



# 2023

# Moon Township

## Sponsorship Guide

*A Community Mission in Motion*





## OUR GIFT TO YOU...

*For your generous sponsorship of  
Moon Parks & Recreation*

- One Weekday Pavilion Rental in 2023
- Sponsor Passes to the 2023 Moon Township 4th of July Celebration at Moon Park
- Invitation to our End of Year Sponsor Appreciation

## MOON TOWNSHIP INVITES YOU TO...

Build a Positive Image

Develop Deeper Relationships

Encourage Active and Healthy Lifestyles

Promote Family Time and Fun in the Park

Reach Thousands of Potential Customers in the Region

Increase Your Visibility and Involvement in the Community

## A Community Mission in Motion

*Become a part of the Moon Township Community*

Whether you would like to reach the parents of school-aged children, seniors who want to keep their mind sharp, or adults who stay connected to the community, you can share your message with local and regional audiences by teaming up with us.

Sponsorship opportunities allow individuals, social organizations, businesses and foundations to invest in the health and well-being of our community by funding events, programs and open space improvements.

Residents of Moon Township, as well as neighboring communities, value our parks, programs and events as part of their everyday lives.

## CONTACT INFORMATION

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## MOON PARK ANNUAL EVENTS

These unique events are free to the public, family focused and growing in numbers each year! The community looks forward to our annual events with excitement each year, and attendance varies from 1,000-4,000 patrons per event. These fun events are a great opportunity to support and give back to the community in a highly visible way!

- Bunny Hop at Robin Hill Prk (April 8)
- Earth Day Tree Planting Event (April 23)
- Wizarding Festival at Moon Park (September 9)
- Halloween Spooktacular at Moon Park (October 18)

### PRESENTING SPONSOR (ALL 4 EVENTS): \$2,000

- Company name featured on signage, media and promotional materials for each event
- Space for a promotional booth with the opportunity to distribute marketing materials at each sponsored event (must be pre-approved)
- Social media mentions on Moon Parks Instagram and Facebook pages
- Sponsor logo on 500+ promotional bandanas (Earth Day Only)
- Trunk or Treat bag sponsorship (Halloween Only - 500 Bags)

### SPONSOR AN INDIVIDUAL EVENT: \$550 PER EVENT

- Company name featured on signage, media and promotional materials for the sponsored event
- Space for a promotional booth with the opportunity to distribute marketing materials at the sponsored event (must be pre-approved)
- Social media mentions on Moon Parks Instagram and Facebook pages
- Sponsor logo on 500+ promotional bandanas (Earth Day Only)
- Trunk or Treat bag sponsorship (Halloween Only - 500 Bags)



## MOON SUMMER ENTERTAINMENT SERIES

Join us at the park this summer to enjoy one of our many outdoor events for all ages. We proudly provide one community event per week from June through August. Connect with families and friends while they are relaxed and having fun!

### Lunchtime Concert Series

May 17, June 21, July 19, August 16, September 20

### Movies in the Moonlight Series

June 23, July 21, August 18, September 9, October 6

### Moon Market & Music

June 14/18, July 12/26, August 9/23, September 13/27

### Children's Amphitheater Events

June 7, August 2, September 6

## PRESENTING SPONSOR (ALL SERIES): \$2,000

- Company name featured on all signage, media and promotional materials
- Space for a promotional booth with the opportunity to distribute marketing materials at each sponsored series (must be pre-approved)
- Social media mentions on Moon Parks Instagram and Facebook pages







## CELEBRATE INDEPENDENCE DAY IN MOON

### INDEPENDENCE DAY CELEBRATION

Moon Township's Independence Day celebration is one of the largest in the region. From the food trucks, inflatable rides, concerts and the grand finale of fireworks, there is plenty of entertainment at this party!

Date: Tuesday, July 4th

Location: Moon Park

Estimated Participants: 6,000+

### MOONGLOW 5K GLOW RUN & WALK

Light up Moon Township for our MoonGlow 5K Run & Walk! For nearly 15+ years, runners and walkers have enjoyed this event. Glow sticks, neon face paint, a black light photo booth and great music make this event a night to remember!

Date: Friday, June 30th

Location: Cherrington Office Park

Estimated Participants: 500+

5k Bag Sponsorship Available - (500 Bags)





## RED, WHITE & BLUE PRESENTING SPONSOR: \$5,000

LIMITED OPPORTUNITIES AVAILABLE

- Company name featured on signage, media and promotional materials for both events (includes presenting sponsor signage on Main Stage on the 4th of July and MoonGlow 5K)
- Social media mentions on Moon Parks Instagram and Facebook pages for both events
- Live announcements as Presenting Sponsor recognition during both events
- Featured presenting sponsor logo on 500+ MoonGlow 5K t-shirts
- 10 complimentary race registrations
- 5 additional complimentary T-shirts

## SPARKLER SPONSOR: \$1,500

- Company name featured on signage, media and promotional materials for both events (includes Sparkler Sponsor Signage for Moon Glow 5K)
- Social media mentions on Moon Parks Instagram and Facebook pages for both events
- Live announcements as Sparkler Sponsor recognition during both events
- Sparkler Sponsor logo on 500+ MoonGlow 5K t-shirts
- 2 complimentary T-shirts

## 5K IN-KIND SPONSORSHIPS: VALUE OF \$1,500+

- Donate 500+ coupons or giveaways to go into our MoonGlow 5K Bags to be given out to all participants at the race!





## CELEBRATE THE HOLIDAYS IN MOON

The holidays are a magical time of year for all! Moon Park is committed to keeping the holiday spirit alive with fun & festive events for everyone to enjoy.

- Moon Lights Holiday Festival (December 2nd)
- Fireside Chats with Santa (Exclusive Two-Night Event)

### SPONSOR FIRESIDE CHATS WITH SANTA (EXCLUSIVE TWO-NIGHT EVENT) \$500

- Company name featured on signage, media and promotional materials
- Invitation to bring two company employees to attend Fireside Chats with Santa to mingle with the guests
- Social media mentions on Moon Parks Instagram and Facebook pages
- Opportunity to provide 150+ promotional giftbags for kid's takeaway (*Fireside Chats Only - must be pre-approved*)

### SPONSOR MOON LIGHTS HOLIDAY FESTIVAL: \$500

- Company name featured on signage, media and promotional materials
- Space for a promotional booth with the opportunity to distribute marketing materials (must be pre-approved)
- Social media mentions on Moon Parks Instagram and Facebook pages





## HOLIDAY LIGHT DISPLAYS

Create holiday cheer for the community by sponsoring a festive holiday light display in Moon Park for all to see during the holiday season.

### SPONSOR A HOLIDAY LIGHT DISPLAY IN MOON PARK: \$500-\$4,000

- Festive signage featuring your company logo to be displayed with a spotlight at your holiday light display in Moon Park
- Duration of this sponsorship is up to five years (*the estimated lifetime of the lights*)  
I.e., your holiday light display and signage will be displayed in Moon Park for approximately five years during each holiday season
- Space for a promotional booth at our Moon Lights Holiday Festival in 2023 with the opportunity to distribute marketing materials (*must be pre-approved*)





## MOON MARKET & MUSIC

The Moon Market presents a new and exciting format for our 2023 Market Season! We are excited to introduce **Moon Market & Music in the Park**, to be hosted on the second and fourth Wednesdays in Moon Park from June through September. The Park will be the happening place to be on these nights, featuring a producer only market, food trucks, craft beers & wine and a concert you won't want to miss!

## VETERAN'S BREAKFAST

Our annual Veteran's breakfast to honor those who served in our community is a great way to give back. Veterans and a guest will enjoy a hot breakfast and entertainment at this patriotic event.

## SPONSOR THE MOON MARKET & MUSIC: \$600

### LIMITED OPPORTUNITIES AVAILABLE!

- Company name featured on signage, media and promotional materials
- Space for a promotional booth with the opportunity to distribute marketing materials at the Moon Market & Music in Moon Park.  
*(Must be pre-approved)*
- In-season weekly social media posts on Moon Market Instagram and Facebook pages
- Exclusive Market Tote Bag Sponsorship Available - Inquire Within

## SPONSOR THE VETERAN'S BREAKFAST: \$600

- Company name featured on signage, media and promotional materials
- Space for promotional booth with the opportunity to distribute marketing materials at the event  
*(must be pre-approved)*
- Social media mentions on Moon Parks Instagram and Facebook pages





# SENIOR CONNECTION

The Moon Senior Connection offers senior programming to anyone 55+ in Moon Township, as well as all surrounding communities. This is a vibrant group of seniors with membership at 400+! The Senior Connection offers programming that involves a full schedule of programs and daily activities. In addition to this, seniors enjoy a variety of special events all year long.



## SENIOR CONNECTION



## IN-KIND SUPPORT

A variety of in-kind donations are always appreciated to support the success of our senior programs. Items such as gift cards, coupons, trinkets, pre-packaged refreshments, and more can be used as prizes and giveaways for our programs.



## PRESENTING SPONSOR: \$2,500+

- Company name featured as presenting sponsor on signage displayed within the senior center
- Opportunity to provide bi-monthly on-site programs in 2023 at the senior center (*must be pre-approved*)
- Opportunity to display pamphlets and information within the senior center (*must be pre-approved*)
- Opportunity to attend two special senior events in 2023 (*must be pre-approved*)

## SUPPORTING SPONSOR: \$1,000+

- Company name featured as supporting sponsor on signage displayed within the senior center
- Opportunity to provide one on-site program in 2023 at the senior center (*must be pre-approved*)
- Opportunity to display pamphlets and information within the senior center (*must be pre-approved*)
- Opportunity to attend one special senior event in 2023 (*must be pre-approved*)



## CHILDREN AND YOUTH PROGRAMS

Moon Parks and Recreation offers a variety of youth programs created to spark curiosity and creativity in each child. From art to nature and from making to learning, we aim to provide a wide range of activities that grab the interest of both kids and parents. Our children and youth programs include:

- Summer Camp
- Nature Explorers
- Art in the Park
- Crafter Noons
- Safe Sitter Programs
- Mooncrest Knowledge Connection
- Story Trail Walks & Hikes
- Youth Leadership Program
- Tea Parties
- Little Sprouts Preschool Group
- Touch-A-Truck

## BECOME A SPONSOR: \$500+

- Company name featured on signage, media and promotional materials
- Social media mentions on Moon parks Instagram and Facebook pages
- Company name featured on Summer Camp T-Shirts, Story Trail Walk Signage, Bag Signage, and more!

## IN-KIND SUPPORT

A variety of in-kind donations are always appreciated to support the success of our youth programs. Items such as stickers, art supplies, water bottles, activity books, fidget toys and more can be used as prizes and giveaways for our programs.

Program specific in-kind donations can also be used. Please inquire about a list of needed supplies.





## ADULT AND YOUTH SPORTS LEAGUES

Always a favorite! These leagues have been popular for nearly 20 years. Rec sports provide local youth an opportunity to build skills, develop character, socialize in a non-competitive environment and prepare for team sports.

- Rec Basketball (300+ kids)
- Flag Football (130+ kids)
- Adult Volleyball (co-ed)
- Additional leagues being added!

## BECOME A SPONSOR (ALL LEAGUES HOSTED IN 2023: \$2,000)

- Company name featured on signage, media and promotional materials
- Company logo featured on all league t-shirts
- Social media mentions on Moon parks Instagram and Facebook pages
- 5 complimentary T-shirts featuring your logo for each league



# MOON PARKS FOUNDATION

## MISSION STATEMENT

The newly founded Moon Parks Foundation was created to enable the parks to accept donations from local and national organizations as well as township residents who have a mission to foster the goals of local parks such as ours. Our new 501c (3) designation has enabled us to participate in funding that in the past has been unavailable to us and that is distributed for both broad range and specific projects in parks such as ours.

The Moon Township Parks Foundation is organized exclusively for educational, community and general charitable purposes and will support the Moon Township Parks and Recreation initiatives. The Foundation receives its direction and guidance from the Moon Township Parks and Recreation Board and are directly responsible for facilitating growth, change and compliance in all Moon Township Parks.

The Moon Parks Foundation's focus in 2023 will be raising funds for interior facility updates and improvements within Robin Hill Center, located at 949 Thorn Run Road. This includes but not limited to replacement of boilers with new units to produce heat & cool, kitchen updates & general interior upkeep.

The beautiful home was built in the early 1920's by Francis and Mary Nimick. Francis was a banker, and the couple had six children who lived in the home. When Mary Nimick died, she desired that her 24-room home and 53-acre estate remain intact and as a "Nature Lover's" oasis, so she left the property to Moon Township. Today, the estate is used for Moon Parks & Recreation office space and is an interest for public rentals on the weekends for weddings, graduation parties & more!

The grounds at Robin Hill Center boast over 140 acres of natural landscape, miles of walking trails, the Fleur de Lune Garden, Gazebo, an authentic 1800's log home & the Carriage House.

**The Spy Who Killed Me' Murder Mystery Fundraiser** will be hosted at the Pittsburgh Marriott Airport on **Saturday, May 6, 2023!** The event will be focused on raising funds for interior updates to historic Robin Hill Center located at 949 Thorn Run Road. We are privileged to announce that a portion of the proceeds raised at the event will be donated back to support our Moon Township Volunteer Fire Company. Tickets and event information can be found at **[www.moonparks.org](http://www.moonparks.org)**.

## SPONSORSHIP OPPORTUNITIES COMING SOON!

- Presenting Sponsor (**Only One Spot Available**) - \$4,950
- Entertainment Sponsor (**Only Two Spots Available**) - \$2,950
- Beverage Sponsor (**Only One Spot Available**) - \$2,500
- Entertainment Sponsor (**Only One Spot Available**) - \$1,900
- Raffle Prize Sponsors & more!



# Moon Township Parks Foundation





## MOON TOWNSHIP SCHOOLHOUSE ACTIVITY CENTER

Coming soon, the Moon Township Schoolhouse Activity Center located in the Historic MoonCrest School Building. Purchased in 2020, this historic building will be redesigned into an updated and accessible community space. Construction is currently underway to renovate this beautiful building for our community.

### **The building will feature:**

- Multiple rentable community meeting rooms.
- A full kitchen for community lunches, senior programs, and youth meals.
- A space that will host fitness classes, youth programs, and community meetings.
- The Knowledge Connection. A resource space with computers, resource materials, and more. A perfect place to host community education programs.

### **Goals for the center include:**

- The development of new youth programming including after school programs, preschool programs, and an expansion of current Moon Parks & Recreation Programming.
- Meeting space for community groups and organizations.
- Indoor fitness space for accessible, affordable fitness programming.
- A kitchen for senior, youth, and community meals.

### **How can you get involved?**

Contribute towards this exciting community project & become a distinguished donor!

- Platinum Level Donor - \$10,000+
- Gold Level Donor - \$5,000+
- Silver Level Donor - \$2,500+



## PARK AMENITIES

**TRAILS: \$1,000+** Help make our community more livable by preserving and restoring open space and providing opportunities for physical activity to improve fitness and mental health. Trail sponsorships offer stewardship opportunities which are great corporate team building.

**BENCHES & TABLES: \$750+** Benches and tables are a great way to give back and provide a lasting amenity for the community to utilize. A recognition plaque is included.

## ANNUAL VOLUNTEER OPPORTUNITIES

**SPORTS** – Become a Youth Flag Football Volunteer Coach or a Youth Basketball Volunteer Coach! Clearances are required for these opportunities.

**PARK EVENTS** – Join the fun by volunteering at one of our many exciting park events throughout the year!

**TRAIL TRIMMING** - A great way for a company or an organization to generate team spirit! Spend an afternoon at the Park to assist with clearing overgrown brush off the trails.

**TRASH CLEAN-UP** - Give back and help beautify the Parks! Project consists of picking up and bagging trash in highly populated park areas such as pavilions, playgrounds and around the amphitheater.

**POP-UP VOLUNTEER EVENTS** – Be a part of a ‘Volunteer Pop-up in the Park’ event to help keep our Parks clean & beautiful! Great for all ages to get involved in the community by collecting and bagging trash in the Park.

**HOLIDAY LIGHT INSTALLATION** – Ho Ho Ho! Get in the holiday spirit and join our Public Works Crew in getting ready for the holiday season by assisting with installing holiday light displays in Moon Park!





**MCA-TV**

MCA-TV is a community-based television station funded by the franchise fees paid by Comcast and Verizon Fios. The station currently reaches more than 45,000 households in Moon Township and the surrounding communities. MCA-TV can be viewed on channel 21 of the Comcast Network and channel 35 of the Verizon Fios network. MCA-TV has been a part of Moon Township for the past 35 years and has broadcast numerous community-produced programs throughout that time. We currently have a base of more than 100 volunteers.

## FILM FESTIVAL

Moon Community Access Television is excited to announce that the Film Festival will return for its eleventh year, with films scheduled to air this spring! The Film Festival experienced tremendous success in its previous years. Approximately 60 local film makers submitted more than 75 films in a variety of genres.

### 1ST LEVEL SPONSOR: \$2,500

- Exclusive naming rights to the Film Festival
- Company logo to appear on advertising for the Film Festival
- Company logo to appear as a watermark in the corner of every show
- Company name to be mentioned after 100% of all programming throughout the weekend

### 4TH LEVEL SPONSOR: \$100

- Company will receive recognition at the beginning and end of the Film Festival
- Company will receive recognition after 25% of all programming throughout the weekend

### 2ND LEVEL SPONSOR: \$1,000

- Company logo to appear on advertising for the Film Festival
- Company will receive recognition after 100% of all programming throughout the weekend

### 3RD LEVEL SPONSOR: \$500

- Company will receive recognition at the beginning and end of the Film Festival
- Company will receive recognition after 50% of all programming throughout the weekend





**MCA-TV**

## MASD FOOTBALL SEASON BROADCAST

This is a great opportunity to get your message out to your customers! Sponsor the exciting Moon Area Football games for the 2023 season!

### PRESENTING SPONSOR: \$500

- Exclusive sponsorship
- Recognition as Presenting Sponsor with logo on full screen pre- and post-game and each quarter
- Each game is broadcast 12+ times per week in-season
- Intermittent broadcasts throughout the year

### SUPPORTING SPONSOR: \$100

- Recognition as a Supporting Sponsor with logo on full screen pre-and post-game and each quarter
- Each game is broadcast 12+ times per week in-season
- Intermittent broadcasts throughout the year

## PUBLIC AWARENESS WEEKEND

Want a chance to sponsor a 24-hour broadcast that features 44 area nonprofits on television? Sign up to sponsor MCA-TV's annual Public Awareness Weekend where over 150 organizations share their causes! This event airs on MCA-TV and is re-broadcasted all year long. This sponsorship would put your business in front of all the organizations in attendance, as well as our viewers in over 45,000 households. This is a great opportunity to get your business name out there all year long!

### PRESENTING SPONSOR: \$500

- Recognition as Presenting Sponsor with logo on full screen throughout the event
- Recognition with sponsor logo on the 2023 giveaway

### SUPPORTING SPONSOR: \$250

- Recognition as Supporting Sponsor with logo on full screen throughout the event

### IN-KIND SPONSOR: \$100+

- Recognition as In-Kind Sponsor with logo on full screen throughout the event



# HELP US IMPROVE THE PARK!

## MOON PARK AMPHITHEATER: FULL NAMING RIGHTS AVAILABLE FOR \$100,000 OR BECOME A DISTINGUISHED DONOR

The Amphitheater in Moon Park is the home of many summer concerts, events & activities! Major updates are needed to include roof replacement, residing, stone covering replacement on foundation, ADA improvements and other misc. updates.

Platinum Donor - \$10,000+, Gold Donor - \$7,500+, Silver Donor - \$5,000+

## ATHLETIC FIELDS: \$10,000+

Several thousand athletes and spectators visit Moon Township Athletic fields each year. Showcase your business with venue naming rights and signage while showing your support for the community for years to come.

## PICKLEBALL COURTS: UP TO \$75,000

Pickleball is one of the most up & coming sports, great for all ages and skill levels! Exclusive naming rights are available for full sponsorship.

## SAND VOLLEYBALL COURT: \$5,000

Moon Park's sand volleyball court is a huge hit! Exclusive naming rights are available.

## PAVILION GAMES

Moon Township is bringing even more fun to Moon Park with the addition of outdoor games at our pavilions. Options include corn hole, ping-pong, ladder toss, fooseball, game tables, and much more! Inquire within for donor opportunities!

## NATIONAL FITNESS CAMPAIGN

A fitness court is coming to Moon Township! It's the worlds best outdoor gym. The fitness court will feature body weight excercises and functional traning zones for adults of all ages and abilities. The fitness court is redefining outdoor fitness in communities across the nation and providing more opportunities for community programming. Inquire within for donor opportunities!

## OLSON PARK FOOT BRIDGES: BECOME A DISTINGUISHED DONOR

Give back by aiding the Township with the development of three new foot bridges in Olson Park. The project will consist of constructing two 20' bridges and one 40' double bridge on the trails. Distinguished donor signage will be installed in Olson Park once the project is complete.

Platinum Donor - \$5,000+, Gold Donor - \$3,250+, Silver Donor - \$1,250+

## CUSTOMIZED & IN-KIND DONATIONS:

Don't see a level that works for you? Not to worry! Customized and in-kind opportunities can be created to meet your individual and corporate needs. We always welcome items for our events: food, beverages, raffle items or baskets, gift cards, coupons & more!

# CONTACT INFORMATION

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