

# Carroll County Department of Recreation & Parks

## Sponsorship Opportunities



Robert Moton Center  
300 South Center Street  
Westminster

Phone: 410-386-2103  
Website: [ccrecpark.org](http://ccrecpark.org)  
Email: [ccrec@carrollcountymd.gov](mailto:ccrec@carrollcountymd.gov)

| 2025



# PARTNER WITH US

Is your business looking for ways to connect with potential customers? Have you considered sponsorship of Carroll County Recreation & Parks events to improve your brand awareness and yield a high return on investment? Each year, Recreation & Parks offers a variety of family friendly activities to residents and visitors at little or no cost to the public that improve their quality of life. With a variety of sponsorship opportunities for programs & events, we've made connecting with our community easy by creating a variety of sponsorship packages that can provide positive exposure in healthy environments.

This comprehensive sponsor packet will provide you with detailed information about our events and a variety of ways to support recreation and parks. Each sponsorship package offers opportunities to get your name out into the community and actively engage with the community.

## MARKETING SNAPSHOT



Facebook Page reach  
147,100

Facebook Followers  
9,627



Instagram reach  
500

Instagram Followers  
436



Followers  
352



Flickr Images  
3,314



Web Site Views: 35,275 annually • Unique Page Views: 28,258 • Average Time on Page: 1:17



Bi-monthly newsletters through Carroll County Public Schools  
Gov. Delivery subscribers (Rec. & Parks): 40,179 recipients



Comcast Channel 24 - event promotion with sponsor name



Annual Park Visitation  
- Piney Run Park (over 100,000 visitors annually)  
- Bear Branch Nature Center (29, 116 visitors annually)



Activity Guides posted online: 4 • Printed: 1200-1500



## MISSION STATEMENT

Connecting people, parks and programs in support of a strong healthy community and natural environment.

# Tier I Events • \$1,000 - \$15,000



## Piney Run Fish Stocking • \$1,000

**Location:** Piney Run Park

Becoming a Fish Stocking Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Logo displayed on all promotional signs/emails/social media for fishing events, advertisement/flyer placement.



## Piney Run Boathouse/Boat Purchases • \$1,000 - \$6,000 per watercraft

**Location:** Piney Run Park • Contact Piney Run to discuss the type of boat to be donated.

Approximately 31,000 patrons/year

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Your business name will be displayed on the side of the boat as indicated by your sponsorship. Recognition of all boat sponsors and their level of sponsorship on a dedicated email blast.



## Carroll County Car Fest • \$500 - \$3,000

**Date & Location:** Saturday, July 12, 2025 • 11:00 am – 3:00 pm • Carroll County Farm Museum

Featuring “Poison Whiskey”

Approximately 500 - 1500 patrons. Help us celebrate Parks and Recreation month as a Sponsor for Car Fest, at the Carroll County Farm Museum, with our 2nd annual car show, music, food, and fun for the entire family. Any level of donation is accepted, see page 10 for details. Proceeds support the Park Legacy Fund.

### Gold: \$3,000

Large logo on event staff t-shirts, social media mention, event promotional flyer, large logo on roadside promotional banners, band banner, 2 passes event vehicle admission, booth at event, 1 VIP event picnic table large logo on pavilion banner, Rec & Parks calendar from 7/1-7/31

### Silver: \$1,500

Medium logo on event staff t-shirts, social media mention, event promotional flyer, medium logo on roadside promotional banners, 2 passes event vehicle admission, booth at event, medium logo on pavilion banner.

### Bronze: \$500

Small logo on event staff t-shirts, social media mention, event promotional flyer, 1 pass event vehicle admission, booth at event



# Tier II Events • \$500 - \$1,000



## Dine & Movie Fright Night • \$250 - \$500

**Date & Location:** October 2025 • Charles Carroll Community Center  
**Target Audience:** Adaptive recreation, caregivers, parents, as well as Families  
**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



## Henry Lysy Fishing Rodeo/Krimgold Fishing Rodeo • \$500

**Date & Location:** Westminster Community Pond - April 17, 2025 & Krimgold Park - May 18, 2025  
Approximately 200 patrons  
Support one or both fishing rodeos – to help promote fishing to youth and families within Carroll County. This is a free event to youth age 15 and younger.  
**Target Audience:** Kids 15 & younger  
**Benefits:** Provide fishing opportunities and fishing experience in a safe controlled, environment. • Teach basic angling skills. • Help children to develop a stewardship ethic. • Offer a positive fishing experience that fosters future interest in fishing. • Encourage fishing as an outdoor family activity.



## Santa Wagon Rides • \$500



**Date & Location:** December • Piney Run Park  
Approximately 150-300 patrons  
**Target Audience:** Families with kids of all ages, adults and active seniors  
**Benefits:** Logo displayed on all promotional material, advertisement/flyer placement, booth at event, free admission, honorable mention during event, free promotional materials.



## Jingle Bell Hop • \$500

**Date & Location:** December 2025 • Carroll Springs School  
Approximately 50-75 patrons  
Becoming a Jingle Bell Hop Sponsor is a great way to take part and celebrate this annual Holiday Event! The "Hop" offers a live DJ, great food, and giveaways!  
**Target Audience:** Adaptive Recreation, caregivers, parents, as well as families  
**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



## Egg Drop • \$400

**Date & Location:** April 2025 • Westminster, MD  
Approximately 200 - 400 patrons  
**Target Audience:** Families with kids of all ages  
**Benefits:** Logo displayed on all promotional material, flyers/emails/social media, advertisement/flyer placement.

## Tier II Events *continued* • \$500 - \$1,000



### TR Day (Therapeutic Recreation) • \$500



**Date & Location:** June 2025 • Carroll County Farm Museum

Approximately 300-400 patrons

Therapeutic Recreation Event promotes inclusion for all participants regardless of disability. Event activities include music with a DJ, dancing, catered lunch, numerous activities and presentations, informative information for parents/caregivers and providers.

**Target Audience:** Adaptive recreation, caregivers, parents, and families

**Benefits:** Logo displayed on promotional signs/emails/social media for TR Day Event, advertisement/flyer placement.

### Teens on the Go! Camp T-shirts • \$500



**Date & Location:** Summer 2025 • multiple areas/locations

Approximately 100 - 200 patrons

**Target Audience:** Families with kids of all ages, adults and active seniors

40 Teens (Grades 6-10) attend a traveling camp through parts of Maryland & Pennsylvania for 2 weeks in the summer.

**Benefits:** Logo displayed on camp t-shirts

### Native Plant Garden • \$500



**Date & Location:** : July - August • Piney Run Park

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Logo/sign displayed out by the garden. Help patrons and program registrants learn about native plants that grow here in this region of Maryland.

## Tier II Events *continued* • \$500 - \$1,000



### Piney Run Summer Camp • \$500

**Date & Location:** July - August • Piney Run Park

Approximately 400 campers

**Target Audience:** Families with kids of all ages

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement. Help campers experience a positive camp experience that promotes a great learning environment during the duration of camp.



### CC Sports Complex Fence Banners • \$500 - \$850 per banner

**Date & Location:** Spring and or Fall Season • CC Sports Complex

Approximately 30,000 patrons/year

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Being a Recreational Fence sponsor is the perfect way to connect your organization/business values and work with the passions and interest of participants. These 36" X 48" signs will be located on the fenceline of the sports fields. \$500 for Spring or Summer. \$850 for entire season (March - November).



### Sasquatch Saturday • \$500 - \$1,000

**Date & Location:** May 2025 • Pinery Run Park

Approximately 800 patrons

Becoming a Sasquatch Saturday Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement/materials.

## Tier III Events • \$250 - \$500



### Maple Sugarin Days • \$250

**Date & Location:** March 1 & 2 • Bear Branch Nature Center

Approximately 200-400 patrons

Becoming a Maple Sugarin Days Future sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages, adults and active seniors.

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



### Santa Calling • \$500

**Date & Location:** December 9, 2025

Approximately 300 patrons

**Target Audience:** Families with kids ages 3-8

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement, donation will cover food for our volunteers the night of the event and must be received by Sept. 12, 2025, for marketing schedule.



### Parks & Recreation Month • \$500

**Date & Location:** Various Parks for the Month of July

Your generous donation will support month long activities in July, which is Parks & Recreation Month. Businesses will be recognized on social media, as well as event fliers. Deadline is May 16, 2025, for marketing schedule.

**Target Audience:** Families

**Benefits:** Logo displayed on all promotional material, advertisement/flyer placement.

# Tier III Events • \$250 - \$500



## Doggy Trick-or-Treat • \$250

**Date & Location:** October 2025 • Westminster, MD  
Approximately 100 - 200 patrons

**Target Audience:** Families, adults, active seniors with dogs

**Benefits:** Logo displayed on all promotional material, flyers/emails/social media, advertisement/flyer placement



## Halloween Trail-or-Treat • \$250

**Date & Location:** October 2025 • Charles Carroll Community Center  
Approximately 150 - 300 patrons

**Target Audience:** Families with children

**Benefits:** Logo displayed on all promotional material, flyers/emails/social media, advertisement/flyer placement



## Monarch Madness • \$500

**Date & Location:** Second Saturday in September • Bear Branch Nature Center  
The Monarch Madness Festival celebrates the migration of the Monarch butterfly from Maryland to Mexico. Becoming a sponsor is a great way to give back to your community. We offer a variety of sponsorship levels to choose from.

**Target Audience:** Families with kids of all ages

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement.



## Youth Fishing Derby • \$500

**Date & Location:** June • Piney Run Park  
Approximately 450-600 patrons

**Target Audience:** Families with kids of all ages

**Benefits:** Provide fishing opportunities and fishing experience in a safe controlled environment. Teach basic angling skills. Help children to develop a stewardship ethic. Offer a positive fishing experience that fosters future interest in fishing. Encourage fishing as an outdoor family activity.



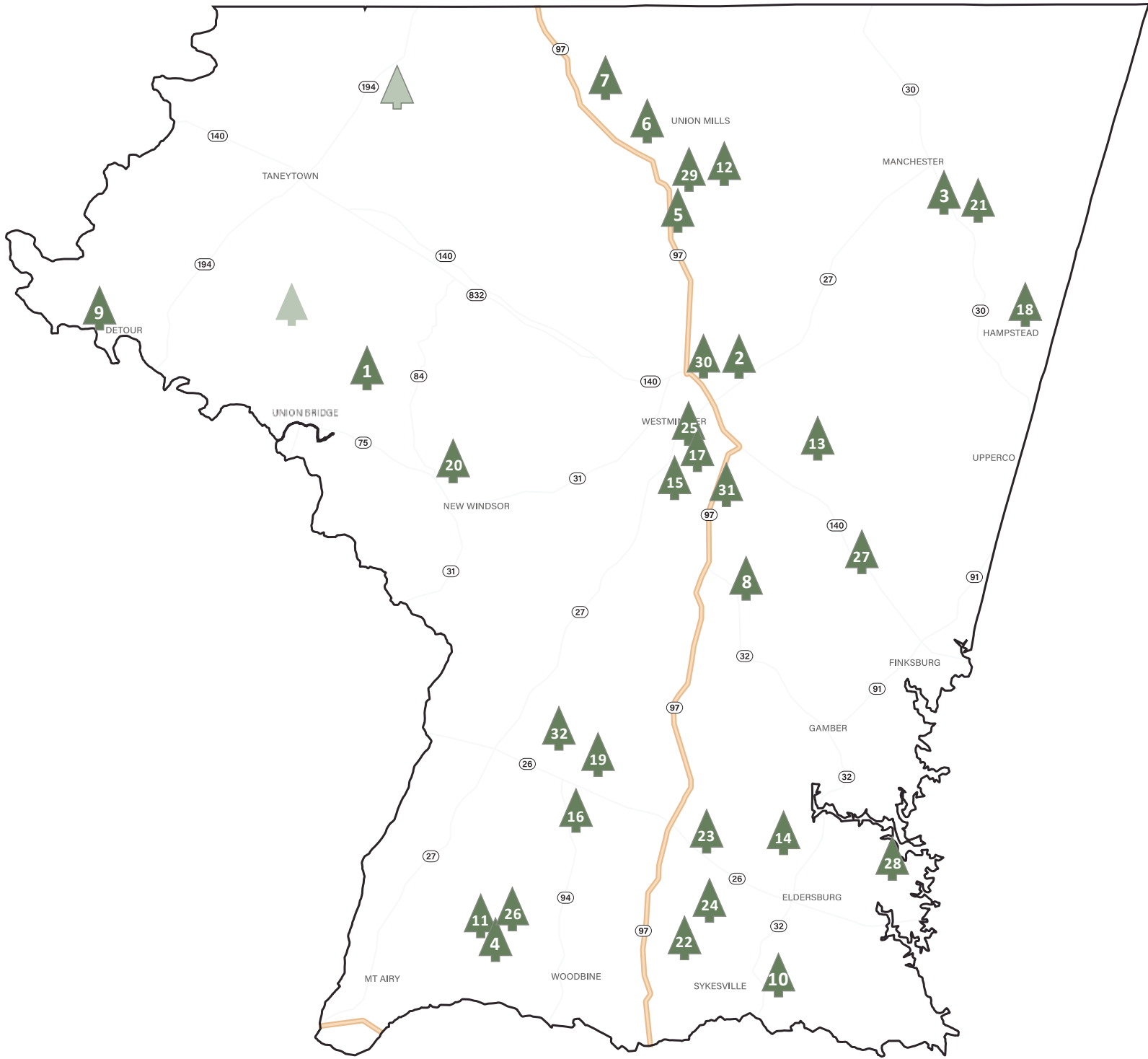
## 100-Mile Challenge • \$500

**Date & Location:** Annually  
Becoming a 100-Mile Challenge Future sponsor is a great way to give back to your community. Donation will support give-a-ways for the program.

**Target Audience:** Families with kids of all ages, adults and active seniors.

**Benefits:** Logo displayed on all promotional signs/emails/social media, advertisement/flyer placement/materials.

# PARKS & FACILITIES





- 1** Bark Hill Park  
Peace N Plenty Drive (off Bark Hill Road), Union Bridge 21797
- 2** Bennett Cerf Park & Dog Park  
544 Manchester Road, Westminster 21157
- 3** Cape Horn Park  
2500 Cape Horn Road, Hampstead 21074
- 4** Carroll County Equestrian Center  
2512 Grimville Road, Mount Airy 21771
- 5** Carroll County Sports Complex  
2225 Littlestown Pike, Westminster 21158
- 6** Charles Carroll Park & Community Center  
3719 Littlestown Pike, Westminster 21158
- 7** Cherrytown Road Park  
Cherrytown Road, Westminster 21157
- 8** Deer Park  
637 Deer Park Road, Westminster 21157
- 9** Double Pipe Creek Park  
7577 Middleburg Road, Detour 21757
- 10** Freedom Park  
1111 Raincliffe Road, Sykesville 21784
- 11** Gillis Falls Recreation Area  
Woodbine 21797
- 12** Hashawha & Bear Branch Nature Center  
300 John Owings Road, Westminster 21158
- 13** Hap Baker Firearms Facility  
1400 Baltimore Boulevard, Westminster 21157
- 14** Hodges Park  
5630 Hodges Road, Sykesville 21784
- 15** Kate Wagner Fields  
1100 Gist Road, Westminster 21157
- 16** Krimgold Park  
5355 Woodbine Road, Woodbine 21797
- 17** Landon C. Burns Park  
700 Gist Road, Westminster 21157
- 18** Leister Park  
4134 Black Rock Road, Hampstead 21074
- 19** Mayeski Park  
1300 W. Old Liberty Road, Sykesville 21784
- 20** New Windsor Community Room  
1100 Green Valley Road, New Windsor 21776
- 21** North Carroll Community Pond  
Basler Road & Route 30, Hampstead 21074
- 22** Obrecht Road Park  
100 E. Obrecht Road, Sykesville 21784
- 23** Old Liberty Road Park  
100 W. Old Liberty Road, Sykesville 21784
- 24** Piney Run Park & Nature Center  
30 Martz Road, Sykesville 21784
- 25** Robert Moton Center  
300 S. Center Street, Westminster 21157
- 26** Salt Box Park  
Gillis Falls Road, Woodbine 21797
- 27** Sandymount Park  
2250 Old Westminster Pike, Westminster 21157
- 28** South Carroll Dog Park/South Carroll Senior & Community Center  
5928 Mineral Hill Road, Eldersburg, 21784
- 29** Union Mills Recreation Area  
220 John Owings Road, Westminster 21158
- 30** Westminster Community Pond  
30 College View Boulevard, Westminster 21157
- 31** Westminster Veterans Memorial Park & Memorial Garden  
Crest Lane, Westminster 21157
- 32** Winfield Park  
Salem Bottom Road (opposite Winfield Elementary), Westminster 21157

 Future Recreation Facility  
(undevelopment)

WE ARE...

**32**

County Parks  
and Facilities

**14**

Fishing Locations

**24**

Number of Pavilions

**73**

Athletic Fields

**51**

Miles of Trails

**24**

Playgrounds

**37**

Public Schools Used By  
Recreation & Parks

2 Nature Centers • 2 Dog Parks • 1 Aero Modelers Park • 1 Planetarium • 1 Observatory • 7 Basketball Courts • 14 Tennis Courts • 5 Community Centers

## In-Kind Donations

Another great way to support the Department of Recreation and Parks is for individuals, families and companies to make in-kind donations. Items regularly needed include:

- Tickets to events
- Gift certificates
- Promotional items
- Prizes for tournaments

## Corporate Work Days

Get out of the office and into nature by participating in a team building work day at a Department of Recreation & Parks Park! For more information or to schedule a corporate volunteer work day, contact us at [ccrec@carrollcountymd.gov](mailto:ccrec@carrollcountymd.gov).

- Tree Plantings
- Trail Work and improvement
- Erosion Mitigation Projects
- Bridges

## Helping Hands

The Helping Hands Keep Parks Green initiative (hereafter referred to as Helping Hands) is modeled after similar efforts such as Adopt-A-Road and is designed to promote local ownership and care of parks.



## Park Legacy Fund

The Park Legacy Fund has been established to accept contributions from individuals, families, businesses, and corporations to improve and enhance our county parks for future generations.



## Scholarship Fund

Financial assistance is awarded in the form of a program scholarship, to county residents only, for registration costs only (material fees and equipment are not covered). Scholarships are limited to one person per year, while funds are available, and space availability of the program.



## Recreation Councils

The Recreation Councils provide sport league play for hundreds of children ages 3 to 18 for games. The Nature Centers provide programs and events for all ages. Supporting these programs through sponsorship offers multiple opportunities for company promotion.





# DONOR/SPONSOR AGREEMENT



**Please fill out this pdf form or use our online form by scanning the QR code or go [here](#).**

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

**I would like to donate/sponsor the following event(s):**

Piney Run Boathouse/Boat Purchase

Piney Run Fish Stocking

Family Summer Fest

Parks & Recreation Month

CC Sports Complex Fence Banners

Henry Lysy/Krimgold Fishing Rodeo

TR Day (Therapeutic Recreation)

Horror Movie Night

Santa Wagon Rides

Jingle Bell Hop

Youth Fishing Rodeos

Egg Hunt For Adults

Santa Calling

Maple Sugarin Days

100-Mile Challenge

Classic Car Show

**Total Donation/Sponsorship:** \_\_\_\_\_

Check enclosed (payable to Carroll County Commissioners)

I want to use my credit card. (must contact Carroll County Dept. of Recreation & Parks at 410-386-2103 or ccrec@carrollcountymd.gov)

Send me an invoice      In-Kind Donation

Please remit donor/sponsor agreement to:

Carroll County Department of Recreation & Parks  
300 South Center Street  
Wesminster, MD 21157

Return signed agreement by the sponsor deadline for inclusion in printed materials. Email high resolution vector or native format (ai, eps, or psd) logo/artwork to ccrec@carrollcountymd.gov.

We agree to the terms indicated above:

DONOR/SPONSOR

By: \_\_\_\_\_ Date: \_\_\_\_\_

# Recreation R&P Parks

Carroll County, MD

