



It's important to know

what a dollar will get you, and where it goes when you spend it.

Our sponsorship revenue feeds right back into the special events that make life in Worcester County so special. Each dollar helps us target high quality entertainment, offer more and better kids' activities at little or no cost, and serve to attract an ever-increasing audience. Not to mention that with our streamlined approach to annual sponsorship, we're reducing wasted time, material and money while putting our sponsors front and center for all the Shore to see.

The packages we are offering come in four tiers ranging in cost brackets that are scaled to the tremendous exposure they will earn through all our 2026 events. Events like Harbor Day, the Worcester County Fair, as well as our Health Fair, Fishing Derby and STEM event, just to name a few.

While visibility at our events is fantastic, it is naturally limited to time and place. That's why our offer also includes a year-long presence at multiple parks and our Recreation

Center, with individualized signs & banners as well as entire baseball outfield wraps for our most committed partners.

These are comprised of four fields, one at each of our prized Athletics Complexes, will be dedicated in their entirety to our *Presenting* and *Tier 1** sponsors with a full color, durable mesh fence wrap. These crisp, high-visibility declarations will electrify teams that get to feel like they're in the big leagues and put *you* in front of more than **180,000** annual attendees in our 36+ Tournament groups. Beyond baseball, and while it may not be something most folks think about, the passive use of our facilities is incredible. Our Recreation Center, saw an astounding **97,100** patrons last year. Many more will see our Dasher Wall signage during classes, events, drop-in games, leagues and tournaments this year as well.

Similarly, our digital presence might surprise you. When we make sure to thank those who support us with each event, those posts and videos are part of our combined Facebook reach that boasts a 90-day average of over 200,000.

From annual events and programs to brand new, Worcester County Recreation & Parks has the schedule filled.

The banner event in 2025 once again was our **Worcester County Fair**, and it did not disappoint. Our partnership with the Worcester County Fair Board, currently pursuing its 501c(4) nonprofit designation, culminated in what has been called one of the best County Fairs on the Eastern Shore. Over 4,000 attendees came to John Walter Smith Park over 3 days. With all hands-on deck, the WCRP team knocked the event out of the park and celebrated the agricultural heritage of Maryland's Coast in style.

Next brings us to **Harbor Day**. WCRP has managed this family- friendly favorite since 2019, and with the combined help of our partners and local fishermen, it's never looked better. In 2025 we aimed to renew our focus on the men & women who have made fishing the modern practice of a truly ancient art. Featuring more educational offerings, as well as a look into our shared history on the shores of the Atlantic from even before settlement, to the historic hurricane of 1933 and how it cut the inlet and on into the modern age.

The last few years have seen a pronounced increase in safety-first Halloween events and WCRP's **Track or Treat** is a stand-out party in a sea of similar events. Clean and controlled, our indoor trick-or-treating is one of a kind and thankfully not weather dependent. Over 30 community groups and nonprofit partners from across the county join us to hand out treats and enjoy the festive decorations. They also like to reassure residents, letting them know they have community resources to see a long winter through.

Making good use of our resources, especially the natural ones, is a mindset we hold dear and want to cultivate in Worcester County's youth. In 2025 Our **Newtown Park Fishing Derby** in Pocomoke saw 70 participants pre-registered with more still on the day-of. Each year has shown steady growth of 10% or more, annually and has helped get kids and families outdoors and on the right track. Our Program Manager team helps them learn everything from stocking their tackle box to how to bait the hook and best practices for catch & release.

We're always looking at ways to bring the **Worcester County Health Fair** into a place of key relevance for county residents with a focus on general Men & Women's health, pre- & post-natal wellness, health screenings and preventative care. In 2025 employers received a preventative exchange of "health" time now for "sick" time later.

Finally, we have our biggest youth focused event in 2026: **STEM Day**. If we want the children of Worcester County to grow up to be all they can be, an eye to the future is key. This event focuses on the real-world applications of things that are science, technology, engineering, or math based and the careers that make use of them. Everything from Space Exploration to Agriculture, Surgical Robotics to the Speed of Sound, STEM is part of every line of work.

Sponsorships Offerings			
Hall of Fame \$20,000	Legend \$12,500 (3)	Champion \$7,500 (3)	Hero \$2,000 (10)
be named our singular “Hall of Fame Sponsor” at all Events	be named a “Legendary Sponsor” at all events	be named a “Champion Sponsor” at all events	be named a “Heroic Sponsor” at all events
be named at the top of our Primary Event Banner	be named on our Primary Event Banner	be named at the top of our Secondary Event Banner	be named on our Secondary Event Banner
be featured on our 18x24 Sponsor Thank-You Signs (4)	be featured on our 18x24 Sponsor Thank-You Signs (2)	be featured on our 18x24 Sponsor Thank-You Signs (2)	be featured on a 18x24 Sponsor Thank-You Sign (1)
have your logo included on major event posters, billboards and print advertisements.	have your logo included on major event posters and print ads.	be named in all event print material	be named in all event print material
be listed on event websites (<i>H1</i>) as Presenting Sponsor	be listed on event websites (<i>H2</i>) as T1 Sponsor	be listed on event websites (<i>H2</i>) as T2 Sponsor	be listed on event websites (<i>H3</i>) as T3 Sponsor
have two (2) Field Banners at each park (8 total)	have one (1) Field Banner at each park (4 total)	have one (1) Field Banner at each park (4 total)	have one (1) Field Banner at each park (4 total)
have Dasher Wall signage at each corner (4)	have two (2) Dasher Wall signs	have one (1) Dasher Wall sign	
have first choice of location for Ball Field Wrap (1)	have one (1) Ball Field Wrap		
have vendor payment waived for events (standard 10x10 space)	have vendor payment waived for events (standard 10x10 space)	have vendor payment waived for events (standard 10x10 space)	have vendor payment waived for events (standard 10x10 space)
be included as part of WCRP’s Monthly Newsletter with logo	be included as part of WCRP’s Monthly Newsletter with logo	be listed as part of WCRP’s Monthly Newsletter	

To share a more concrete example of our proposal, we have our Harbor Day mock-up which uses last year's information and next year's format, our current sponsorship "thank you" yard-signs (blue, 18" x 24", double sided) and potential prime and secondary event banners (3' x 10').



Technical and Specific – Terms

WCRP will reach out and distribute this packet to prospective sponsors for consideration during their budget discussions for the upcoming year.

Our Annual Sponsorship Season will run from date of received payment until 1 year from that date. This allows us to produce all promotional materials – especially those with long lead times – well in advance of the start date.

Initial commitments may include a current W-9, copies of letters of determination and bylaws, as well as high resolution image files and brand standards for sponsor art, and any outstanding downpayments made out to Worcester County Recreation & Parks.

Through the season, you can expect to see promotion at regular intervals in anticipation of our many events:

- Digital promotion of an event begins a minimum of 180 days out with the launch of a Facebook Event page and regular promotional posts, including “thank you’s” to our sponsors.
- Signage – that’s event banners, billboards and the like – are produced and posted at our 60 day mark to maximize repeat views without blending into the background
- Social Media pushes for our events ramp up at the 30 day mark, promoting event features, artists and attractions.
- Similarly, our print distribution for event flyers, posters and other hardcopy notifications go out no later than a month before the event, creating a swell of exposure and imminence that excites.
- Just before our events, our promotion becomes more hands on as radio, television and web-based appearances from staff and partners make our events something that just can’t be missed.

The sponsor solicitation and selection process is tremendously important to us at WCRP. That’s for the simple reason that cultivating a strong, lasting relationship relies on common interest. Equally important for us as stewards of the public trust and welfare, is that our partnerships are and remain wholesome and above scrutiny. In the unlikely event that a sponsor should prove unable to maintain those standards, WCRP reserves the right to immediately terminate said sponsorship.