

# City of Gloversville Recreation Commission

## 2024 Sponsor Registration Form

### 2024 Sponsorship Opportunities

#### Title Sponsorship - \$2,000

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| <ul style="list-style-type: none"> <li>Title Sponsorship of an event of your choice from listing below (chosen on a first come, first serve basis)</li> <li>Your company name in the event title</li> <li>Supporting Sponsor of ALL events for the 2024 season</li> <li>Sponsor placement on all marketing and event materials in print, web, and social media</li> </ul> | <ul style="list-style-type: none"> <li>Banner with event name and your logo/name at title event</li> <li>PA sponsor announcement at the title event</li> <li>Link to your website from our event page website</li> <li>10 X10 booth space at all vendor events</li> <li>If received by January 31, 2024, will have name as sponsor for the event on 2024 event rack card</li> </ul> |
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#### Supporting Sponsorship - \$1,000

- Sponsor name on social media, email, print, and website marketing for ALL 2024 events
- 10 x 10 booth space at all vendor events
- Combined banner with all supporting sponsors with logo/name displayed at all 2024 events (excluding parades)

#### Friends of the Recreation Commission - \$250

- Thank you post on social media
- 10 x 10 booth space at all vendor events

#### Parade Sponsorship - \$3,000 (2 available)

- Sole sponsor for either the Memorial Day or Christmas Parade
- Name/logo on banner at the start of the parade as the sole sponsor, if entering the parade will be the first unit
- ALL title sponsor benefits included
- If received by January 31, 2024, will have name as sponsor for the event on 2024 event rack card

### Select Your Sponsorship

1. \_\_\_\_\_ Title Sponsorship      Title Event Selected: \_\_\_\_\_
2. \_\_\_\_\_ Supporting Sponsorship
3. \_\_\_\_\_ Friends Sponsorship
4. \_\_\_\_\_ Parade Sponsorship      Parade Selected: \_\_\_\_\_

### Event Dates – Description on back

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| <p>March 24th – Easter Egg Hunt</p> <p>April 27th – Youth Fishing Derby</p> <p>May 27th – Memorial Day Parade</p> <p>June 1st – Southern Adirondack Wine &amp; Food Fest.</p> <p>August 10th – Railfest</p> | <p>September 28th – Bacon &amp; Brew Fest.</p> <p>October 12th – Fall Fest.</p> <p>December 7th – Christmas Parade &amp; Tree Lighting</p> <p>Movies in the Park – 3 total event dates</p> |
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_____ I have submitted payment with form	_____ Please send invoice to:		
Business/Organization:	Contact:		
Email Address (Required):	Phone:		
Street:	City:	State:	Zip:

Mail form along with payment to: Gloversville Recreation Commission, 3 Frontage Road, Gloversville, NY 12078  
 Contact us: [Recreation@cityofgloversville.com](mailto:Recreation@cityofgloversville.com)  
 518-773-4542  
<https://www.facebook.com/GloversvilleRecreation>

### **Easter Egg Hunt:**

Held on the Saturday one week before Easter, this is a completely free event for children from 0-12. Easter eggs are spread throughout Trail Station Park in different age group sections for children to collect. The Easter Bunny is in attendance and takes free pictures with the children.

### **Youth Fishing Derby:**

Held annually on the last Saturday of April at Wohlfarth's Pond, this is a free event for children up to age 15. Registration begins at 9am with the derby running from 10am until 4pm. All registered children receive a raffle ticket for drawings throughout the day with fishing themed prizes. At the end of the derby, all children who caught a fish receive a ribbon and trophies are given for the first fish caught, most fish caught, largest fish caught, and smallest fish caught across the various age groups. Concessions are available all day for purchase. This is a great event to get our youth outside for the day and involved in a wonderful family activity.

### **Memorial Day Parade:**

This is our first year planning the Memorial Day Parade. We have agreed to take it over after discussions with the previous committee and appreciate the guidance they are offering us. The Memorial Day Parade is a longstanding tradition in Gloversville, and we are honored to carry the torch. Sponsorship money is needed to pay school bands and other musical groups. The major cost goes towards flags that will be put on veteran graves in local cemeteries.

### **Southern Adirondack Wine & Food Festival:**

Held annually on the first Saturday in June, the Wine and Food Festival is a great kickoff to the summer. This event takes place on our historic Main Street with wine, beer and cider tastings, along with many food and good vendors. The sound of music fills the streets with live performances in two separate locations throughout the event. This is a very popular event in the city and sees roughly 3,000 attendees. Admission is free for non-tasters, those interested in sampling receive a free gift with their \$15 admission fee.

### **Railfest:**

Railfest is another longstanding event in the City of Gloversville and takes place in Trail Station Park on the second Saturday of August. The Recreation Commission took over the organization of Railfest in 2019 and has helped it grow since that time. This is the city's only daylong event, running from 10am until 8pm and has many attractions like bounce houses, rock climbing wall, petting zoo, dunk tank, bicycle auction, a large vendor fair and more. The main stage sees many different performers and bands throughout the day. This event sees upwards of 5,000 attendees throughout the day and is our biggest fundraising event.

### **Bacon & Brew Fest:**

Held annually on the fourth Saturday of September at the Farmer's Market Pavilion, Bacon and Brew Fest is a fun evening out in the city. A beer garden hosts four different local vendors selling beer, wine and cider by the glass. And the main stage is set up with live bands providing entertainment for the entire event. Many food vendors provide bacon themed menus with craft and good vendors selling their items throughout the event. This is a laid-back evening, enjoying live music and alcoholic beverages under the stars.

### **Fall Fest:**

Held annually on the first Saturday of October in Trail Station Park, Fall Fest provides many free children's activities to our community. Children can enjoy bounce houses, pumpkin paintings, and jumbo yard games at no cost. Many free contests are held, including potato sack races, three-legged race, and hula hoop contests, with prizes awarded. At the end of the event, children change into their Halloween costumes and parade through the many vendors trick or treating. Special judges award ribbons to the costume contest winners.

### **Christmas Parade & Tree Lighting:**

The Recreation Commission took over the Christmas Parade in 2021 and combined it with our annual tree lighting event. They are held annually on the first Saturday in December, with the parade kicking off at 5pm heading down North Main Street. Santa makes his appearance at the end of the parade where he heads over to Wandel Park and has the honor of lighting our Christmas tree. After the tree is lit, Santa sets up shop in our gingerbread house for pictures with the children and free cookies and hot cocoa are provided.

### **Movies in the Park:**

During the summer season, three separate Movie Nights are held in Myer's Park at dusk. We set up our giant movie screen and show family friendly movies at no cost. Concessions are available for a small cost. This is a fun event for families to enjoy during the warm summer months.