



**EXETER PARKS
& RECREATION**

SPONSORSHIP OPPORTUNITIES

Grow your business, Cultivate Community





EXETER PARKS & RECREATION

Our Mission | Building an Active, Healthy, and Engaged Community

The Exeter Parks and Recreation Department is committed to providing affordable, inclusive, accessible opportunities to a diverse range of abilities and interests, across generations, to build confidence, quality of life, and pride in the community.



Browse our catalog of sponsorship opportunities. If no preset level fits your needs, we can customize a partnership tailored to your business. In-kind and specialized sponsorships are also available. Please reach out so we can collaborate on an impactful opportunity that delivers value for your company and our community.

Contact: Greg Bisson

Gbisson@exeternh.gov | (603) 773-6151

YOUTH SPORTS



Exeter's youth sports programs serve over 1,000 kids every year, fostering athletic skills, confidence, and friendships. We offer diverse programs across many sports to nurture our youth through athletics. Our soccer, basketball, lacrosse, t-ball, field hockey, and track and field programs give kids aged 5-14 the chance to get active, build skills, and bond with teammates. Sponsorship enables us to provide affordable access for all by funding equipment, field maintenance, and low participation fees. In return, we proudly display your logo on uniforms, banners, and our website to promote your business all season long. Invest in Exeter's youth and increase your visibility by sponsoring youth sports today! Let's connect your business to our community and create opportunities for our kids to thrive.



Basketball

(Winter)



Gold Sponsor (\$1,500)

- Logo on the back of the jersey
- Banner (at your own expense) at the location of the sport
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on Flyers

Silver Sponsor (\$1,000)

- Small logo on back of the jersey
- Small banner (at your own expense)
- Mention in social media posts
- Listing on flyers

Bronze Sponsor (\$750)

- Small logo on back of the jersey
- Mention in social media posts
- Listing on flyers



T-Ball, Field Hockey, Lacrosse

(Spring)

Gold Sponsor (\$1,500)

- Logo on the back of the shirt
- Banner (at your own expense) at the location of the sport
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Silver Sponsor (\$1,000)

- Logo on sleeve of the shirt
- Small banner (At your own expense)
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Bronze Sponsor (\$750)

- Logo on sleeve of the shirt
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Pee Wee Lacrosse Sponsor (\$250)

- Logo on back of shirts
- Logo on our lacrosse website page
- Link from lacrosse website



Soccer



Gold Sponsor (\$1,500)

- Logo on the back of the shirt
- Banner (at your own expense) at the location of the sport
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Silver Sponsor (\$1,000)

- Logo on sleeve of the shirt
- Small banner (At your own expense)
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Bronze Sponsor (\$750)

- Logo on sleeve of the shirt
- Link from sport's website page
- Logo on website
- Mention in social media posts
- Listing on flyers



Granite State Track & Field



(Spring)

Track & field has a long history in Exeter, striving to promote youth physical fitness and provide fun learning experiences for children 7 & 8 and 9 to 14 years old. Below are our sponsorship opportunities

Gold Sponsor (\$1,500)

- Logo on back of the shirts
- Link from track & field website
- Logo on website
- Mention in social media posts
- Listing on flyers

Silver Sponsor (\$1,000)

- Logo on sleeve of shirts
- Mention in social media posts
- Listing on flyers

Bronze Sponsor (\$750)

- Mention in social media posts
- Listing on flyers



SUMMER CAMP



Exeter Parks and Recreation offers engaging summer camps that provide children ages 4-14 with opportunities to explore nature, express creativity, develop new skills, and make lasting friendships. From Little Adventure Camp to Teen Adventure Camp, our programs aim to create memorable summers filled with learning, laughter, and adventure. However, providing safe, high-quality camps requires significant resources. Sponsorship from local businesses would allow us to purchase supplies, maintain facilities, offer scholarships, and keep registration fees affordable for families. In return, we will proudly display your logo on t-shirts, recognize your business in printed materials, banners, social media, and on our website. Investing in summer camp sponsorship is an excellent way to give back to the community while increasing your exposure among the Exeter community. Please consider partnering with us to create enriching summer experiences that Exeter kids will treasure for years to come.



Summer Adventure/Teen Adventure Camp

Gold Sponsor (\$2,000)

- Logo on back of shirt
- Banner (at your own cost) at camp
- Link from the camp website page
- Logo on website
- Mention in social media posts
- Listing on flyers

Silver Sponsor (\$1,500)

- Logo on sleeve of the shirt
- Small banner(at your own cost) at camp
- Link from the camp website page
- Mention in social media posts
- Listing on flyers

Water Bottles Sponsor (\$1,000)

- Logo on 180-200 camp reusable water bottles
- Link from the camp website page
- Mention in social media posts

Bronze Sponsor (\$750)

- Logo on sleeve of the shirt
- Mention in social media posts
- Listing on flyers



SPONSOR A CAMPER

Help send a kid to summer camp (8 weeks), for free!

- Full Sponsor (\$1,500)
- Half Sponsor (\$750)
- Quarter Sponsor (\$325)

Golf Camp

Gold Sponsorship (\$500)

- Logo on back of shirt
- Link from the camp website page
- Mention in social media posts
- Listing on flyers

Silver Sponsorship (\$350)

- Logo on sleeve of the shirt
- Link From the camp website page
- Mention in social media posts
- Listing on flyers



EXETER VIBE

SUMMER MUSIC SERIES



The Town of Exeter has a long history of free outdoor concerts along the Squamscott River. Due to the high demand for cultural experiences such as these, Exeter Parks and Recreation is expanding the musical entertainment in town. The original Summer Concert Series was created in 1972 and continues to this day. In 2023, Exeter Parks and Recreation and TEAM created two new concert series: our Children's Concerts and Tune & Fork, both held at Townhouse Common. The variety of show times, dates and locations offers unique opportunities for businesses to showcase their support. The quality bands we book come with a high price and unfortunately we do not have all the funding. The town continues to support the original summer concert series, however EPRD requires assistance with our two new concert series. This is an excellent opportunity to market your business in front of one of Exeter's well-attended community events!



Summer Music Series

YOUR SPONSORSHIP WILL HELP KEEP THE SUMMER CONCERT SERIES A FREE EVENT WHILE EXPANDING THE AREA'S SENSE OF COMMUNITY THROUGH A QUALITY, FAMILY FRIENDLY EVENT.

Platinum Sponsor (\$2,500)

- Top logo placement on all promotions: website, handbills, social media, TV, advertising
- Full page ad in handbill
- Top stage recognition at all concerts (original, kids, tune & fork)
- Top logo on event banners
- First refusal for 2025 presenting sponsorship
- Recognition from entertainment

Gold Sponsor (\$1,000)

- Prominent logo on all promotions: website, handbills, social media, TV, advertising
- Half page ad in handbill
- Stage recognition at all concerts
- Logo on event banners
- First refusal for 2025 gold sponsorship
- Recognition from entertainment

Silver Sponsor (\$750)

- Quarter page ad in handbill
- Stage recognition at all concerts
- Logo on event banners
- First refusal for 2025 silver sponsorship
- Recognition from entertainment

Bronze Sponsor (\$350)

- Eighth page ad in handbill
- Stage recognition at all concerts
- Logo on event banners
- First refusal for 2025 bronze sponsorship



Family Special Events

Throughout the year, Exeter Parks and Recreation brings the community together through fun, family-friendly special events such as the Halloween Parade & Costume Contest, Sweetheart's Dance, and the beloved annual Exeter Egg Hunt. These events create lasting memories and strengthen connections among Exeter residents of all ages. Sponsorship from local businesses allows us to keep events affordable and accessible to all. Supporting our special events is a great way to give back to the community while increasing your exposure to local families. The available sponsorship packages per event are below.

Gold Sponsor (\$1,000)

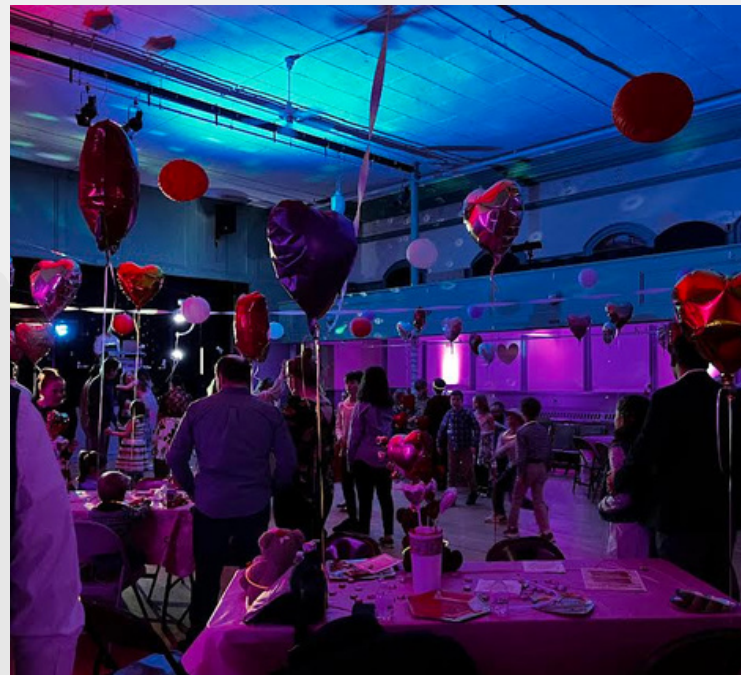
- Booth space to hand out information
- Banner placement at event (at your own expense)
- Mention in social media posts
- Link on Park & Rec site
- Listing on flyers
- Recognition at event

Silver Sponsor (\$750)

- Mention in social media posts
- Banner Placement at event (at your own expense)
- Listing on flyers
- Recognition at event

Bronze Sponsor (\$750)

- Mention in social media posts
- Listing on flyers



ACTIVE ADULT PROGRAMMING

PROGRAMS FOR OUR OLDER POPULATION (50 YEARS AND OLDER)



The Town of Exeter is home to a community of active adults ages 50 and over who enrich our town with their experience, wisdom, and continued engagement. Exeter Parks and Recreation offers programming that promotes wellness, learning, social connection, and fun for our seasoned residents. From yoga classes to summer barbecues, these programs aim to support healthy aging and foster a sense of belonging. Sponsors from local businesses would help us fund instructors, provide transportation, and keep program fees affordable. In return, we will proudly highlight your business as a champion of Exeter's active adults. Supporting our active adult programs is an impactful way to connect with a demographic that takes pride in supporting companies that share their values. Please consider sponsoring our programming and helping Exeter residents continue leading engaged, purposeful lives.



Active Adult Programming

PLATINUM SPONSOR: \$2,000 (ALL PROGRAMS/EVENT FOR 1 YEAR)

- FULL PAGE AD IN THE EXETER AGE FRIENDLY PROGRAM BROCHURE
- TABLE SPACE TO HAND OUT INFORMATION
- BANNER PLACEMENT AT EVENT/PROGRAM (AT YOUR OWN EXPENSE)
- MENTION IN SOCIAL MEDIA POSTS
- LISTING ON FLYERS

GOLD SPONSOR: \$1,000 (PER PROGRAM/EVENT)

- TABLE SPACE TO HAND OUT INFORMATION
- BANNER PLACEMENT AT EVENT/PROGRAM (AT YOUR OWN EXPENSE)
- MENTION IN SOCIAL MEDIA POSTS
- LISTING ON FLYERS/POSTERS

SILVER SPONSOR: \$750 (PER PROGRAM/EVENT)

- TABLE SPACE TO HAND OUT INFORMATION
- MENTION IN SOCIAL MEDIA POSTS
- LISTING ON FLYERS/POSTERS

BRONZE SPONSOR: \$500 (PER PROGRAM/EVENT)

- MENTION IN SOCIAL MEDIA POSTS
- LISTING ON FLYERS/POSTERS



RADIO SPONSORSHIP



Coming soon: Sponsored radio ads at Exeter's beloved Daniel R. Healy Memorial Pool and Planet Playground! Now you can advertise your business, product, or service to local families through on-location radio ads at these premier Exeter recreation spots. Don't miss out on this unique sponsorship opportunity to connect with your community. Email Greg Bisson at gbisson@exeternh.gov for more information.





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Please Contact the Parks and Recreation Department for further details.
All logos need to be in either illustrator cs4 format or high-resolution jpeg/png
If interested, contact Greg Bisson at gbbisson@exeternh.gov or return the bottom portion with the completed info required. We reserve the right to refuse any inappropriate sponsorship and advertising requests. All checks are payable to: E.P.R.D. (Exeter Parks and Recreation)
All Sponsorships are due 30 days before program start date or Season Deadlines (based on availability)

Company Name: _____

Contact Name: _____

Address: _____

Town: _____ State: _____ ZIP: _____

Website: _____