



DELAWARE STATE PARKS
YOUR OUTDOOR ADVENTURE STARTS HERE

Summer Sponsorships

2024 Summer Sponsorship Opportunities

The award-winning Delaware State Parks system has 17 parks that host over 8 million visitors annually.

Sponsorship opportunities provide local businesses a unique way to reach a broad and diverse audience that appreciates the value of natural resources and recreation that Delaware State Parks provide. There are a limited number of sponsorship opportunities each year that often reach capacity, so we encourage early commitment to lock in your sponsorship.



Your Sponsorship Benefits Park Users for Generations

Sponsorship contributions are invested in the Delaware State Parks Trust Fund, which is a charitable endowment fund established with the Delaware Community Foundation. The fund is designed to provide protection and enjoyment of Delaware's precious resources, now and in the future. The fund is managed with a focus on donors' gifts to make the greatest possible impact. With your help, we can continue to preserve Delaware's natural, cultural, and historical treasures.

Summer Concert Series Bundled Sponsorships

The Summer Concert Series Bundled Sponsorships provide the opportunity for your business to have high visibility as a sponsor at the more than 65 Summer Concerts hosted throughout the state. Concerts occur at *Wilmington State Parks, White Clay Creek State Park, Bellevue State Park, Killens Pond State Park, Trap Pond State Park, and Holts Landing State Park*, with a total attendance of 38,881 in 2023.

\$2,500 Parks Partner Level

- Identified as a Park Partner with a medium-sized logo in various materials to include Concert Sponsors webpage (destateparks.com/Concerts/Sponsors), banners at concerts and on any additional materials highlighting our partners.

\$5,000 Premier Parks Partner Level

- Listed as a Premier Parks Partner with a large logo for all the benefits listed for the Parks Partner Level.
- Also includes one advertising sign at the beach parks or Killens Waterpark with location based on availability. In addition, one ad on the Waterpark radio station for the entire season.

\$10,000 Platinum Parks Partner Level

- Listed as a Platinum Parks Partners with a comprehensive and extensive sponsorship opportunity which includes premium exposure, inclusion across multiple channels (i.e. social media, web, e-newsletter).
- On-site engagement opportunities, sponsorship announcement in concert welcome messages, prize bags, and a limited number of free Delaware State Park passes for employees.
- In addition, two advertising signs at your choice of the beach parks or Killens Waterpark and one ad on the Waterpark radio station for the entire season. This custom-level sponsorship will be developed based on priorities and focus of your organization.

Individual Sponsorships

\$1,500 Delaware State Park Ocean and Waterpark Signage

- With millions of visitors to ocean beaches and the Killens Pond Waterpark annually, these signs are placed on the back of lifeguard chairs and on high visibility areas at the waterpark to provide high visibility in heavily trafficked areas. Limited space and location dependent on availability. In-kind trade signage opportunities currently not available.

\$1,500 Killens Pond Waterpark Radio Advertisements

- All summer there will be family-friendly tunes playing at Killens Pond Waterpark. With approximately 65,000 people visiting the park throughout the season, this opportunity provides a great chance to reach families with your messaging for the season.
- Your 30-second ad will air at least 7 times a day, totaling over 700 impressions throughout the summer.

More comprehensive fully customized sponsorship opportunities can be developed based on budget and timing. Please note, ads promoting alcohol and/or tobacco products will not be permitted.

For more information contact Christina Osmundson at 302-739-9027 or christina.osmundson@delaware.gov

Become a Delaware State Parks sponsor today

Join us as we celebrate the great outdoors!

Fill out the form to finalize your sponsorship. Please email application and artwork to christina.osmundson@delaware.gov by March 28, 2024

Registration and Payment:

Company Name

Contact Person

Street Address

City/State/Zip

Phone Number

Email Address

2024 Sponsorship Opportunities: Please select the sponsorship below you would like to participate in.

Bundled Sponsorships:

Sponsorship Level	Price	Sponsorship Selection
Parks Partner	\$2,500	
Premier Parks Partner	\$5,000	
Platinum Parks Partner	\$10,000	

Individual Sponsorships:

Sponsorship	Price	Sponsorship Selection	Number Requested
Ocean and/or Waterpark Lifeguard Signage	\$1,500		
Killens Pond Waterpark Radio Advertisements	\$1,500		

Printed Name: _____

Signature: _____

Date: _____

**** For Official Use Only ****

Date Received: _____

Invoice Date: _____

Location Assigned: _____

Signs Ordered: _____