

Sponsorship

Opportunities

2026



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



Eve Pelletier

Recreation and Senior
Programs Coordinator



What are the benefits of being a sponsor?

- **Brand Exposure and Recognition** - Sponsoring our events puts your business right in front local customers.
- **Connecting with the Community** - Many of our sponsorship packages offer the opportunity to be in-person so you can create those personal connections.
- **Supporting Impactful Community Events** - Our community events create a sense of community and invigorate civic pride. Sponsoring our community events demonstrates your business's commitment to our community

How to become a sponsor?

It's an easy two step process!

01

Sponsorship Selection: Take a few moments to read through our exciting sponsorship opportunities. Once you find the right opportunity for your business simply complete the Sponsorship Commitment Form, located on the last page of this packet.

02

Payment: Once your application is received by our team, a member of our team will reach about to secure payment. Acceptable forms of payment is cash or check. Checks can be payable to "Town of Preston"



Still uncertain? Don't just take our word for it; here's what seCTer had to say about our carnival.

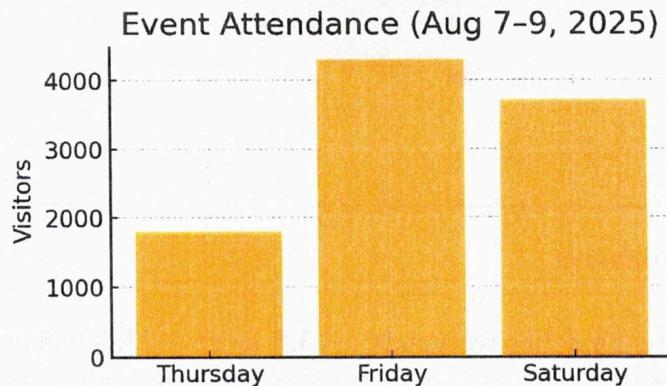


Preston Community Park Event Impact Report Event Dates: August 7–9, 2025

1. Attendance Surge

- Typical Weekend Baseline: 500–1,000 visits per weekend in late July/early August.
- Event Weekend (Aug 7–9):
 - Thursday: 1,800 visits
 - Friday: 4,300 visits
 - Saturday: 3,700 visits
 - Total: ~9,900 visits (10–20x higher than a normal summer weekend).

This represents a transformative increase in foot traffic, proving the event's ability to drive extraordinary attendance and visibility for Preston.



2. Visitor Journey Insights

- Arrival Patterns:
 - 71.8% of visitors came directly from home (slightly higher than typical).
 - A smaller proportion arrived from work, gas stations, or fast food stops.
- Post-Event Behavior:
 - Only 60.8% went directly home, lower than the 67.8% typical weekend rate.
 - Dining increased to 12.2% of post-event activity, compared to 7.9% normally,



5. Strategic Takeaways

1. Massive Success in Attendance: Nearly 10,000 visits over the weekend — a 10–20x uplift compared to typical summer weekends.
2. Regional Visibility: Trade area nearly tripled in size, proving Preston can attract a much wider audience than usual.
3. Economic Spillover: Dining and retail spending increased, but much of it occurred outside Preston due to limited immediate amenities.
4. Opportunity: Future events could be paired with temporary food vendors, pop-up dining, or partnerships with local restaurants to capture more on-site spending.
5. Tourism Development: Strong crossover with casinos, shopping centers, and attractions suggests events can anchor regional tourism itineraries, positioning Preston as more than a local stop.

Conclusion:

The August 7–9 event was a major success for Preston — turnout was outstanding, the event attracted visitors from much farther away than usual, and it clearly boosted local activity. Looking ahead, Preston has a strong opportunity to keep more of that momentum (and spending) within town by adding food options and forming partnerships with local businesses.

The Wicked Picnic

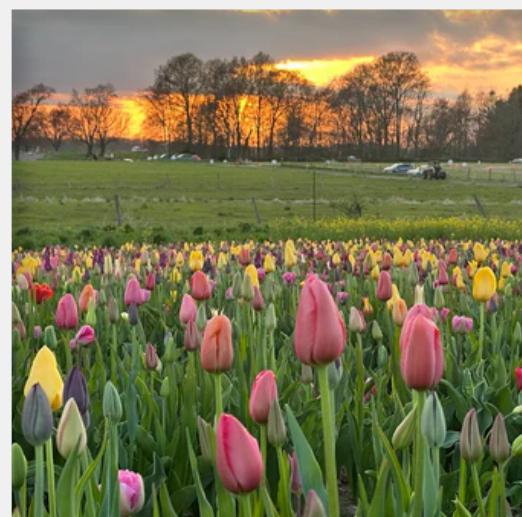
Our inaugural Wicked Picnic was an overwhelming success! The Wicked Tulip venue offers a distinctive experience that is truly unmatched in Connecticut. Combine that with delectable food and wine, the chance to pick your own bouquet of tulips, fantastic music, and you have all the ingredients for a truly unique event!

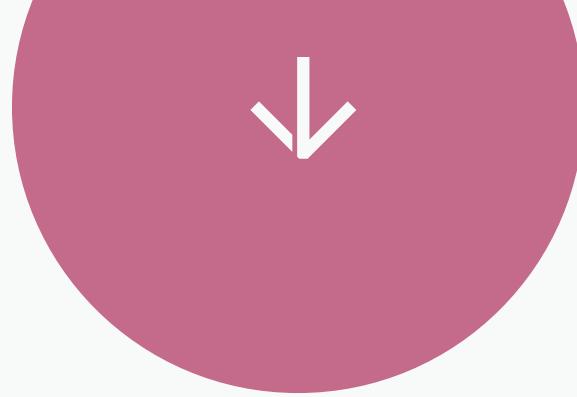
With more than 400 tickets sold in 2025, this is an incredible opportunity for your business that you won't want to overlook!

Location: Wicked Tulips

ANTICIPATED Date: April 30th 2026

ANTICIPATED Time: 5:00pm - 7:00pm





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
- Company booth in the picnic 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

Preston Palooza

The 11th annual Preston Palooza is a one-day, family-friendly community celebration held at Preston Veterans Memorial School. This signature event brings together residents, local businesses, and visitors for an exciting day filled with entertainment, activities, and community spirit.



Event Attractions:

Preston Palooza offers something for everyone, including inflatables, carnival games, a dunk tank, cake walk, pony rides, a petting zoo, face painting, and more. From hands-on activities for kids to fun-filled attractions for all ages, the event is designed to create lasting memories for families and friends.





Preston Palooza

Sponsor Package

1

Platinum Sponsor

\$2,000

Unlimited Sponsors

- Logo placed on a banner at entrance
- Social media mentions
- Signage when entering inflatable park: "Inflatable park sponsored by ____"

2

Gold Sponsor

\$1,500

Unlimited Sponsors

- Logo placed on a banner at entrance
- Social media mentions
- Signage when entering food and beverage area: "Food and beverages sponsored by ____"

3

Silver Sponsor

\$1,000

Unlimited Sponsors

- Logo placed on a banner at entrance
- Social media mentions
- Signage at one of various locations, dunk tank, cake walk or petting zoo: "____ sponsored by ____"

4

Bronze Sponsor

\$500

Unlimited Sponsors

- Logo placed on a banner at entrance
- Social media mentions

Summer Concerts

The Preston Summer Concert Series is back! This year's line up is filled with fan favorites and guaranteed to get Preston Community Park **ROCKIN'**. Whether you're 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
Free to the Public!
Food Truck/Ice Cream Truck each night!



Dates

July 9th 6:30pm - 8:00pm
July 16th 6:30pm - 8:00pm
July 23rd 6:30pm - 8:00pm
July 30th 6:30pm - 8:00pm
August 13th 6:00pm - 7:30pm
August 20th 6:00pm - 7:30pm



Summer Concert

Sponsor Packages

1

Sponsor - A - Concert

\$1,000

Limited to 6 sponsors

- You are the exclusive sponsor for one concert
- Company booth for your concert
- Company logo on your own sponsor banner
- Social media mentions
- Opportunity for a company representative to speak at your concert
- Two lawn signs placed by the pavilion
- Logo on all marketing materials

2

Supporting Sponsor

\$500

Unlimited Sponsors

- Logo on Supporting Sponsor Banner
- Brief mention prior to the start of each concert
- Social media mentions
- Logo on all marketing materials



Preston Summer Carnival

Rev up your engines and be part of the Preston Summer Carnival, featuring carnival rides, a car show, food trucks, vendors, concerts, and more! The car show will showcase everything from classic cars to modern favorites. This family-friendly event brings together car enthusiasts and community members for a full day of entertainment. Our fireworks display was the highlight of last year's Carnival and, due to overwhelming popularity, will return again this year. This is an event you won't want to miss!



Operating Hours

August 6th: 4pm-10pm
August 7th: 4pm-10pm
August 8th: 4pm-10pm





Live Music

Thursday Night: Sunset Drive
Friday Night: American Honey
Saturday Night: Nick Bosse

Last year, our nightly concerts brought all ages together to sing and dance, creating unforgettable memories for families and friends. Live music is an essential part of the carnival experience. Sponsor our bands and rock your business to the top!



Summer Carnival

Sponsor Packages

1

Firework Show Sponsor

\$2,500

Limited to 1 sponsor

- "Firework show presented 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

Unlimited Sponsors

\$500

- Social media mentions
- Logo on banner in a highly visible area.
- Logo on all marketing materials.



Summer Carnival Concerts

Sponsor Packages

1

Saturday Night Concert

\$2,000

Limited to 1 Sponsor

- Headline the Saturday Night Concert.
- Logo placed on Pavilion for Concert.
- 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 Concert.
- 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 Concert.
- 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.



Preston Parks, Recreation, and Youth Services

389 Route 2, Preston, CT 06365

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.

Preston Palooza

Platinum Sponsor
(\$2,000)

Gold Sponsor
(\$1,500)

Silver Sponsor
(\$1,000)

Bronze Sponsor
(\$500)

Summer Concert Series

Sponsor - A - Concert
(\$1,000)

Supporting Sponsor
(\$500)

Wicked Tulips

Presenting Music Sponsor
(\$1,500)

Supporting Music Sponsor
(\$750)

Authorized Signature for Sponsor:

Date:

~For Town of Preston Use Only~

Authorized Signature for Town of Preston:

Date:

Date Received:

Amount Received:

Received By:



Preston Parks, Recreation, and Youth Services
389 Route 2, Preston, CT 06365

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.

Carnival Sponsor

Fireworks Show (\$2,500)

Thursday Night (\$1,000)

Car Show (\$1,000)

Friday Night (\$1,500)

General Sponsor
(\$500)

Saturday Night
(\$2,000)

Carnival Concerts

Authorized Signature for Sponsor:

Date:

~For Town of Preston Use Only~

Authorized Signature for Town of Preston:

Date:

Date Received: _____

Amount Received: _____

Received By: _____