GEARS will be hosting tennis tournaments this summer on the campus of Elizabethtown High School. There will be 2 tennis tournaments over the summer months. Proceeds from these tournaments will help support GEARs in offering affordable childcare, Senior Center programming, and recreational activities to our community

## **Event Sponsor: \$1,000**

- Corporate name and logo posted at tennis courts
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Opportunity to set up booth during registration
- Corporate name and logo prominently displayed on all promotional materials
- Recognition during speech
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)
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## **Ace Sponsor: \$200**

- Corporate name and logo posted at the tournament
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Corporate name and logo on tournament information sheet
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

# Movies in the Park

GEARS will be continuing the FREE summer tradition of Movies in the Park. This event is enjoyable for the whole family and gives spectators that drive-in feeling of the past. GEARs is looking for your support for the rental and operation of Movies in the Park.

## **Movie Sponsor: \$250**

- Corporate name and logo will appear on screen before 1 movie
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)





# GEARS Youth Sports Programs



GEARS recreation offers a variety of youth sports for ages 3-15. GEARs Youth Sports programs offers a community-based philosophy where every player has an opportunity to experience and learn the sport. We offer a variety of sports such as soccer, lacrosse, basketball, and volleyball. Our goal is to offer a high quality program and reasonable rates to our participants. This can only happen with the support from our community partners.

## Gold Sponsor: \$1,500

- Sponsor for all levels of one sport (Iddy Bidy through Youth level)
- Corporate name and logo will appear on shirts/jerseys
- Corporate name and logo will be utilized in all promotional materials used for that sport
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

## Silver Sponsor: \$500

- Sponsor for a single Iddy Bidy sport
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)





# GEARS Fall Festival



GEARS will be presenting the 13th Annual Fall Festival at the Elizabethtown Fairgrounds. The festival is a family-friendly event that features a variety of entertainment, food, crafts, and children's activities. This event attracts over 2,000 people representing a diverse demographic. Proceeds from the Fall Festival support GEARs in providing many services to families in the greater Elizabethtown area including childcare, Elizabethtown Area Senior Center activities and affordable sports and recreation programs.

## **Event Sponsor: \$1,500** (Exclusive Partnership Opportunity)

- Exclusive presenting sponsor of the event
- Opportunity to set up company information booth with representatives in high traffic location
- Corporate signage prominently displayed at event
- Corporate name and logo displayed on advertising materials
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

## **Activity Sponsor: \$750**

- Corporate signage at activity area (inflatable, hayride, haunted barn)
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Opportunity to set up company information table with representatives
- Opportunity to distribute promotional items or gifts
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)

## **Supplies Sponsor: \$250**

- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARs monthly E-Newsletter (sent to over 9,500 people)



# Elizabethtown Holiday Parade



The Elizabethtown Holiday Parade presented by Mars Wrigley, an event that annually attracts 2,000-3,000 people. This ongoing holiday tradition will continue in the future with GEARS and its continued partnership with Elizabethtown Borough. This nostalgic event brings the community together and spreads the holiday cheer.

## Star Sponsor: \$750

- Corporate name and logo will be utilized in promotional materials for the parade
- Corporate name and logo will appear on judges stand banner
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)

## Holly Sponsor \$250

- Corporate name and logo will be utilized in promotional materials for the parade
- Corporate logo displayed on website (1,200 active users a month) and social media (over 2,300 followers)
- Recognition in the GEARS monthly E-Newsletter (sent to over 9,500 people)





## 2023 Sponsorship Agreement

### PLEASE COUNT ME IN!!

Please complete the following sponsor information. Print your business name exactly as you would like it to appear in advertising.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Please indicate the event(s) and sponsor opportunity you are taking advantage of:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please check here if we are able to contact you again this year for other upcoming events?

Signature: \_\_\_\_\_

Please make your check payable to GEARS, and return with completed form to:

**GEARS**  
**Attn: Lee Eckert**  
**70 South Poplar Street**  
**Elizabethtown, PA 17022**

You may call our office with Credit Card #, at 717-367-0355 or send form via email to [LeeEckert@GetintoGEARS.org](mailto:LeeEckert@GetintoGEARS.org)

Please make sure your Web Site is listed above. Email your business logo to [LeeEckert@GetintoGEARS.org](mailto:LeeEckert@GetintoGEARS.org)



# Thank You Sponsors

