



# SPONSORSHIP OPPORTUNITIES 2022

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Included in this brochure are all of our sponsorship opportunities, as well as the benefits to our sponsors.

We thank you for your support to Lancaster Rec and appreciate you helping us making a difference in the Lancaster community.

To get connected with Lancaster Rec, contact AJ Eckman at 717-392-2115 x125 or [aeckman@lancasterrec.org](mailto:aeckman@lancasterrec.org)

# About Us



OUR MISSION IS  
TO PROVIDE  
QUALITY AND  
AFFORDABLE  
RECREATION AND  
LEARNING  
OPPORTUNITIES  
TO LANCASTER  
RESIDENTS.

Operating since 1909, we provide neighborhood -based recreation and learning opportunities for all ages – with an emphasis on affordable programs for children – at schools, parks, playgrounds, and other indoor and outdoor facilities.

Programs include youth and adult instructional sports programs and leagues, senior centers, fitness and wellness classes, summer playgrounds and day camps, full-day child care for infants through age 5, educational activities, before and after school care, preschool education and seasonal family events.

Our most important functions are the intangible ones – family interaction, the friendships made, memories of playing on the playground, being part of a team or learning to swim. Our recreation services bring people together and make our community stronger. To truly learn about Lancaster Rec, join one of our classes, programs or events.

# Our Events



Open Streets Lancaster is a free community event that takes place each spring. It closes the streets and brings more than 8,000 attendees downtown to walk, ride, bike and skate on a nearly one mile route along South Water Street. The family-friendly event focuses on celebrating our diverse city, promoting community engagement and healthy lifestyles.

By supporting Open Streets Lancaster, you are providing the gift of health and wellness to Lancaster!

**For more information about Open Streets,  
visit [www.openstreetsInc.org](http://www.openstreetsInc.org)**

# Our Events



## Your Sponsorship Includes:

Recognition on multiple social media sites

Your business logo on digital and printed materials

Your business logo on our website

Each year, the Lancaster County Community Foundation hosts the Extraordinary Give - Lancaster County's largest one-day giving event. Donors visit one central website and select the local non-profits they would like to give to, with 500+ to choose from. The event raises more than 12 million dollars annually, and has collectively raised 100 million over the last ten years.

The Extraordinary Give is a special day to connect your business to Lancaster Rec and their generous donors. Sponsorships start at \$1,000. Connect with us now to be part of the celebration and start planning the best way to create an extraordinary experience with Lancaster Rec!

# Our Events

## Sponsor a Special Event

### **Ice Cream Social**

An annual event to celebrate our birthday with ice cream and swimming!

### **Pooches in the Pool**

A day where dogs can enjoy the pool!

### **Holiday Gift Giveaway**

This event gives kids the opportunity to come to Lancaster Rec during the holiday season and select a STEM or sports toy to take home.

### **Daddy-Daughter Dance**

Girls ages 5 and up join their father or male guardian for a formal night of dancing and dinner for two.

### **Mom-Son Fall Ball**

Boys ages 5 and up join their mother or female guardian for a formal night of dancing and dinner for two.

### **Fall Family Fun Fest**

A night full of hayrides, crafts, music, snacks and a bonfire. Families come together to make great memories with their community and kids. S'mores and apple cider included!

### **Candy Cane Hunt**

Kids are treated to crafts, cookies, hot chocolate and a candy cane hunt, followed by a visit from Frosty the Snowman!



# Our Programs



## SPONSOR A TEAM

By supporting the Lancaster Rec Foundation, you can help provide our kids with the proper uniforms and sports equipment they need. Every kid deserves a chance to play a sport they love. You can be the reason!

Our youth sports programs balance fun with valuable instruction. The main focus is on participation and learning, not on competition. We believe in teaching more than sports skills. Good sportsmanship, dedication and respect are all part of Lancaster Rec's youth sports experience.

### Youth Sports

- |              |                 |               |
|--------------|-----------------|---------------|
| Baseball     | Flag Football   | Softball      |
| Basketball   | Tackle Football | Tennis        |
| Cheerleading | Gymnastics      | Track & Field |
| Field Hockey | Soccer          | Volleyball    |



# Our Programs



## Sponsor our Annual Dance Recital

Dancers ages 4-17 get to show off their talent and skills at our annual dance recital. They rehearse and train to perfect their routines and prepare for this memorable day. Each year, the dance recital attracts more than 800 attendees.

### Sponsor Benefits:

- Banner at site
- Recognition at recital
- Brand included in program
- Opportunity to address audience



# Our Programs



## Sponsor Summer Camp for a Child

For children entering First Grade through  
Sixth Grade

## More About Camp Optimist

At Camp Optimist, we create a healthy atmosphere where campers have fun while making lasting friendships and feel safe trying new activities. All campers take part in outdoor skills, sports, crafts, community activities and waterfront adventures. Camp O combines nature with education to create memories that will last a lifetime.

## Our Programs

# SENIOR CENTER

We offer quality opportunities to learn, improve health and most importantly, to have lots of laughs. Special events include holiday parties, summer picnics, live entertainment, volunteer appreciation celebrations, intergenerational activities with our preschool classes and day trips to great places.

## Health & Wellness

Every month we offer the opportunity to receive hearing and vision assessments, blood pressure checks and more. We also provide information and guidance about medicare and insurance, tax preparation assistance and meal and nutrition programs.

## Social Activities

Seniors enjoy a variety of social activities to improve their quality of life. Sponsor a monthly birthday party to help seniors celebrate the continued milestones they reach.

## Education Through Recreation

From bocce to bingo, seniors participate in continual learning through recreational activities to make lasting memories for years to come. Contact us to learn more about providing these opportunities for seniors.

### Sponsor Benefits:

- Provide branded brochures
- Recognition at a special event
- Advertisement at site

For more information  
about our Senior Center visit  
[www.LancasterRec.org/Seniors](http://www.LancasterRec.org/Seniors)



# MAKE A LONG TERM INVESTMENT WITH LANCASTER REC

This option is best for those who seek a long term relationship with us. This sponsorship will involve a three year investment with semi-annual meetings to present the ways your donation has positively impacted our community. Reach out to us to learn more about planned giving options.



## Investor Benefits:

- Name in Annual Report
- Name on website
- Opportunity to participate in community events
- Detailed feature in Activities Guide
- Face-to-face meetings twice a year detailing how your investment is making an impact



Investing in your community will help build supportive relationships and partnerships.

# The Importance of Investing in Health & Wellness

Collaboratively investing in community health can have a significant return on investment. For example: Every \$1 invested in food and nutrition education, there is up to a \$10 return in reduced health care costs.

The logo for Lancaster REC features the word "Lancaster" in orange and "REC" in blue, with a small orange circle to the right of the "C". The logo is centered within a white square, which is itself set against a light green background.

Lancaster  
REC

Healthier communities help to develop a more productive workforce that can fuel future economic growth.

Healthier communities are associated with attracting more talented employees and a healthier customer base. This relationship can strengthen the local economy.

Keeping everyone healthy can positively influence decision-making for both customers and employees.