

Sponsorship

Opportunities

2025



ABOUT US

The Preston Parks, Recreation, and Youth Services Department is dedicated to the enhancement of our community, through the development, planning, and maintenance of public parks, as well as the organization of community event, recreation, and Youth Service activities.

We as a department annually organize various after school activities, adult fitness and wellness classes, senior activities and outings, Summer Camp for grades K-8, seasonal community events, and various sports leagues for both youth and adults.

In order to continue our offering, we occasionally rely on the support of our sponsors. We appreciate and value the business partnerships that we've grown and maintained over the years, and make sure to carry out all that we offer through our sponsorship opportunities.

Our sponsorship program has been designed to not only develop and strengthen our programs and events for the community, but also support our local businesses. As such, our sponsorship opportunities will provide your business with a chance to brand yourself to the community while supporting it at the same time!

MEET US

Allison Bruehwiler
Recreation and Senior
Programs Coordinator



Mark Simmons
Parks, Recreation, and
Youth Services Director



Blake Brackett
Recreation and Senior
Programs Coordinator



SPONSOR US IN

3 EASY STEPS

01

Sponsorship Selection: Located on the next couple of pages is an outline of the 2025 sponsorship opportunities. Please take a few moments to review all of our carefully designed sponsorship opportunities. For your convenience, we have also created unique package options to choose from as well.

02

Submit Sponsorship Commitment Form: Now that you have decided which opportunities you would like to sponsor, please head to the back of this packet to read over the Sponsorship Commitment Form. Complete the form accordingly, making sure to specify which event(s) you are sponsoring, as well as which package you will be choosing.

Note: Once your application is submitted, the Preston Parks, Recreation, and Youth Services team will continuously be in contact as needed until the event.

03

Payment: Once your application is received by our team, a member of our team will reach about to secure payment. Acceptable payment methods will include Check, Cash, and Credit Card. Checks can be payable to “Town of Preston”.



The Wicked Picnic

Come experience the beauty of Spring at The Wicked Picnic, where you can wander through the fields of Wicked Tulips and hand-pick your own flowers! Headlining is American Honey, a country band that will rock your socks off!

Afterward, indulge in a wine tasting presented by Preston Ridge Vineyard, which pair perfectly with a variety of different food trucks. You won't want to miss it!

Location: Wicked Tulips

Date: May 1, 2025

Time: 5pm-7pm

EST.  2008
PRESTON RIDGE
VINEYARD
PRESTON, CONNECTICUT



Summer Concerts

Get ready for a summer of unforgettable music and community fun with our brand-new Preston Summer Concert Series! Each show, local bands will take the stage at Preston Community Park. Whether your into country, dance music, or rock, there is something for everyone to enjoy! Partner with us to make this summer a hit!

Location:

Preston Community Park Pavilion

Dates

Thursday, July 17th 6:30pm - 8:00pm

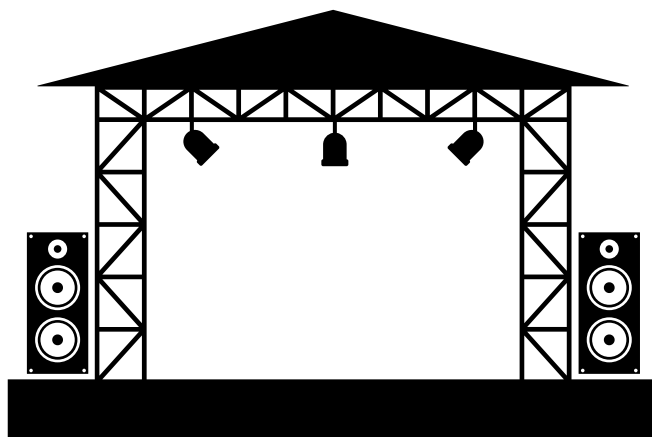
Thursday, July 31st 6:30pm - 8:00pm

Thursday, August 14th 6:00pm - 7:30pm

Thursday, August 28th 6:00pm - 7:30pm

Free to the Public!

Food Truck/Ice Cream Truck each night!



Preston Summer Carnival

August 7th: 3pm-10pm

August 8th: 12pm-10pm

August 9th: 11am-10pm

Inflatable Park

Join us at our Inflatable Park! With inflatables ranging from Bounce Houses to Obstacle Courses, you can get stuck in here for hours having fun! Become a sponsor and bounce your business so high, not even the competition could catch you!



Food Trucks/Booths

Step right up to our food trucks and our vendors, where you will happily stumble upon our local delights. From fried dough, to hot dogs, to cotton candy, your carnival experience will be unforgettable.

Live Music

You won't want to miss it. Headlining on Saturday night is Fusion, a top band in Eastern CT. Rock out on Friday to Broken Roads, a country band based out of Canterbury! Sponsor our bands and rock your business to the top!

Car Show

Date: August 9, 12pm

Rev up your engines and join us for an unforgettable day at the ultimate Car Show! From classic beauties to cutting-edge modern machines, there's something for every car enthusiast to admire. Don't miss out on the chance to see the finest cars up close!





Summer Concert Sponsor Packages

1

Platinum Package

Limited to 1 sponsor

\$1,500

- Headline the Summer Concert Series
- Logo placed on Pavilion for Concerts
- Social Media mentions, as well as from the bands.
- Opportunity for a company representative to speak at the concerts.
- Four lawn signs placed by the pavilion
- Logo on all marketing materials

2

Gold Package

Limited to 4 sponsors

\$750

- Sponsor One Concert
- Social Media mentions, as well as from the band.
- Logo on Gold Tier Sponsor Banner
- Logo on all marketing materials
- Two lawn signs placed by the pavilion on your sponsor night

3

Silver Package

\$300

- Logo on Silver Tier Sponsor Banner
- Social Media Mentions
- Logo on all marketing materials

4

Bronze Package

\$100

- Logo on Bronze Tier Sponsor Banner
- Social Media Mentions

Summer Carnival Sponsor Packages



1

Inflatable Park Sponsor

\$1,000

Limited to 1 sponsor

- "Inflatable Park Sponsored by _____"
- Four lawn signs placed around the carnival grounds.
- Social Media mentions
- Logo on Banner at the entrance to the Inflatable Park

2

Car Show Sponsor

\$1,000

Limited to 1 sponsor

- "Car Show Sponsored by _____"
- Four lawn signs placed around the carnival grounds.
- Social Media mentions
- Logo on banner in a highly visible area.
- Name included on trophy plaques.

3

General Sponsor

\$250

- Name on General Sponsor Banner
- Social Media Mentions



Summer Carnival Concerts

Sponsor Packages

1

Saturday Night Concert **\$2,000**

Limited to 1 Sponsor

- Headline the Saturday Night Concerts
- Logo placed on Pavilion for Concerts
- Social Media mentions, as well as from the band.
- Opportunity for a company representative to speak at the concerts.
- Four lawn signs placed around the concert area.
- Logo on all marketing materials.

2

Friday Night Concert **\$1,500**

Limited to 1 Sponsor

- Headline the Friday Night Concerts.
- Logo placed on stage for the concert.
- Social Media mentions, as well as from the band.
- Opportunity for a company representative to speak at the concerts.
- Three lawn signs placed around the concert area.
- Logo on all marketing materials.

3

Thursday Night Concert **\$1,000**

Limited to 1 Sponsor

- Headline the Thursday Night Concerts.
- Logo placed on stage for concert.
- Social Media mentions, as well as from the bands.
- Two lawn signs placed around the concert area.
- Logo on all marketing materials.



Wicked Picnic Music Sponsor Package

1

Presenting Music Sponsor \$1,500 Limited to 1 Sponsor

- “Wicked Picnic music sponsored by _____”
- Logo placed on a banner at the front of the stage.
- Social Media mentions, as well as from the band.
- Four lawn signs placed around the parking area.
- Receive 5 Tickets to the Wicked Picnic.

2

Supporting Music Sponsor \$750 Limited to 1 Sponsor

- Logo placed on a banner at the front of the stage.
- Social Media mentions, as well as from the band.
- Receive 3 Tickets to the Wicked Picnic.

Sponsorship Commitment Form

Sponsoring Company _____

Contact Name _____

Address _____

Phone Number _____

Email _____

Please check the box(es) for the event/package that you wish to sponsor.

Summer Concert Series

Platinum Package (\$1,500)

☐

Gold Package (\$750)

☐

Silver Package (\$300)

☐

Bronze Package (\$100)

☐

Carnival Concerts

Thursday Night (\$1,000)

☐

Friday Night (\$1,500)

☐

Saturday Night
(\$2,000)

☐

Carnival Sponsor

Inflatable Park (\$1,000)

☐

Car Show (\$1,000)

☐

General Sponsor
(\$250)

☐

Wicked Tulips

Presenting Music Sponsor
(\$1,500)

☐

Supporting Music
Sponsor (\$750)

☐

~For Town of Preston Use Only~

Authorized Signature for Sponsor:

Date:

Authorized Signature for Town of Preston:

Date:

Date Received: _____

Amount Received: _____

Received By: _____