



## Westmoreland County Parks & Recreation Citizens Advisory Board (C.A.B.)

194 Donohoe Rd. / Greensburg, PA 15601 / (724) 830-3950 / Fax (724) 830-3969  
[www.co.westmoreland.pa.us/parks](http://www.co.westmoreland.pa.us/parks)

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November 2022

Dear Friends,

Celebrate Westmoreland County's 250<sup>th</sup> anniversary at the March for Parks on **Saturday, March 25, 2023!** The 21<sup>st</sup> annual March for Parks fundraiser on March 25 will kick off the festivities for a year of celebration with historic activities and surprises for the whole family.

Though the March benefits ALL our parks and trails, this year we are concentrating our celebration at only one location - Twin Lakes Park, where the March first began 21 years ago. This will be a widespread promotional opportunity for sponsors throughout Westmoreland County to come together to show their support for our parks and trails. We anticipate a large turnout to celebrate 250 years of Westmoreland County!

On March 25, marchers can check-in at Twin Lakes Park starting at 8:00 a.m., turn in their donations, pick up a commemorative t-shirt, and participate in fun activities and games for all ages. There will be live entertainment, food and refreshments, raffles, historical presentations, and more surprises!

Donating to the March for Parks is a great way for businesses seeking a high value promotional opportunity to build substantial goodwill at a low cost. Over 650 marchers and 60 businesses and organizations participated last year, and we have raised over \$1.3 million dollars overall for park and trail projects, such as the Twin Lakes Dog Park, Mammoth Park Giant Slide Complex, construction of the Westmoreland Heritage Trail, and more.

Westmoreland County's 250<sup>th</sup> anniversary is a momentous occasion and our parks and trails are rich in history. Help us celebrate our community's history and continue this great success for the future by becoming a 2023 March for Parks sponsor!

Sincerely,

Joseph "Jay" Tarara, Chairman  
Westmoreland County Parks and Recreation  
Citizens Advisory Board

*Enclosures:*

Sponsor Incentive Chart  
Sponsor Contact Information Form



*The Westmoreland County Parks and Recreation Citizens Advisory Board (CAB) is a 501(c)3 non-profit organization (identification number 25-1895187) and all donations to the CAB are completely tax-deductible.*

# March For Parks Sponsorship Levels & Incentives

## S p o n s o r s h i p L e v e l s

Incentives	Deadline	\$5,000	\$3,000	\$1,000	\$500	\$250
1. T-Shirt Logo (front)	March 1	X				
2. T-Shirt Logo (back)	March 1		X	X		
3. Promotional Booth at March for Parks	March 17	X	X	X	X	
4. Logo on Signage at March for Parks event	March 17	X	X	X	X	X
5. Brochure & Flyer logo	January 1	X	X			
6. Mention in all News Releases	March 1	X				
7. Website listing	Anytime	X	X	X	X	X
8. Guidepost (Logo)	Anytime	X	X	X	X	X
9. 1/4 page Guidepost ad (\$775 value)	Anytime	X				
10. 1/8 page Guidepost ad (\$430 value)	Anytime		X			
11. Promotional Booth at one Parks Festival	Anytime	X	X			

***Detailed explanation of all sponsor incentives on back***

## Explanation of Sponsor Incentives

- 1. T-Shirt Logo (Front)** - Every Marcher that raises \$30 earns a March For Parks T-Shirt. As a Signature Sponsor, your company logo will appear prominently on the *front* of the shirt.
- 2. T-Shirt Logo (Back)** - Every Marcher that raises \$30 earns a March For Parks T-Shirt. Your company's logo will appear prominently on the *back* of the shirt.
- 3. Promotional Booth at March for Parks Event** - You are entitled to set up an informational table in a prominent location at the March for Parks event at Twin Lakes Park.
- 4. Logo on Signage at Event** - Your company's logo or name will appear on high visibility signage at the March for Parks event at Twin Lakes Park.
- 5. Brochure & Flyer Logo**—Your company's logo will appear on the front of the brochure mailed to participants, and on flyers displayed at area businesses. (Distribution Quantity: 10,000).  
Commitment deadline: January 1
- 6. Mention in all news releases** - You will be recognized as a sponsor of the March in all press releases and advertisements in print and radio.
- 7. Website** - We will publicly recognize you as a sponsor on the March for Parks event page on the Westmoreland County Parks and Recreation website: [www.co.westmoreland.pa.us/MFP](http://www.co.westmoreland.pa.us/MFP)
- 8. Guidepost (Logo)** - In late April, the County Parks staff publishes the **Guidepost**, a 28-page color guide to the County Parks. Approx. 90,000 distribution via the Tribune-Review. Your company/group logo will appear as a sponsor of the March in this issue.
- 9. Guidepost (1/4 pg. ad—\$775 value)** - In late April, the County Parks staff publishes the **Guidepost**, a 28-page color guide to the County Parks. Approx. 90,000 distribution via the Tribune-Review. Your company/group logo will appear as a sponsor of the March in this issue. As a Signature Sponsor, you will receive a 1/4 pg. ad (approx. 4.5" x 5.5") in this issue.
- 10. Guidepost (1/8 pg. ad—\$430 value)** - In late April, the County Parks staff publishes the **Guidepost**, a 28-page color guide to the County Parks. Approx. 90,000 distribution via the Tribune-Review. Your company/group logo will appear as a sponsor of the March in this issue and you will receive a 1/8 pg. ad (approx. 3" x 4") in this issue.
- 11. Promotional Booth at 1 Parks Festival (\$150 minimum value)** - Your business/group is entitled to a free promotional booth at one of our yearly festivals: Mammoth Fest, August Fun Fest, or Labor United Celebration. Over 10,000 people attend each of our festivals per day, and your booth will be set up in a highly-visible area.



# March for Parks 2023 Sponsor Info Form



Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_

Please make checks payable to: W.C.P.R.C.A.B.

**OR** In-Kind Donation: \_\_\_\_\_

Valued at: \_\_\_\_\_

Any special requests? \_\_\_\_\_

Please email logo to Lauren at [ljones@co.westmoreland.pa.us](mailto:ljones@co.westmoreland.pa.us)  
(.JPEG, .PNG, or .PDF formats)

Questions? Please contact **Marty McGuire**, Funding Coordinator  
at (724) 875-4334 or email: [marthamcguire@icloud.com](mailto:marthamcguire@icloud.com)

*Please return this form to:*  
March for Parks Sponsor Contact Form  
Attn: Lauren  
194 Donohoe Road  
Greensburg, PA 15601  
Fax: (724) 830-3969  
email: [ljones@co.westmoreland.pa.us](mailto:ljones@co.westmoreland.pa.us)