



ALLEGHENY COUNTY  
*Parks Foundation*

# SPONSORSHIP OPPORTUNITIES



## **South Park | Saturday, May 18**

Park 'til Dark 8:00 am - 4:00 pm

Pour at the Park 5:30 - 8:30 pm

## **North Park | Saturday, October 12**

Park 'til Dark 8:00 am - 4:00 pm

Pour at the Park 5:30 - 8:30 pm

# ABOUT THE EVENTS

The Allegheny County Parks Foundation hosts these four events to connect with the everyday park user in a free way with Park 'til Dark and in a fun way with Pour at the Park. By sponsoring any or all of these four events you are supporting your community and your nine county parks!

## Park 'til Dark

Park 'til Dark is an all-day event featuring FREE and engaging activities for everyone. The Allegheny County Parks Foundation hosts activities such as yoga, bicycling, ranger-led tours, birdwatching, kayaking, tree plantings and more, in celebration of our parks and the people who use them.

## Pour at the Park

The day is capped with our widely-heralded Pour at the Park, now in its 8th year! This ticketed, regional brews and bites festival is unique to the region with it's family-friendly children's fun-zone and live, local music, all while benefitting your county parks!

## Inclusivity

We intentionally partner and collaborate with diverse and inclusive organizations to ensure we are creating a welcoming and rewarding environment for everyone.



# SPONSORING

Sponsorship packages include visibility and marketing for all four events, however, if you want to sponsor only one of the events and/or only one of the parks we are happy to build the perfect package for your business or organization.



## The Allegheny County Parks Foundation is offering four events for sponsorship:

1. Park 'til Dark in South Park (May 18)
2. Pour at the Park in South Park (May 18)
3. Park 'til Dark in North Park (October 12)
4. Pour at the Park in North Park (October 12)

You can opt to sponsor all four events together, or events separately.

### Event Audience

**9332**

**Social Media Followers**

**7151**

**Newsletter Subscribers**

**994**

**2023 Event Attendees\***






**350+**

**2023 Event Media Mentions\***

\*Across all four 2023 events

# SPONSORSHIP OPPORTUNITIES

Sponsorship levels and benefits include:

	Presenting	Zero-Waste	Entertainment	Tasting Cup	Park Activity	Park Lover	Community Champion
Promotion on event page	LOGO	LOGO	LOGO	LOGO	LISTING	LISTING	LISTING
Event T-Shirt Promotion (Commitment due 3 weeks prior to event)	LOGO	LISTING	LISTING	LISTING	LISTING	LISTING	LISTING
Complimentary Pour at the Park tickets	15	8	8	8	8	4	2
Promotion in dedicated e-blast	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING	LISTING
Promotion in monthly ACPF newsletter	LOGO	LISTING	LISTING	LISTING			
Tag in social media post(s)	6	4	4	4	3	2	2
Logo on park signage (Commitment due 6 weeks prior to event)							
Logo on all event promotion							

*Zero-Waste, Entertainment and Tasting Cup sponsors are for Pour at the Park only. All levels will receive the benefits of our event promotion in local publications, in the media, by community organizations and through the Allegheny County Newsletter. We are happy to create the perfect sponsorship for you; please don't hesitate to let us know if you have a benefit in mind that you do not see here.*



# OPTION 1: SPONSOR ALL FOUR EVENTS

<b>Park 'til Dark in South Park (May 18)</b>	<b>Park 'til Dark in North Park (October 12)</b>
<b>Pour at the Park in South Park (May 18)</b>	<b>Pour at the Park in North Park (October 12)</b>

- PRESENTING: \$10,000**
- \*ZERO-WASTE: \$5,000**
- \*ENTERTAINMENT: \$5,000**
- \*TASTING CUP: \$5,000**
- PARK ACTIVITY: \$2,000**
- PARK LOVER: \$1,000**
- COMMUNITY CHAMPION: \$500**



# OPTION 2: SPONSOR SPECIFIC PARK ONLY (SOUTH OR NORTH)

<b>Park 'til Dark in South Park Pour at the Park in South Park (May 18)</b>	<b>Park 'til Dark in North Park Pour at the Park in North Park (October 12)</b>
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- PRESENTING: \$5,000**
- \*ZERO-WASTE: \$2,500**
- \*ENTERTAINMENT: \$2,500**
- PARK ACTIVITY: \$1,000**
- PARK LOVER: \$500**
- COMMUNITY CHAMPION: \$250**

\*Pour at the Park Only

# OPTION 3: SPONSOR EVENT SERIES ONLY (PTD/PATP)

**Park 'til Dark in South Park  
(May 18)**

**Park 'til Dark in North Park  
(October 12)**

**Pour at the Park in South Park  
(May 18)**

**Pour at the Park in North Park  
(October 12)**

**\*ZERO-WASTE: \$2,500**

**\*ENTERTAINMENT: \$2,500**

**PARK ACTIVITY: \$1,000**

**PARK LOVER: \$500**

**COMMUNITY CHAMPION: \$250**



# OPTION 4: SPONSOR A SINGLE EVENT IN A SINGLE PARK

**Park 'til Dark in South Park  
(May 18)**

**Park 'til Dark in North Park  
(October 12)**

**Pour at the Park in South Park  
(May 18)**

**Pour at the Park in North Park  
(October 12)**



**\*ZERO-WASTE: \$2,500**

**\*ENTERTAINMENT: \$2,500**

**PARK ACTIVITY: \$1,000**

**PARK LOVER: \$500**

**COMMUNITY CHAMPION: \$250**

\*Pour at the Park Only

# SPONSORSHIP COMMITMENT FORM

Company/Organization Name:		Contact Name:	
Contact Email Address:		Contact Phone:	
Instagram:	Facebook:	Twitter:	

## I want to sponsor:

*Please check your selections*

<input type="checkbox"/> <b>OPTION 1 - ALL 4 EVENTS</b>	<input type="checkbox"/> <b>Presenting Sponsor</b>
<input type="checkbox"/> <b>OPTION 2 (Select One)</b> <input type="checkbox"/> South Park events <input type="checkbox"/> North Park events	<input type="checkbox"/> <b>Zero-Waste</b>
<input type="checkbox"/> <b>OPTION 3 (Select One)</b> <input type="checkbox"/> Park 'til Dark events <input type="checkbox"/> Pour at the Park events	<input type="checkbox"/> <b>Entertainment</b>
<input type="checkbox"/> <b>OPTION 4 (Select One)</b> <input type="checkbox"/> Park 'til Dark South Park <input type="checkbox"/> Pour at the Park South Park <input type="checkbox"/> Park 'til Dark North Park <input type="checkbox"/> Pour at the Park North Park	<input type="checkbox"/> <del>Tasting Cup</del>
	<input type="checkbox"/> <b>Park Explorer</b>
	<input type="checkbox"/> <b>Park Lover</b>
	<input type="checkbox"/> <b>Community Champion</b>

**Total Commitment: \$ \_\_\_\_\_**

Thank you to our confirmed 2024 sponsors!

*Tasting Cup - Mascaro Construction*

*South Park Presenting - Flora Park Garden Center*

*South Park Entertainment - Friends of South Park*

Forms can be submitted to Barb Brewton at [bbrewton@acparksfoundation.org](mailto:bbrewton@acparksfoundation.org) or mailed to the address below:



# ABOUT US

## Our Mission

The Allegheny County Parks Foundation strengthens the health and vibrancy of our community by improving, conserving and restoring the nine Allegheny County Parks. Working in partnership with Allegheny County, the Parks Foundation brings together ideas, leadership and resources to make the parks more sustainable and enjoyable for all. All event proceeds benefit project implementation throughout your nine Allegheny County Parks.

## Your Nine County Parks

All proceeds benefit our work in the nine Allegheny County Parks: Boyce, Deer Lakes, Harrison Hills, Hartwood Acres, North, Round Hill, Settlers Cabin, South and White Oak.



## Contact Us

For more information about the [events](#) or sponsorship, please contact Barb Brewton

Mobile: 412.606.9692

Email: [bbrewton@acparksfoundation.org](mailto:bbrewton@acparksfoundation.org)

## Get Connected

