



Chambersburg Recreation Department

Providing quality recreation experiences through well organized and diverse programs, a properly maintained park system, and a welcoming and safe Aquatic Center.



Independence Day Celebration at Chambersburg Memorial Park!

Dear Manager/ Owner,

As you may be aware, the Borough of Chambersburg supports a comprehensive Recreation Department that provides numerous opportunities to area residents, and works diligently to fulfill its mission by providing quality recreation experiences through well-organized and diverse programs, a properly maintained park system, and a welcoming and safe Aquatic Center. The Borough's **Independence Day Celebration**, held at the Chambersburg Memorial Park, is one of many examples identifying how we work to fulfill our purpose and bring community members, like you, together.

For several decades this event was sponsored by the Cumberland Valley 21-Day Retreat, a volunteer organization that sponsors and runs Chambersburg's patriotic celebrations, but in 2021 the Recreation Department assumed primary responsibility for the organization and planning of this much anticipated, community tradition that draws nearly 10,000 people into and around the park.

The event currently includes an itinerary of activities that begins with water-themed games inside the Aquatic Center (daily admission rates apply), followed by inflatables, carnival-type games, food trucks, bands, a beer/wine/spirit's tent, and concludes with a tremendous fireworks display that launches at 9:30 PM.

Each year we continue to develop the day's event itinerary, but, as you would expect, expanding opportunities increases expenses. Attempting to defray costs and support the Borough's willingness to absorb this financial commitment, the Recreation Department is seeking sponsorship donations from community businesses like yours.

In return for your financial support of at least **\$100**, you will receive your business name imprinted on our staff T-shirts worn the day of the event, acknowledgment in all print media posted at the Aquatic Center, Rec Center, park bulletin boards, other prominent locations, and shared on our social media for at least one month leading up to the event. In return for your donation of **\$200**, you will receive this same level of advertisement in addition to five (5) free, daily admission tickets to the Aquatic Center, which may be used from July 4 through the remainder of the 2024 season. A **\$500** donation offers all previously mentioned benefits and four tickets to join the Aquatic Center staff/family members to enjoy 'premium seating' to view the fireworks from inside the Aquatic Center gates.

A gift of **\$10,000** will identify your business as the "**Fireworks Sponsor**". Only one business will be provided this opportunity. The attached form details the benefits/advertisement associated with this level of sponsorship.

If you would like to participate in this sponsorship opportunity, please complete the attached forms and return it with a check payable to the Chambersburg Recreation Department, by May 15, 2024. You will receive a receipt for your donation for tax purposes.

Thank you for your consideration of this request to financially support Chambersburg's 2024 Independence Day celebration.

Sincerely,

Julie Redding

Julie Redding, CPRE, CPSI, CPO
Recreation Director



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Sponsorship Form

We would like to support the 2024 Independence Day Celebration and Fireworks at Chambersburg Memorial Park at the following level:

Fireworks Sponsor - \$10,000 (includes CAC Radio Announcements)

- Naming rights for the festival's Fireworks to include company name in fireworks title (Ex. Company Fireworks Display and logo on all advertisement)
- Company banner displayed on fence beside the bandshell on July 4 (primary fireworks seating area)
- Company banner displayed inside the fence at the Aquatic Center for the remainder of the summer (which attracts more than 70,000 people throughout the season)
- 6 tickets to watch the fireworks from inside the Aquatic Center to enjoy a premier viewing experience
- 5 free tickets to visit the Aquatic Center from July 4 – end of the 2023 season
- Banner graphic business acknowledgment on all print media posted at the Aquatic Center, Rec Center, eight park bulletin boards, other prominent locations, and shared on our social media for at least one month leading up to the event
- Banner graphic acknowledgement on staff T-shirts worn the day of the event

Red Level Sponsor - \$500

- Business acknowledgment on all print media posted at the Aquatic Center, Rec Center, eight park bulletin boards, other prominent locations, and shared on our social media for at least one month leading up to the event
- Company acknowledgement on staff T-shirts worn the day of the event
- 5, one-day tickets to visit the Aquatic Center from July 4 – end of the 2023 season
- 4 tickets to watch the fireworks from inside the Aquatic Center to enjoy a premier viewing experience

White Level Sponsor - \$200

- Business acknowledgment on all print media posted at the Aquatic Center, Rec Center, eight park bulletin boards, other prominent locations, and shared on our social media for at least one month leading up to the event
- Company acknowledgement on staff T-shirts worn the day of the event
- 5, one-day tickets to visit the Aquatic Center from July 4 – end of the 2023 season

Blue Level Sponsor- \$100

- Business acknowledgment on all print media posted at the Aquatic Center, Rec Center, eight park bulletin boards, other prominent locations, and shared on our social media for at least one month leading up to the event
- Company acknowledgement on staff T-shirts worn the day of the event

- NEW this Year! – Level Up Your Sponsorship:** For an additional **\$100**, your business will receive a daily shout-out on CAC Radio, (the Aquatic Center's customized radio station) every other hour of facility operations, for one month leading up to July 4th! Please see enclosed details for more information.



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A little more about CAC Radio...

The **Chambersburg Aquatic Center (CAC)** is excited to provide our guests this season with a custom radio station, aired only at the Aquatic Center, offering family friendly, lyric-safe music and pre-recorded commercials/announcements by professionally DJ'd voices.

Business can also benefit greatly by advertising on the station with either a :30, pre-recorded commercial, or a 'shout-out", incorporated *every other hour* into the daily stream of music.

Our music and announcements can be heard throughout the entire facility. Best of all, our guests are guaranteed to hear commercials and "shout-outs" because they can't turn it off and they can't change the channel.

Frequency of Airing Commercials/Shout-outs:

These 4th of July Sponsorship Shout-Outs will run during normal operating hours, 12-8 PM, M-F, and 11:30 AM-8 PM Sat/Sun, June 4-July 4, (except when the CASD is still in session during the week or we're closed for inclement weather)

Confirmation of sponsorship must be received by May 15, 2024 to ensure you are included in all advertising promotions. Sponsorship confirmations received after this time may miss some marketing benefits.

Contact Information:

Contact: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Checks should be made payable to **"Recreation Department"** and sent to 235 South Third Street, Chambersburg, PA 17201

Direct all questions to Julie Redding, 717-552-4950; jredding@chambersburgpa.gov