

## Partnership Advantages

Spotsylvania County Parks and Recreation Department hosts several Special Events throughout the year. Some events attract as few as 100 citizens while others attract 20,000 or more area residents.

We would like to establish a working partnership with area businesses. Partnering businesses would be advertised and would help us to continue hosting our events with monetary or In Kind sponsorships.

Listed in this brochure are events hosted by the Spotsylvania County Parks and Recreation Department.

For contributing to our events, businesses can expect to receive a number of the following opportunities:

- Vendor space to advertise at the event.
- Business logo featured on the event t-shirt, if event t-shirts are provided.
- Business displayed or announced at the event.
- Business included on promotional material for the event.

Please note that each event is different and advertising opportunities vary depending on the event.

Additionally, advertising opportunities depend on the monetary or in kind contribution made by the business, and is determined by the type of event.

## Annual Special Events

### Easter Bunny Breakfast and Egg Hunt:

- Children ages 2—7 and their families join the Easter Bunny for breakfast, pictures, and an egg hunt at the Marshall Center.
- Event date: Saturday prior to Easter Weekend.
- Attendance: 150+
- Monetary sponsorships are needed to supplement the cost of food, and plastic eggs with prizes.
- In kind donations include breakfast items.



### Patriot Park Concert Series:

- Local music groups perform at the Patriot Park Amphitheater on Friday nights in the month of May.
- Event dates: Fridays in May
- Attendance: 200-500 per concert
- Monetary sponsorships are needed to supplement the cost of tickets, performance fees, and event operations.



### Family Movie Night:

- Free event where families of all ages view a movie selected by county elementary school students on a large inflatable screen on the R.E. Lee Elementary School field.
- Event date: The evening of the last day of school
- Attendance: 500+
- Monetary sponsorships are needed to supplement the cost of the outdoor screen, projector, and movie.



### Spotsylvania Stars and Stripes Spectacular:

- Spotsylvania County's annual Independence Day Celebration is an all day event ending with a fireworks display at dark.
- Event date: Saturday prior to July 4th.
- Attendance: 25,000+
- Monetary sponsorships are needed to supplement the cost of attractions, kids activities, entertainment, supplies, decorations, and fireworks.
- In kind donations include bottled water, refreshments for volunteers and the hospitality area, advertising, fencing, etc.



### Doggone Pool Party:

- Families' four-legged friends are invited to enjoy some fun in the sun at the Loriella Park Pool after it closes to the public.
- Event date: Saturday after Labor Day
- Attendance: 100+
- Monetary sponsorships are needed to supplement the cost of pool operations.
- In kind donations include dog treats, toys, and refreshments.



### Stonewall Jackson 20-Mile Ambulance Run:

- Runners from all over take part in this marathon training run through the battlefields of historic Spotsylvania County.
- Event date: Saturday in early October
- Attendance: 200+
- Monetary sponsorships are needed to supplement the cost of race t-shirts, awards for top finishers, and pre and post race refreshments.
- In kind donations include bottled water, food for runners and volunteers, sports drinks, and volunteers.



### Christmas Parade:

- Spotsylvania's Christmas Parade featuring area dance groups, marching bands, clubs, and organizations.
- Event date: First Saturday in December
- Attendance: 5,000+
- Monetary sponsorships are needed to supplement the cost of the trophies, refreshments for the judges, advertising, and decorations.
- In kind donations include refreshments and volunteers



### Courthouse Christmas Luminary:

- Area choirs sing Christmas carols on the lawn of the Old Courthouse building at dusk, illuminated by 500 luminary candles.
- Event date: First Sunday in December
- Attendance: 150+
- Monetary sponsorships are needed to supplement the cost of the luminary programs, candles, and bags.

