



FALL OPPORTUNITIES

- Community Day
- Halloween Party at the G.W.C.
- Halloween Parade & Trick or Treat Main Street
 - Turkey Trot
- Thanksgiving Day Breakfast
 - Winterfest
- Snack with Santa & Santa's Secret Shoppe

YEAR-ROUND OPPORTUNITIES

- Traffic Island Beautification
- James F. Hall Scholarship Fund
 - Preston's Playground
- Volunteer Appreciation Event & Special Projects

The schedule of events are all subject to change.

Newark Parks
& Recreation

FALL 2025

NEWARK PARKS & RECREATION

SPONSORSHIP OPPORTUNITIES

220 South Main Street
Newark, DE 19711
(302) 366-7000
parksrec@newark.de.us
www.newarkde.gov/play



DEAR FRIEND OF NEWARK PARKS & RECREATION,

Partner with Newark Parks and Recreation to Enhance Our Community

For over five decades, the Newark Parks and Recreation Department has been dedicated to planning and managing events and programs that bring the Newark community together. From the spectacular 4th of July Fireworks to more intimate gatherings such as the Thanksgiving Day Breakfast and Winterfest, our events celebrate community spirit and engage individuals of all ages from Newark and its surrounding areas.

Two of our most popular events, the 4th of July Fireworks and Newark Community Day, draw tens of thousands of participants annually. Alongside these flagship celebrations, we offer a variety of smaller programs and events designed for more specific audiences. As you explore this sponsorship package, we are confident you will find opportunities that align perfectly with your business or organization's goals, allowing you to make a meaningful impact while showcasing your brand!

Why Sponsor Newark Parks and Recreation Programs?

As a sponsor, your business or organization gains exposure to a diverse audience—whether a broad community reach or a more targeted group of participants. Sponsorship offers a unique platform to build mutually beneficial partnerships while supporting programs that enrich the lives of Newark residents.

Our department works to maximize your sponsorship's impact by tailoring packages to meet your specific needs or corporate giving guidelines. Whether you are seeking to boost brand awareness, connect with new audiences, or align with a meaningful community cause, we will customize an approach that helps you achieve your objectives.

Sponsorship Options

Support can range from \$15,000 title sponsorships for major events like the 4th of July Fireworks, to in-kind donations, such as a filled gift basket or gift card for our Egg Hunt, or candy for the Halloween Party. In each case, we ensure your contributions are recognized while benefiting the community.

This guide includes detailed event and sponsorship information, along with sponsorship levels and benefits. Registration is easy at www.newarkde.gov/play.

Act Early

For the best exposure, contact us early to ensure your inclusion in pre-event promotions. Event schedules may change due to weather or unforeseen circumstances, but we will work with you to transfer your sponsorship to another event if needed.

To discuss your sponsorship, contact us at parksrec@newark.de.us or 302-366-7000.

Thank you for your support in helping us create meaningful experiences for the Newark community!

Sincerely,

Tyler DeBruin
Deputy Director

CITY OF NEWARK PARKS & RECREATION

FALL EVENTS



COMMUNITY DAY

Sunday, September 21
11 a.m. - 4 p.m.
University of Delaware Green
Rain date: Sunday, September 28

Community Day is held on the University of Delaware's Green and attracts approximately 15,000 people annually. The event provides artisans and crafters from Newark and the surrounding areas the opportunity to display and sell their wares. Two stages and a performance area host local performing groups throughout the day. Additional areas are designated for organizations and businesses to provide information and children's games.

HALLOWEEN PARADE

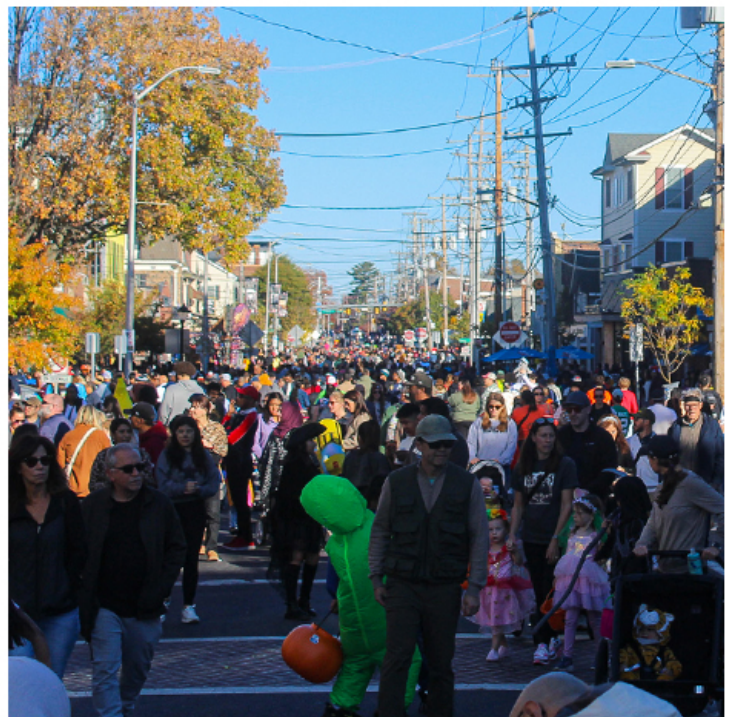
Sunday, October 26
3 - 5 p.m.
Main Street

The Halloween Parade has become a tradition for Newark area families for more than 70 years. Main Street is closed for the afternoon of ghosts and goblin-mobiles, bands, organizations and much more. Trick-or-treating follows the parade on Main Street.

HALLOWEEN PARTY AT G.W.C.

Thursday, October 30
5:30 - 7:30 p.m.
George Wilson Center

The annual Halloween Costume Party at the George Wilson Center for ages 3 - 12 offers Halloween activities, sweet refreshments, spooky storytelling, candy count contests, a mysterious costume contest and even a spooky room for those brave enough to enter. This family friendly event provides a safe place for children and families to enjoy Halloween festivities with friends and neighbors.



CITY OF NEWARK PARKS & RECREATION

FALL EVENTS

TURKEY TROT

Saturday, November 22
Start 10K - 9 a.m.
Start 5K - 10:30 a.m.
Handloff Park

This 5K/10K Walk & Run is the oldest consecutively held running event in the state. The race begins and ends at Handloff Park and attracts approximately six to seven hundred participants annually. The Turkey Trot has become very popular in the past decade with the addition of expanded age groups and wonderful prizes, donated by local businesses of Newark, that are awarded following the race. Sponsorships range from general monetary to in-kind donations.



THANKSGIVING DAY BREAKFAST

Thursday, November 27
8 - 10:30 a.m.
George Wilson Center

The Thanksgiving Day Breakfast touches the hearts of everyone who is involved. This volunteer run event provides a warm and caring atmosphere for community members, older adults, and area students who are unable to spend the holiday with family or friends. In addition to a hearty breakfast and a little fellowship, participants also enjoy entertainment and door prizes.



WINTERFEST

Friday, December 5
6 - 8 p.m.
Academy Building Lawn
Rain Date: Saturday, December 6

Winterfest features caroling, holiday tree lighting, visits with Santa, live entertainment, ice carving, roasting chestnuts and more. The winter festival takes place on the Academy Building lawn and Academy Street. Sponsorship opportunities include title sponsorship, stage or performance area, and general event sponsorships, which help to offset event expenses.

SNACK WITH SANTA

Saturday, December 6
9:30 - 11:30 a.m.
George Wilson Center

Children visit with Santa, have a snack, play games, and create holiday crafts at Snack with Santa. Whether celebrating Christmas, Hanukkah, or Kwanzaa, children enjoy participating in this multicultural event.

Santa's Secret Shoppe gives children an opportunity to shop for all their holiday gifts for low prices.

CITY OF NEWARK PARKS & RECREATION **YEAR-ROUND EVENTS**



ISLAND BEAUTIFICATION

Opportunities are available to businesses, organizations, or individuals to sponsor roadway median beautification sites throughout Newark. Sponsor signs are placed in the medians and funding is used to purchase plant material, mulch, and other items necessary to maintain the sites.

Please call (302) 366-7000 for additional information regarding this opportunity.

JAMES F. HALL SCHOLARSHIP FUND & ANDY DONOVAN SCHOLARSHIP

James F. Hall was Newark's first Parks and Recreation Director from 1969-1999.

The City of Newark, along with the friends and family of Jim Hall, have established a scholarship to honor his memory and recognize his great contribution to the Newark community.

Andy Donovan passed away in 2012 and this scholarship was established in his memory and to his commitment to sportsmanship and to Newark Parks and Recreation youth programs.

These scholarship funds provide fee assistance to youth who would otherwise be unable to participate in our programs. Those who participate in well-organized and developmentally appropriate recreation programs gain self-esteem, confidence, and learn new hobbies and life skills.

For more information or ways that you can donate to these funds, call the Parks and Recreation office at (302) 366-7000.



VOLUNTEER APPRECIATION EVENTS AND SPECIAL PROJECTS

The City of Newark strives to recognize the amazing and enthusiastic volunteers that devote over 8,000 hours each year through the Adopt-A-Park program, Trail & Park Maintenance, Eagle Scout Projects, Office Assistance, Summer Camp Volunteer Counselors, Special Event assistance and more. Volunteers are essential for us to conduct the quality programs and events the community has come to love. Their help and dedication to the community are greatly appreciated.

Your organization may also sponsor special park maintenance projects focused on enhancing community parks throughout the year. Projects include but are not limited to repair and/or development of playground features and equipment or trail maintenance.

CITY OF NEWARK PARKS & RECREATION

DONATIONS & SPONSORS

Sponsorship opportunities include in-kind donations and general event sponsorship to assist in covering the cost and supplies necessary to create successful and welcoming events for the community.

IN-KIND DONATIONS

In-Kind donations are needed for the following events and programs:

WINTER / SPRING / SUMMER EVENTS

- **Egg Hunt**
 - Gift baskets, prizes, egg stuffers, coupons, gift certificates, etc.
- **Community Clean Up (Spring & Fall)**
 - Trash bags, trash pickers, work gloves, safety vests, volunteer refreshments.
- **Summer Camp**
 - Snacks, field trips, activity supplies, etc.
- **Volunteer Appreciation Events & Special Projects**
 - Playground supplies or accessories, store or business gift cards.

FALL EVENTS

- **Halloween Party**
 - Halloween decorations, costume contest prizes, candy, fruit, store or business gift cards.
- **Halloween Parade**
 - Prizes for winning groups (2-50 people per group).
- **Turkey Trot**
 - Giveaways, raffle prizes, fruit, water.
- **Thanksgiving Day Breakfast**
 - Raffle prizes, breakfast food, holiday decor, tablecloths, flowers, store or business gift cards.
- **Snack with Santa**
 - Snacks, beverages, wrapping paper.
- **Winterfest**
 - Chestnuts, snacks, hot beverages.

SPONSORSHIP LEVELS

Sponsorships are scheduled per-event but may be grouped to meet corporate giving needs. Please contact us at 302-366-7000 or parksrec@newark.de.us to discuss options.

BASIC | \$150

PRE-EVENT PROMOTION

- Name mentioned on a thank you to sponsors on Parks & Recreation Facebook event page.

DAY OF EVENT PROMOTION

- Name displayed on event sponsor or donor sign.
- Name displayed on event banner or poster and/or day of event program.
- Vendor space available at cost when available.

POST-EVENT PROMOTION

- Name mentioned on a thank you to sponsors on Parks & Recreation Facebook event page following the event.

BRONZE | \$250

All benefits at the Basic level plus the following:

PRE-EVENT PROMOTION

- Name on marketing materials - flyers, posters, etc.

DAY OF EVENT PROMOTION

- Name displayed on event signs.
- Name displayed on event banner or poster and/or day of event program.
- One 10' x10' promotional space at the event. Up to two additional spaces may be purchased at cost for applicable events.

POST-EVENT PROMOTION

- Name mentioned on a thank you to sponsors on Parks & Recreation Facebook event page following the event.

SILVER | \$500

All benefits at the Bronze level plus the following:

PRE-EVENT PROMOTION

- Logo on marketing materials - flyers, posters, etc.
- Name mention in media releases.

DAY OF EVENT PROMOTION

- Logo displayed on event signs.
- Name on event T-shirt (only for events with shirts)

GOLD | \$750

All benefits at the Silver level plus the following:

PRE-EVENT PROMOTION

- Pre-event banner with logo hung two weeks prior to event near the event venue.
- Posts with link to business' social media pages.

DAY OF EVENT PROMOTION

- Logo displayed on event banner or poster and/or day of event program.
- Logo on event T-shirt (only for events with shirts).
- Sponsor may choose to sponsor children's games, activities, or other unique event area (inflatables, photo booth, etc.).
- Promotional space at the event (or final program day) - Limited to 1-20'x10' or 2-10'x10' vendor spaces.

PLATINUM | \$1,000

All benefits at the Gold level plus the following:

PRE-EVENT PROMOTION

- Two pre-event banners with logo hung at locations throughout the city, hung two weeks prior.
- Independent name mention in Facebook post about the event prior to the event.

DAY OF EVENT PROMOTION

- Promotional space at the event (or final program day) - Limited to 1-30'x10' or 2-15'x10' vendor spaces.

DIAMOND | \$2500

All benefits at the Platinum level plus the following:

PRE-EVENT PROMOTION

- Four pre-event banners with logo hung at locations throughout the city hung two weeks prior.
- Independent name mention in Facebook post about the event twice prior to the week of the event.

DAY OF EVENT PROMOTION

- One event themed banner with business name (2' x 8').
- Promotional space at the event (or final program day) - Limited to one 50'x10' or two 20'x10' vendor spaces.

POST-EVENT PROMOTION

- Name mentioned on a thank you to sponsors on Parks & Recreation Facebook event page following the event with link to your business' social media pages.

SPONSORSHIP LEVELS

TITLE | \$7,500 - \$15,000

All benefits at the Diamond level plus the following:

PRE-EVENT PROMOTION

- Name of business prominently displayed prior to the event name on all marketing materials, banners, and T-shirts.
- Event banners with company name before event name, dates and times displayed in up to eight locations throughout the City at least two weeks prior to the event.
- Posts with link to business' social media pages.
- Minimum of one independent Facebook mention per week prior to the event.
- Independent thank you to sponsors on Parks & Recreation Facebook event page prior to the event with link to your business' social media pages.
- Name of business listed prior to the event name written into all media releases with a description of the business' link or support of the event with the opportunity to have a quote regarding the partnership from the business owner or manager.

DAY OF EVENT PROMOTION

- Logo displayed on event signs and schedules.
- Two event themed banners with business name. (2'x 8') in addition to name of business listed before the event name on all other event banners.
- Name will be proudly displayed on all event materials.
- Name written prior to the event name on T-shirt design and unique company tie-in when possible. (Company mascot, logo, or theme may be used).
- Sponsor may choose to target a focal area at the event or have a presence at unique areas.
- Promotional space at the event (or final program day) - Limited to two 50'x10' or four 20'x10' vendor spaces.

POST-EVENT PROMOTION

- Independent thank you to sponsors on Parks & Recreation Facebook event page following the event with link to your business' social media pages and photos of the business at the event.

TITLE SPONSORSHIP AVAILABLE FOR:

\$7,500*

- Egg Hunt
- Outdoor Family Movie Night
- Safe Kids Camp
- Camp R.E.A.L.

\$10,000*

- Spring Concert Series
- Halloween Parade
- Turkey Trot
- Winterfest

\$15,000

- 4th of July Fireworks
- Community Day

* Some of the sponsor benefits are not available with all events or programs. Please contact us for more information. Additional sponsorships are available, including media sponsors. Please call for more information at (302) 366 - 7000 or email parksrec@newark.de.us

Creating a new account with Civic Rec.

1. Go to www.newarkde.gov/play.
2. Click the blue register today button.
3. On **desktop**, select log in, create an account in the top left. On **mobile**, select account in the top right & sign up.
4. Follow the prompts & input your account holder's information. To receive text alerts (i.e. cancellations, program changes, etc.) please indicate your mobile carrier next to your cell phone number.
5. Select other account members at the bottom right & input their information.
6. Select save new user and repeat as needed.
7. Select save & close.

Register with Civic Rec

1. Go to www.newarkde.gov/play
2. Click the blue register today button.
3. Create or sign in to your account.
4. Select Catalog.
5. Select the teal sponsorship tab.
6. Select an event by clicking on the title.
7. To register, click on the appropriate participant's name located to the right of the activity information.
8. Once participants is checked, select Add to Cart.
9. Click Checkout.
10. Fill in any prompts or waivers.
11. Add a Payment option.
12. Fill in applicable Payment information & click Add Payment.
13. Click Complete Transaction. Do **NOT** leave the screen until you get confirmation.