

Mayor
CAROLINE SIMMONS



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CITY OF STAMFORD
OFFICE OF OPERATIONS
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- Barret Park awarded bid contractor will be Creative Landscape Design which completed the Courtland Avenue Playground. Included are the two (2) alternates which is 423 sq. ft. of PIP for ADA wheelchair surface in swing area and park border fencing.
- Parks Strategic Plan Retreat was held on Wednesday, October 18, 2023. Summary attached.
- Northern Park attendants' season for 2023 will be completed on Sunday, December 3, 2023.
- Parks & Recreation Revenue Report. **(Attached)**
- Terry Conner's Ice Rink September Revenue. **(Attached)**
- Terry Conners will be hosting the 22nd Annual Synchronized Skating Open on Saturday, December 2 and Sunday, December 3, 2023.
- Fall Softball League will be complete on Wednesday, November 15, 2023.
- Adult indoor volleyball and pickleball at Still Meadow are in progress.
- Hosting All-Sport Youth Programs for afternoon and evening classes at Lathon Wider.
- Santa Hayride at Cove Island Park for Saturday December 2 & Saturday, December 9, 2023 - **Sold Out!**
- Four (4) Recreation ski trips for the months of January and February - **Sold Out!**
- Discussing summer camp locations with Board of Education Facilities & Engineering Department to determine summer locations by December 8, 2023.
- Scalzi Park Bocce Court scope and estimated cost proposal documents awaiting authorized funds to be allocated to this project.
- Parks seasonal employees end of season for bathrooms: Five (5) employees for bathroom maintenance until Sunday, November 19, 2023 for West Beach, Cummings, Cove Island Park red brick building, Scalzi Park maintenance building, Courtland Avenue, Barrett Park and Lione Park. Hours of operation 7am to 8pm daily.
- FY 2024-2025 Capital submissions. **(Attached)**
- Parks & Recreation website relaunch scheduled for Thursday, November 30, 2023.
- Proposal to add language detailing duration of sanctioning for Adult and Youth Sanctioned Leagues, which will show inactive leagues to be removed. Therefore, the request is to revise the language for leagues inactive for two (2) years for adult leagues and five (5) years for youth leagues.
- Working with Marketing Coordinator and Economic Director, Leah Kagan, to promote Sponsorship Program with outside corporations. **(See attached)**
- Veterans Day Ceremony held on Sunday, November 5, 2023 at Veterans Memorial Park.
- Jackie Robinson Annual Christmas Tree Lightning will be held on Tuesday, November 21, 2023 at 5:15 p.m.
- Met with Trumbull, CT Chief Park Ranger to discuss Park Ranger program in detail. Scheduling a site visit this month.
- Playground inspection reports are coming in and will work to complete all repairs per the reports prior to park openings.
- Domus work group assisting Parks with Citywide picnic table refurbishing.
- Thanksgiving Parade festivities begin Saturday, November 18, 2023 with the inflation party and Sunday, November 19, 2023 is the Parade. Parks still will be onsite to assist with both inflation and deflation areas and overall assistance.
- DSSD Heights and Lights event scheduled for Sunday, December 3, 2023 which will have Latham Park Christmas Tree Lighting per the event.



CITY OF STAMFORD PARKS

Building a Parks Foundation for the City of Stamford

A Planning Retreat

Summary Document

Wednesday, October 18, 2023

9:00 a.m.-2:00 p.m.

Participants:

- Ada Adetola, *Community Member*
- Gabriel Alonso-Mendoza, *Amvest Capital*
- Ben Barnes, *City of Stamford*
- Megan Baroni, *Robinson + Cole*
- Heather Cavanaugh, *Stamford Chamber of Commerce*
- Natalie Coard, *Charter Oak Communities*
- Nette Compton, *Mill River Collaborative*
- Lisa Feinberg, *Carmody Law*
- Jim Fleischer, *Community Member*
- Yolande Ford, *United Way of Western CT*
- Ryan Harvey, *The Ashforth Company*
- Bill Hennessy, *Carmody Law*
- Melanie Hollas, *Mill River Collaborative*
- Arnold Karp, *Mill River Collaborative*
- Jessie Katz, *Parks & Recreation Commission*
- Alice Knapp, *Ferguson Library*
- David Kooris, *Stamford Downtown*
- Jen Matheny, *City of Stamford Board of Representatives*
- Erin McKenna, *City of Stamford*
- RJ Mercede, *Steven & Alexandra Cohen Foundation*
- Polly Morrow, *Pitney Bowes*
- Kevin Murray, *City of Stamford*
- Paul Newman, *City of Stamford*
- Kevin Peraino, *Stamford Partnership*
- Arty Selkowitz, *Community Member*
- Mayor Caroline Simmons
- Leigh Shemitz, *SoundWaters*
- Robin Stein, *Community Member*
- Vin Tufo, *Charter Oak Communities*
- Lynn Tusa, *Stamford Public Education Foundation*
- Jennifer Young, *Charter Communications*

Organizers and Presenters:

- Rachel Alonso-Mendoza, *Special Assistant to the Mayor for Communications, City of Stamford*
- Karen Brennan, *The Strategy Group*
- Bridget Fox, *Chief of Staff, City of Stamford*
- Debra Hertz, *The Strategy Group*
- Leah Kagan, *Director of Economic Development, City of Stamford*
- Chrysothemi Kouloumentas, *Local Office Landscape and Urban Design*
- Tricia Martin, *Local Office Landscape and Urban Design*
- Charlie McCabe, *Charlie McCabe Consulting LLC*
- Brenda McDermott, *The Strategy Group*
- Matt Quinones, *Director of Operations, City of Stamford*

Welcome:

Debra Hertz from The Strategy Group welcomed everyone and set the stage for the day's retreat. Ryan Harvey from The Ashford Foundation then spoke, followed by Mayor Caroline Simmons to get the group grounded and excited for the day. Finally, Matt Quinones, Director of Operations for the City of Stamford, provided an overview of the retreat objectives.

Overview of Stamford Parks System:

Tricia Martin from Local Office Landscape and Urban Design gave an overview of the City of Stamford's Parks Strategic Plan. The PowerPoint is available under separate cover.

Park Non-Profits Overview:

Charlie McCabe from Charlie McCabe Consulting LLC gave an overview on public parks and nonprofits, shaping the current landscape and offering key lessons learned along with a brief overview of the different ways of working moving forward. The PowerPoint and handout are available under separate cover.

Break Out Sessions/Discussions:

For the remainder of the day, participants were grouped at small tables and asked to discuss a series of questions. Debra Hertz and Charlie McCabe facilitated the discussions and debrief sessions. Notes from each question-and-answer session are detailed below.

Question #1: What investment priorities should the Foundation establish?

- Do something in Year 1 that is sustainable and easy:
 - Gather ideas from survey results, City staff, PR committee.
 - Ensure installation in all parks for equity.
 - Fundraise for specific item(s)... i.e., security cameras, benches, and water fountains.
 - Clearly communicate every step of the way...celebrate at the end.
 - THEN...BUILD OFF SUCCESS!
- Operations and Maintenance – Advocacy
- Increased park connectivity and certain rights of way to make the parks more accessible.
- Unification of parks and groups
- Needs analysis (initial and ongoing)
- Advocacy – priority area
- Education
- Need for more public space
- Park locations and map
- Coordination with City (funding O&M [Operations and Maintenance] as a part of each project to ensure sustainability)
- Share goals: “10-minute walk”
- Drive community/corporate engagement with parks and beaches
- Neighborhood associations/stakeholders
- Opportunities for individual investment in particular parks
- Facilities for youth
- Focus on outcomes
- Management of sponsorship/adopt-a-spot
- Streamline acceptance of philanthropic and in-kind support
- Agreement with City, pre-approved to give Foundation authority to manage (e.g., volunteer events)
- Biggest issue: Maintenance of existing parks
 - Establish standard for high quality
 - Standards for maintenance
 - Standards for compliance
- Playgrounds: age range
- Crime/safety
- Priority: Fund a park security patrol
- Want to know the City is doing an amazing job today
- Lighting
- Get the house in order before lofty goals.

- Determine relationship to the City, ex: exclusion of the rule @ signage.
- Need a city-wide naming policy.
- First legislative priority: Establish city policy on naming/recognition/advertising/sponsorship
- Relationship with the City and Mill River Collaborative/park
- Bureaucracy of funding playgroups. Foundations could help.
- Bold-equity justice
- Every child by 3rd grade knows how to swim.
- Common understanding of parks – interactivity
- Low-income communities get what they want.
- Entity to donate money to

Key themes:

- | | |
|------------------------|-----------------------------------|
| • Communication | • Sustainability |
| • Transparency | • Maintenance |
| • Avoiding bureaucracy | • Advocacy |
| • Channels | • Community engagement |
| • Youth | • Catalytic |
| • Equity | • Hearing all voices |
| • Safety | • Elevating the City’s commitment |

Question #2: What is the ideal organizational structure?

<p>Option 1: Create a 501c3 <i>4 votes</i></p>	<p>Option 2: Work with a Fiduciary Partner <i>5 votes</i></p>
<ul style="list-style-type: none"> • Could be a lot of work to create a 501c3 – but there are pro bono law firms who would help. • Have to set up properly to set up for success – felt this would be a clean start. • Potentially start both routes at same time – working hard to make sure there is staff and board. • There is work to do, but it makes sense to come out of the gates big given the scope of what the City wants to do around parks systems. • Want to walk before we run – but if the purpose is to circumvent bureaucracy – it will be important to go big or go home. 	<ul style="list-style-type: none"> • Seems like a no brainer to be under the Mill River Collaborative or another partner. • Will have to make your check out to the Mill River Collaborative and that may raise some questions by some. • Might have some baggage perceived by going under Mill River. • Better to start something with a new name – something with Alliance (ties together parks, City, business, others). • Benefits of being under Mill River – they have been invested in parks.

Question #3: What tasks and deliverables need to be established and completed for the organization to launch in 120 days?

Responses included:

- Explore all options for partnerships.
- Either way, it will need:
 - A Board
 - Mission
 - Bylaws
 - Leaders
 - Initiatives
 - Funding plan
 - Branding and marketing plan
- Develop a concise list of priorities.
- Understand roles and goals of the City.
- Identify one early win – that project that can start success.
- Identify existing partners and form alliances. Cooperate with subject matter experts who have done this before.
- Engage the community:
 - Identify someone to be a voice to the community to update them.
 - Get community feedback via focus groups to “test the waters.”
 - Address issues raised by the survey.
 - Get young people involved.
- Clarify roles and responsibilities via analysis of strategic plan.
- Find a few champions who will own the project and serve on a potential board and who will dedicate enough effort to the project.
- Identify a corporate sponsor and a park commissioner.
- Raise seed money (\$50,000) for necessary filing fees and to pay a part-time Executive Director for six months. Will need to fund:
 - 501C3 filing
 - Staffing
 - Systems setup
 - Website
 - CRM system
 - Database system
 - Recognition events for donors
 - Goals development
 - Gantt chart
 - Marketing materials

- Collaboration plan (via a monthly roundtable)
- Form two boards: Operational and Advisory board, including young people.
- Identify a convener, which should not be the City.
- Take strategic plan and work with constituents for a goal for the foundation.
- Establish obvious city responsibilities and what is support needed from private sector and identify stakeholders.
- “Will you compete with other city groups or take turns?”
 - Some groups collaborate, communicate, share issues with one another. Lots of discussions will be required no matter which form is chosen.
 - Ultimately, the City owns the parks and will be needed to approve all gifts. Rules apply.
 - Charlie’s opinion:
 - ◇ Understand how City processes work.
 - ◇ Understand how procurement works in a city.
 - ◇ Consider other circumstances specific to the project (his water fountain example).
 - ◇ Using a fiduciary partner takes away much of the burden when founding group is largely volunteer. The funds would be earmarked for the particular purpose and can be transferred if and when a 501C3 is created.
 - ◇ Can get more money by combining public and private funding.

Question #4: What are the function areas and strategic partners that need to be represented on the transition committee?

Responses included:

- Corporate
- Social responsibility
- Friends group
- Legal
- Mill River
- DSSD
- People who have a love of parks
- Group needs to reflect what the Stamford community looks like
- Should not be run by City staff
- “This room is not the transition team”

Wrap Up and Next Steps:

Leah Kagan, Director of Economic Development for the City of Stamford, closed the session and thanked everyone for attending.

RECREATION REVENUE REPORT - JULY 2023- JUNE 2024

DESCRIPTION	ACCOUNT #	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	YTD Totals
Adult Programs	1000-2535-440022	\$ 300.00	\$ 450.00	\$ 2,359.00	\$ 2,295.00									\$ 5,404.00
Adult Leagues	1000-2535-440023	\$ 36,286.00	\$ 46,172.00	\$ 45,143.00	\$ 3,729.00									\$ 131,330.00
Aquatics	1000-2531-440024	\$ -	\$ -	\$ 14,400.00	\$ 280.00									\$ 14,680.00
Youth Programs	1000-2534-440025	\$ 11,062.00	\$ 10,070.00	\$ 20,739.00	\$ 3,406.00									\$ 45,277.00
Playground/Day Camps	1000-2534-440029	\$ 1,472.00	\$ 210.00	\$ -	\$ -									\$ 1,682.00
Star Center Programs	1000-2528-440026	\$ 14,929.00	\$ 11,716.00	\$ 78,918.00	\$ 27,260.00									\$ 132,823.00
Leisure Donations	1000-0000-220318	\$ 97.00	\$ 65.00	\$ 487.00	\$ 41.00									\$ 690.00
MONTH TOTALS*		\$ 64,146.00	\$ 68,683.00	\$ 162,046.00	\$ 37,011.00									\$ 331,886.00
REFUNDS		\$ (15,809.60)	\$ (2,880.00)	\$ (10,727.85)	\$ (3,308.00)									\$ (32,725.45)
MONTH END TOTALS		\$ 48,336.40	\$ 65,803.00	\$ 151,318.15	\$ 33,703.00									\$ 299,160.55

NOTE**

MONTHLY TOTALS FISCAL YEAR JULY 2023 - JUNE 2024

DESCRIPTION	ACCOUNT #	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	
Adult Programs	1302533411044	\$ -	\$ -	\$ 11,556.00	\$ 4,070.00	\$ 2,836.00	\$ 191.00	\$ 462.00	\$ 924.00	\$ 760.00	\$ 165.00	\$ 330.00	\$ 300.00	\$ 21,594.00
Adult Leagues	1302533411045	\$ 38,277.20	\$ 20,077.00	\$ 55,600.00	\$ 5,661.00	\$ 12,020.00	\$ 30,872.00	\$ 13,267.00	\$ 13,572.00	\$ 159,012.00	\$ 78,556.00	\$ 73,186.00	\$ 56,141.00	\$ 556,241.20
Aquatics	1302533411046	\$ 1,155.00	\$ 540.00	\$ 10,820.00	\$ 270.00	\$ -	\$ 12,190.00	\$ 3,190.00	\$ -	\$ 11,250.00	\$ 1,925.00	\$ 350.00	\$ 420.00	\$ 42,110.00
Youth Programs	1302533411047	\$ 7,230.00	\$ 1,960.00	\$ 37,611.00	\$ 1,958.00	\$ 4,359.00	\$ 16,128.00	\$ 3,416.00	\$ 143.00	\$ 45,118.00	\$ 19,621.00	\$ 12,193.00	\$ 11,485.00	\$ 161,222.00
Playground/Day Camps	1302533411079	\$ 1,121.00	\$ 166.00	\$ 980.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 479,204.50	\$ 42,380.00	\$ 11,236.00	\$ 15,972.50	\$ 551,060.00
Star Center Programs	1302533411099	\$ 9,993.00	\$ 17,260.00	\$ 73,585.00	\$ 28,476.00	\$ 18,316.00	\$ 72,765.00	\$ 34,636.00	\$ 23,322.50	\$ 200,238.50	\$ 41,241.00	\$ 25,682.50	\$ 19,485.00	\$ 565,000.50
Leisure Donations	122477000	\$ 60.00	\$ 50.00	\$ 832.00	\$ 47.00	\$ 156.00	\$ 620.00	\$ 231.00	\$ 32.00	\$ 1,645.00	\$ 262.00	\$ 100.00	\$ 171.00	\$ 4,206.00
MONTH TOTALS*		\$ 57,836.20	\$ 40,053.00	\$ 190,984.00	\$ 40,482.00	\$ 37,687.00	\$ 132,766.00	\$ 55,202.00	\$ 37,993.50	\$ 897,228.00	\$ 184,150.00	\$ 123,077.50	\$ 103,974.50	\$ 1,901,433.70
REFUNDS		\$ (15,380.82)	\$ (5,794.90)	\$ (4,178.05)	\$ (2,314.20)	\$ (564.00)	\$ (1,061.09)	\$ (4,543.00)	\$ (3,965.10)	\$ (4,539.00)	\$ (8,148.00)	\$ (4,019.50)	\$ (10,965.85)	\$ (65,473.51)
MONTH END TOTALS		\$ 42,455.38	\$ 34,258.10	\$ 186,805.95	\$ 38,167.80	\$ 37,123.00	\$ 131,704.91	\$ 50,659.00	\$ 34,028.40	\$ 892,689.00	\$ 176,002.00	\$ 119,058.00	\$ 93,008.65	\$ 1,835,960.19

MONTHLY TOTALS COMPARISON FISCAL YEAR 2024-v-2023

DESCRIPTION	ACCOUNT #	July	August	September	October	November	December	January	February	March	April	May	June	Comp. Yr to Date
Adult Programs	1000-2535-440022	\$ 300.00	\$ 450.00	\$ (9,197.00)	\$ (1,775.00)									
Adult Leagues	1000-5535-440023	\$ (1,991.20)	\$ 26,095.00	\$ (10,457.00)	\$ (1,932.00)									
Aquatics	1000-2531-440024	\$ (1,155.00)	\$ (540.00)	\$ 3,580.00	\$ 10.00									
Youth Programs	1000-2534-440025	\$ 3,832.00	\$ 8,110.00	\$ (16,872.00)	\$ 1,448.00									
Playground/Day Camps	1000-2534-440029	\$ 351.00	\$ 44.00	\$ (980.00)	\$ -									
Star Center Programs	1000-2528-440026	\$ 4,936.00	\$ (5,544.00)	\$ 5,333.00	\$ (1,216.00)									
Leisure Donations	1000-0000-220318	\$ 37.00	\$ 15.00	\$ (345.00)	\$ (6.00)									
REFUNDS		\$ (428.78)	\$ 2,914.90	\$ 6,549.80	\$ (993.80)									
MONTH END TOTALS		\$ 5,881.02	\$ 31,544.90	\$ (35,487.80)	\$ (4,464.80)									

***Variance of Refund Money = More \$ Refunded

***Variance of Refund Money = Less \$ Refunded

DESCRIPTION	ACCOUNT #
Adult Programs	1000-2535-440022
Adult Leagues	1000-2535-440023
Aquatics	1000-2531-440024
Youth Programs	1000-2534-440025
Playground/Day Camps	1000-2534-440029
Star Center Programs	1000-2528-440026
Leisure Donations	1224477000
TOTALS	
REFUND TOTALS	
QUARTER END TOTALS	

Q1	Q2	Q3	Q4	Year Total
Jul-23-Sep23	Oct-23-Dec-23	Jan 24-Mar24	Apr24-Jun24	7/2023-6/2024
\$ 3,109.00				
\$ 127,601.00				
\$ 14,400.00				
\$ 41,871.00				
\$ 1,682.00				
\$ 105,563.00				
\$ 649.00				
\$ 294,875.00				
\$ (29,417.45)				
\$ 265,457.55				

Q1	Q2	Q3	Q4	Year Total
Jul-22-Sep-22	Oct-22-Dec-22	Jan-23-Mar-23	Apr-23-Jun-23	Jul-22-Jun-23
\$ 11,556.00	\$ 7,097.00	\$ 2,146.00	\$ 795.00	
\$ 113,954.20	\$ 48,553.00	\$ 185,851.00	\$ 207,883.00	
\$ 12,515.00	\$ 12,460.00	\$ 14,440.00		
\$ 46,801.00	\$ 22,445.00	\$ 48,677.00		
\$ 2,267.00	\$ -	\$ 479,204.50		
\$ 100,838.00	\$ 119,557.00	\$ 258,197.00		
\$ 942.00	\$ 823.00	\$ 1,908.00		
\$ 288,873.20	\$ 210,935.00	\$ 990,423.50		
\$ (25,353.77)	\$ (3,939.29)	\$ (13,047.10)		
\$ 263,519.43	\$ 206,995.71	\$ 977,376.40		

Amounts for individual accounts show TOTAL \$ collected--Does not include individual refunds taken out

2023-2024



Stamford Recreation City of Stamford Sponsorship Program



www.stamfordrecreation.com

City of Stamford Recreation Services

BROCHURE

Featured on all 3 of our seasonal brochures

SPECIAL EVENTS & BEACH MOVIE NIGHTS

Placement or event sponsor of one of our city events through out the year. Sponsor our beach movie nights

BANNERS

Banner at one of our parks or fields

WEBSITE BANNER

Posted on our sponsorship page on our website



About Stamford Recreation Services:

It is the mission of the Stamford Recreation Services to create and offer comprehensive and inclusive leisure opportunities and experiences for the youth and adult population of Stamford. We strive to build a strong sense of community, increase the social, cultural, enrichment and wellbeing for all by providing diverse programs, events and athletic leagues.

Contact Us:

To learn more about our Sponsorship Services email our Marketing Coordinator: acooke@stamfordct.gov



Stamford Recreation is on
Social Media



www.stamfordrecreation.com

Opportunities for your business to support a healthy, active community

- 1) All sponsorship commitment forms and payments are due by March 1st
- 2) Commitment forms will not be honored if payment is not received by the deadline.
Please make copies of the form(s) you submit — NO invoices will be sent out unless requested.
- 3) Payment plans are available upon request but must be pre-approved.
- 4) Space is limited and on a first-come, first-serve basis.



Brochure AD



ADVERTISE IN OUR PROGRAM BROCHURE

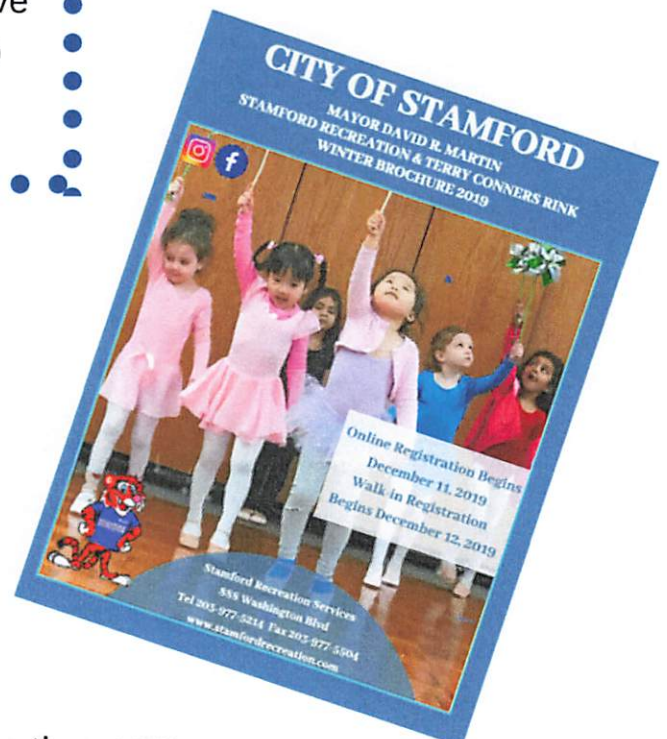
What a great way to get your organizations' name out...

This 16–20 page program guide is delivered to Stamford Schools (10,000 students approximately), libraries, and pre-schools, and posted on both the City and Recreation websites 3x a year. This publication highlights all our programs and services for the upcoming months which people tend to retain and reference frequently leading to optimal exposure.

Often times people looking to relocate or who have relocated stop by the Recreation Department to pick up our brochure to learn more about the community.

Purchase your spot in each of our quarterly brochures (3x a year):

- 1/8 page \$450
- inside cover: \$500
- 1/4 page \$700
- inside cover: \$850
- 1/2 page \$950
- inside cover: \$1,200



Sponsor an Event

Look for more exciting events in addition to our Summer Beach Movie Nights, Kids to Park, Easter Event and Santa Hay Ride held through out the year.

We'll put your name up on our sponsor board, social media, flyers, emails and announce your company's name throughout the venue giving you maximum publicity.



Sponsor an Event

Easter Event: \$250

Santa Hayride: \$350

Kids to Parks: \$250

Sponsorship at these events include: table at event, banner at event, logo on all marketing pieces, social media and website (see stats on next page).

Beach Movie Night Sponsorship

Our Title and Gold Sponsorship allows you to also be the sponsor at our Easter, Santa and Kids to Park events. Along with sponsoring all the movie nights for the year, you also will have a half page ad (Title) or a 1/4 page ad (Gold) in all 3 of our brochures!

There is only one Title Sponsor per year and two Gold Sponsors per year!

Title: \$10,000

Gold: \$5,000

Silver: \$1,000

Bronze: \$500

Stamford Recreation hosting movie night several times through out the year starting in 2020. Our first movie night was sold out with 80 cars! All we need to make these evenings better is sponsors! Give-aways, tables and more to make this into a funfilled evening for everyone to enjoy!

Movie nights: 80-100 cars

(2-4 people in each car)

Hay Ride With Santa – 600 participants

Easter Event – 200 participants

Kids to Parks- 100 participants

City of Stamford Recreation Services

SPONSOR BENEFITS

	Title	Gold	Silver	Bronze
Verbal acknowledgment at sponsored event(s)	✓	✓	✓	✓
Company/Organization logo/name used in all social media promotions. (combination of over 3,000 followers)	✓	✓	✓	✓
Acknowledgment on Stamford Recreation's website (2,100 users per month)	✓	✓	✓	
Logo recognition in pre-movie scroll during Beach movie events	✓	✓		
Featured on Stamford Recreation flyers (displayed onsite and emailed 10,000 participants)	✓	✓		
On-site promotional opportunities during event(s)	✓			
Recognition as the official sponsor of event	✓			
Opportunity to address the crowd before each event	✓			
Feature in Stamford Recreation Brochures (3 per year)	✓	✓		
Provided banner with Company/Organization logo prominently displayed at event entrance	✓	✓	✓	✓
Table at event	✓	✓	✓	



Field Banners

Get in front of Stamford's 20/30's crowd! Putting up a banner at one of our Softball fields gets you in front of the people you want!

Cummings Park 1 & 2. This is a great way to keep your organizations name out in front of our young adult population!

Cummings Park is the location to over 300 visitors each month. The field are located close to the road with banners visible to drivers or people walking by the park.

These fields also bring softball games between the months of April-November, with multiple games being played each week. Stamford Rec also hosts local, CT and regional tournaments on most summer weekends at these fields!

Please note that all businesses are responsible for making their own banners after artwork is approved by Stamford Recreation. The banner will be put on the field by Stamford Recreation staff.

Per Season:

\$800 Center Field

\$500 Side gates

\$350 Behind Home plate

Team Sponsors receive a 10% discount on all banners

Banner and Brochure:

All banners will be 2X4 and will be formatted with our printing company to follow our outline. Banners must be paid for by the sponsor and will be put up by the recreation department

All Brochure ads must be created by the sponsor and sent to acooke@stamfordct.gov

All work must be high resolution and final once sent to be printed.

Stamford Recreation will do our best to give you full exposure in the best way possible based on your sponsorship level. Our goal is to not have competing businesses in the same venue, page or event as your business but is not something that can be guaranteed. There are no refunds for sponsorship.



Stamford Recreation Field Banners



Get in front of Stamford's 20/30's crowd!
Putting up a banner at one of our Softball fields
gets you in front of the people you want!

Cummings Park 1 & 2. This is a great way to keep
your organizations name out in front of our young
adult population!

Cummings Park is the location to over 300 visitors
each month. The field are located close to the road
with banners visible to drivers or people walking by
the park. These fields also bring softball games
between the months of April-November, with multiple
games being played each week. Stamford Rec also
hosts local CT and regional tournaments on most
summer weekends at these fields! Allowing you to
capture the audience of people traveling to Stamford!

Please note that all businesses are responsible for making
their own banners after artwork is approved by Stamford
Recreation. The banner will be put on the field by
Stamford Recreation staff.

Per Season:

\$800 Center Field

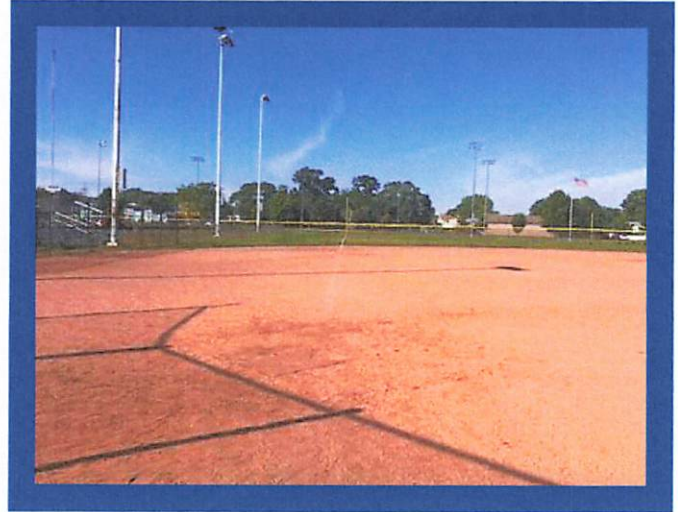
\$500 Side gates

\$350 Behind home plate

Team Sponsors receive a 10% discount on all banners

To learn more or to purchase a banner please contact our
marketing coordinator: acooke@stamfordct.gov

www.stamfordrecreation.com



Banner and Brochure:

All banners will be 2X4 and will be formatted with our printing company to follow our outline. Banners must
be paid for by the sponsor and will be put up by the recreation department
All Brochure ads must be created by the sponsor and sent to acooke@stamfordct.gov
All work must be high resolution and final once sent to be printed.

Stamford Recreation will do our best to give you full exposure in the best way possible based on your
sponsorship level. Our goal is to not have competing businesses in the same venue, page or event as your
business but is not something that can be guaranteed. There are no refunds for sponsorship.

Why Get Started with us?

Stamford Recreation's goal is bring affordable and exciting events, classes and more to residents of Stamford. We provide summer camp, after school help, preschool, sports, dance, and adult activities!

We pride ourselves in always giving options for the residents of Stamford. Our programs are enjoyed by hundreds of families, adults and seniors each year. Choosing Stamford Recreation to sponsor, not only gets your name out in front of thousands of families but aligns your business with programs that benefit the community and the people you want as your customers!

We are happy to provide you with any information you need to help you make the right decision for your business.

You can contact us:

888 Washington Blvd, 1st Floor

Stamford, CT 06901

Phone: (203) 977-5214

Fax: (203) 977-5504

Email: acooke@stamfordct.gov

