MARYLAND'S Coast
WORCESTER COUNTY
Recreation & Parks

Why Partner with Worcester County Recreation & Parks?

Your sponsorship dollars directly fund high-quality free community events, free children's programming, and department improvements. By streamlining our annual sponsorship program, we can put your brand front and center for an entire year for all of Worcester County to see.

- **Massive Event Reach: Connect with patrons across premier local events, including the Worcester County Fair, Harbor Day, Track or Treat, Maryland's Coast Health Fair, Fishing Derby, and much more.**
- **Year-Round Park Presence: Benefit from dedicated signage, banners, and ballfield wraps across our 4 major athletics complexes and our Recreation Center (which hosted over 388,000 patrons last year).**
- **Strong Digital Visibility: Get highlighted in promotional campaigns reaching a combined Facebook audience of over 2.1 million across all pages.**

2026 Sponsorship Tiers & Enhanced Perks

Perk / Benefit	Hall of Fame ($18,000)	Legend ($12,500)	Champion ($7,500)	Hero ($2,000)
Availability	Exclusive (1)	Limited (3)	Limited (3)	Unlimited
Physical Signage & Wraps	2 Dasher Wall Signs, 1 Ball Field Wrap and 3 Multi-Purpose Field Banners (Prime locations on Northern Worcester Athletic Complex soccer fields), Dedicated Thank You Banner at all events, 4 Thank-You Signs	1 Dasher Wall Signs, 1 Ball Field Windscreen and 1 Multi-Purpose Field Banner at Northern Worcester soccer fields, 4 Thank-You Signs	1 Multi-Purpose Field Banner, 2 Thank-You Signs	2 Thank-You Signs
Marketing & Digital Reach	Logo in Newsletters, Dedicated spotlight post on social media monthly, Logo in rolling credits of all movies	Logo in Newsletter, logo in rolling credits of all movies	Listed in Newsletter, logo in rolling credits of all movies	Logo in rolling credits of all movies
Vendor Perks	Waived 10x10 vendor fee + Prime booth placement at all major events (Worcester County Fair, Harbor Day, Track or Treat, Health Fair, etc.)	Waived 10x10 vendor fee	Waived 10x10 vendor fee	Waived 10x10 vendor fee

Program Terms & Timeline

- **Duration: Annual sponsorships run for one full year from the date payment is received, ensuring long lead times for maximum promotional prep.**
- **Promotional Points:**
    - **Facebook event launch and initial digital sponsor recognition.**
    - **Banners and signage posted on-site.**
    - **Heavy social media pushes close to event date, print distribution, and media appearances.**
- **Integrity & Standards: WCRP values trusted, wholesome community partnerships. All sponsors must meet basic compliance standards to ensure mutual community trust.**

Event Signage Samples:







