



TOWN OF SOUTHBURY

PARKS AND RECREATION

561 Main Street South
Southbury, Connecticut 06488
(203) 262-0633
Fax: (203) 267-7840



Greetings!

The Southbury Parks and Recreation Department thanks you for showing an interest in providing support to our community. Our administrative team is excited to expand special event opportunities through sponsorship support.

While the Assistant Director of Parks and Recreation, Lexi Polasek is always available to provide details and explore options with you, we have created this informational package as a guide for making decisions in your consideration of supporting the Southbury Parks and Recreation Department. All organizations/businesses participating are required to sign a Sponsorship Agreement Form regarding our strict policy regarding soliciting or attempting to gain any personal information from the patrons. This Sponsorship Agreement is required to be signed for every sponsorship opportunity provided by sponsors and is kept on file. We appreciate your cooperation and compliance with this requirement which is in place to protect our patrons. In addition, organizations/businesses are also required to abide by the Southbury Parks and Recreation Code of Conduct.

The next page exhibits some potential sponsorship opportunities available for you. Please feel free to reach out at any time by email or phone, to schedule an appointment with Lexi to discuss these opportunities.

We truly are appreciative of our community and sponsors and their desire to offer support to our special events. We look very forward to a great partnership with you.

Southbury Parks and Recreation

Sponsorship of a Special Event or Specialty Program

Sponsoring one of our special events, or specialty programs, is a great way to partner with our department, supporting the community and advertising your organization and/or business. Our special events and specialty programs, will be advertised within our newsletter, giving credit to the Sponsor and feature their logo.

Acceptable ways to sponsor a special event:

- **On-Site Support:** Purchase and/or run a craft/activity supplies, or provide giveaways with your organization/business logo (i.e. water bottles, balls, etc.) for your table/booth at a special event.
- **Marketing support:** Purchasing supplies needed for a special event (i.e. lunch for volunteers, craft/activities supplies), providing a banner, or some sort of marketing materials that Parks and Recreation will have available at our office for 30 days (leading up to the event and shortly after the event).

Steps to take:

1. Review this information packet.
2. Fill out and submit the packet to the Assistant Director of Parks and Recreation, Lexi Polasek: lpolasek@southbury-ct.gov.
3. Lexi Polasek will reach out to arrange a meeting with the contact person to go over sponsorship details, and review which special event and/or specialist program will be the best fit for your organization/business.

For a sponsorship of a special event and/or program, Southbury Parks and Recreation will work with organizations and/or businesses to secure supplies. Southbury Parks and Recreation will not collect money. Sponsorship packets need to be submitted 60 days in advance before a special event and/or specialty program's start date. Southbury Parks and Recreation reserves the right to deny sponsorship packets, or void an agreement if prompt communication, cooperation, or agreed tasks are not completed.

Southbury Parks and Recreation

Code of Conduct

I Pledge To:

1. Be a team player to all person(s) involved with making the event/program happen.
2. Encourage positive support for all employees, volunteers and patrons.
3. Make only positive comments to all employees, volunteers and patrons.
4. Support the drug and tobacco-free environment.
5. Understand the goals and objectives for the event/program
6. Respect the facilities that I will be participating in/on, and will also adhere to all safety guidelines.
7. Provide materials/supplies necessary to make the event/program successful.
8. Clearly communication my needs and expectations to the Parks and Recreation Team.
9. Ensure the person(s) on site follow the rules outlined in the Sponsorship Agreement Form, are set up in time for the event/program to start and remain on site for the duration of the event/program (unless other accommodations are agreed upon with a Parks and Recreation Team Member).
10. Clean up my table/work station after the event/program had concluded.

I Pledge Not To:

1. Ever use profanity or vulgar language at a Southbury Parks and Recreation sponsored event/program.
2. Use any abusive language or gestures towards the employees, volunteers and patrons.
3. Touch employees, volunteers and patrons in a threatening manner.
4. Display or demonstrate any unsafe conduct such as; throwing equipment, trash talking, or obscene gestures.

This commitment must be signed by every sponsor who wishes to support any Southbury Parks & Recreation event/program. Violation of the code may result in termination of the agreement, prevention of future sponsorship opportunities, or any appropriate action as warranted by the Southbury Parks & Recreation Department.

Southbury Parks and Recreation

Sponsorship Agreement Form

Organization/Business Name:

Contact Person's Name, E-mail and Phone Number for Organization/Business:

Special Event/Specialty Program Name that you wish to sponsor (may list more than one):

Date and time of Special Event/Specialty Program (if known):

As a sponsor providing support to Southbury Parks and Recreation, myself, and the organization/business I represent, certify that I/we will adhere to the rules policies and procedures of the Southbury Parks and Recreation and the Code of Conduct. In addition, I acknowledge the following rules and policies and will adhere to them:

- No solicitation of any form is permitted.
- Obtaining members contact information is forbidden.
- Business cards or other contact information may not be distributed directly to patrons nor left on their cars. Business cards may only be left with the Parks and Recreation Department, whom will have these materials out for 30 days (leading up to an event/program and after the event/program).

I hereby agree to the policies set forth above and within the Code of Conduct and will adhere to the same.

Contact Person's Name: _____ Date: _____

Parks and Recreation Signature: _____ Date: _____