

Somerset County Park Commission



Corporate Sponsorship Opportunities

The Somerset County Park Commission is committed to excellence
in promoting stewardship of land and resources,
providing outstanding recreation opportunities and leisure services,
and fostering an environment which is service-oriented and responsive to public needs.

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Somerset County Park Commission

The Somerset County Park Commission was established in 1956 as a resource management agency designated to provide specialized park areas and facilities that supplement municipal efforts. Fifty years later, the mission of the park system has a more defined focus, accompanied by key components which outline the role to which the park system has been entrusted—to improve the quality of life for Somerset County residents and the business community.

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The park system is home to 10,000 acres of open space, and halfway to achieving its goal of creating a 20,500 acre network of park and open space facilities. As identified in the Parks, Recreation, and Open Space Master Plan, the park system has embarked upon an aggressive program of land acquisition to provide more parks, a wider variety of recreation activities, and an increased responsibility to protect the county's critical environmental resources and wildlife.

Creating a park infrastructure geared to meet the needs of the County's current and future population is the challenge which is now before the Commission. Other than land acquisition, the other two major ways in which this goal is actualized is through the development and use of regional scale public facilities, as well as through the continued creation and implementation of ongoing programs and special events.

Facilities now operated by the Park Commission include a wide range of opportunities for leisure pursuits. Golf is a large component with five golf courses, three driving ranges, an executive nine-hole course, a pitch and putt course, and a recreational putting course. Specialized facilities include a riding stable, an environmental education center, two tennis facilities, a swim club, and paddle boating. Horticulture activities include a rock formation and rare plant garden, an award-winning rose garden, perennial garden and arboretum, and a fragrance and sensory garden. Three general use parks offer picnic facilities, bike paths, athletic fields, and fishing opportunities. The park system also encompasses several natural areas offering more passive pursuits such as birdwatching and hiking.

The Park Commission has established a tradition of providing quality and unique programs. Therapeutic Recreation provides year-round activities and events for children and adults with disabilities, as well as a summer camp for children who have a learning disability or Asperger's syndrome. Environmental Education offers programs focusing on local environmental issues, archeology, outdoor education, and bringing nature to children of all ages. Lessons and clinics are offered at many of the facilities, aimed at introducing people to a variety of recreation skills.

Perhaps the greatest audience reached is through the many special events conducted by the Park Commission and attended by 60,000 people annually over the past 50 years. The most known of these include the Free Summer Concert Series, the Fourth of July Family Festival, the 1770s Festival, and the Golf Tournaments. Twenty others are also held each year, each with its own distinctive focus. We invite you to examine the events listed within.

Sounds of Music

Summer Concert Series in the Park

Residents of Somerset County and the surrounding communities wind down their weekends by attending the Summer Concert Series in the Park. The Series has a long-standing tradition of providing performances in a variety of musical styles ranging from oldies, country jazz, big band, folk, polka, reggae, classical, and zydeco. Well-known bands have been featured, as have many local entertainers. Residents arrive with blankets and picnic in tow each Sunday evening during July and August for free musical entertainment. Attendance at Duke Island Park for the concerts averages 3,000 each performance.

Symphonic Sponsorship / \$2,500

You will receive:

- Title sponsorship of one concert
- Corporate logo on the Series poster
- Corporate logo on all printed materials including Series brochure and promotional flyers
- Stage placement of one 4'x 6' banner with corporate logo
- Corporate logo on our website, with a link to the sponsor's website
- Promotion in all media advertisement of the Series
- Promotion announcement at the event, as well as on the concert hotline
- Tent opportunity for corporate product distribution
- Opportunity for product coupon distribution
- Opportunity to meet concert performers

Ensemble Sponsorship / \$1,000

You will receive:

- Partial sponsorship of one concert
- Name on the Series poster
- Name on all printed materials including Series brochure and promotional flyers
- Promotion in media advertisement of the co-sponsored concert
- Promotional announcement at the event, as well as on the concert hotline
- Opportunity for product coupon distribution to attendees

Event Contact:

*Recreation Department
908.722.1200 ext. 232*

Ballpark Concerts

Somerset County Park Commission is proud to host premier concert events in the Commerce Bank Ballpark. The venue is a perfect setting to showcase professional talent, and affords county and state residents with an opportunity to attend concerts, practically without leaving their own backyard. Tickets are priced so that it is affordable to families, and artists are selected who have a range of intergenerational appeal. It's the perfect location for a perfect musical event.

Event Sponsorship / \$5,000

You will receive:

- Corporate logo on 5,000 concert posters
- Corporate logo on the concert ticket stub
- Corporate logo on all other printed materials
- Corporate logo on our website, with a link to the sponsor's website
- Promotion in all media advertisement of the event
- Promotional announcements made at Patriots ballgames
- Promotional announcements at the concert
- Complimentary tickets to the event

Title Sponsorship / \$10,000

All of the above plus:

- Corporate logo or advertisement on the entire back of the concert ticket
- Placement of a banner with corporate logo
- Opportunity for product sampling
- Opportunity for product coupon distribution to all attendees

Event Contact:

*Recreation Department
908.722.1200 ext. 232*

Spirit of Competition

Carving & Wildlife Art Show

The Carving & Wildlife Art Show has developed over the years into one of the very finest wildlife art shows in the country, attracting artists (and judges) with national and international reputations, as well as 2,000 visitors from the tri-state area. Cash prizes and ribbons are awarded in many categories, and artists sell their work. There is an educational tone to the show, as many artists demonstrate their techniques or talk about the species in which they specialize. The weekend also features a silent auction, which is a fundraiser for the Environmental Education Center's Educational Development Fund.

Event Sponsorship / \$1,000

You will receive:

- Corporate logo on the event poster/flyer
- Corporate logo on all printed and promotional materials
- Placement of a banner with corporate logo
- Corporate logo on our website, with a link to the sponsor's website
- Promotional announcements at the event
- Opportunity for product sampling
- Opportunity for product coupon distribution to all attendees
- Opportunity to add marketing question(s) to event survey/evaluation
- Complimentary passes to the event

Event Contact:

*Environmental Education Center
908.766.2489 ext. 324*

Annual Rogue Bass Fishing Derby

Children ages 5-14 participate in this fishing tournament, run in conjunction with and to benefit the Therapeutic Recreation Department. Each June, approximately 125 children participate in the event, held in Colonial Park. Each child fishes for several hours vying for prizes, which are awarded for total weight for the day in three age divisions. All children receive a giveaway bag and lunch. Proceeds from the day go toward the Therapeutic Recreation department.

Event Sponsorship / \$250

You will receive:

- Contributing sponsorship of the event
- Corporate logo on all printed and promotional materials
- Opportunity to display corporation supplied banner
- Opportunity for product sampling/distribution
- Opportunity for product coupon distribution to all attendees

Event Contact:

*Therapeutic Recreation Department
908.722.1200 ext. 234*

Youth Tennis Tournament

Considered to be a lifetime sport, tennis offers camaraderie, fitness, and friendly competition. Tournament play affords players the opportunity to test their skills and be recognized for their efforts. The Youth Tennis Tournament, held at the Green Knoll and Colonial Park Tennis Centers, invites young tennis players age 12-18 to compete on a county wide level. Sanctioned by the USTA, this tournament is held in two locations with the East vs West County Finals held at the Green Knoll Tennis Center on the final day of the two day tournament.

Tournament Sponsorship / \$250

You will receive:

- Contributing sponsorship of the tournament
- Corporate logo on all printed and promotional materials
- Promotional announcements during the event
- Placement of your corporate banner to be displayed two weeks prior to the event
- Passes for free court time at the Green Knoll Tennis Center
- Opportunity for product coupon distribution to all attendees
- Opportunity for product sampling/distribution

Event Contact:

*Recreation Department
908.722.1200 ext. 226*

Holiday Festivities

Fourth of July Family Festival and Fireworks

The Fourth of July invokes images of picnics and barbecues, music, old-fashioned games, fireworks, and red, white, and blue patriotism. Somerset County Park Commission offers all of these at the Family Festival and Fireworks. Entertainers perform folk, country, and American music from the main stage, while children's performers conduct sing-a-longs and magic shows under the pavilion. Revolutionary fife and drum corps stroll the grounds, and legions of soldiers demonstrate war camp life. Families of all ages meet costumed characters, play games, and have their faces painted! At nightfall, fireworks of grandiose proportion illuminate the sky. For more than 40 years, over 10,000 spectators have attended this very special event, held annually in North Branch Park.

Thunder in the Sky Sponsorship / \$2,500

You will receive:

- Corporate logo on the event poster
- Corporate logo on all printed materials and promotional flyers
- Stage placement of one 4'x 6' banner with corporate logo
- Corporate logo on our website, with a link to the sponsor's website
- Promotion in all media advertisement of the festival
- Promotional announcements at the event, as well as on the concert hotline
- Tent opportunity to "meet and greet" and for product sampling
- Opportunity for product coupon distribution
- Opportunity to add marketing question(s) to event survey/evaluation
- VIP parking passes for the event

*Event Contact:
Recreation Department
908.722.1200 ext. 226*

Maple Sugaring

Maple sugaring and winter—an unbeatable combination at the Environmental Education Center. During the month of February, visitors to Lord Stirling Park can take a half-mile walk through the forest to the sugar shack. They see the tapping of sugar maple trees, smell the sap as it simmers in the sugar shack, and finally taste the sweet treat of good old-fashioned New Jersey maple syrup. This program is offered to visiting school classes on weekdays and the general public on weekends.

Event Sponsorship / \$250

You will receive:

- Corporate logo on program promotional materials
- Corporate logo on program literature
- Sponsorship acknowledgement on a sign at the sugar shack

*Event Contact:
Environmental Education Center
908.766.2489 ext. 324*

More Holiday Festivities

Mischief Night Madness

Held on the Friday night before Halloween, this fun filled family event celebrates the spirit of the season at the Colonial Park Putting Course by hosting “Golfing with the Ghouls,” spooky stories over the witches cauldron, and moonlit hayrides (of the non-scary variety). Free spider cider and deadly doughnuts are served throughout the evening and all those who wear a costume, will receive a “Goodie Bag” filled with Halloween treats.

Event Sponsorship / \$250

You will receive:

- Contributing sponsorship of the tournament
- Corporate logo on all printed and promotional materials
- Promotional announcements during the event
- Placement of your corporate banner to be displayed two weeks prior to the event
- Passes for free rounds of miniature golf
- Opportunity for product coupon distribution to all attendees
- Opportunity for product sampling/ distribution

Event Contact:

*Recreation Department
908.722.1200 ext. 226*

The Nature of Halloween

For several evenings during Halloween week, four- through six-year-olds and their parents are introduced to “unpopular” wildlife, including a Bat, Vulture, Spider, Toad, and even Poison Ivy, in the form of Environmental Education Center Naturalists dressed in costume. Participants are guided along a very special outdoor trail in this unique environmental education program.

Event Sponsorship / \$250

You will receive:

- Corporate logo on the event flyer
- Corporate logo on all printed and promotional materials
- Opportunity for product sampling
- Opportunity for product coupon distribution
- Ten complimentary tickets
- Opportunity to add marketing question(s) to event survey

Event Contact:

*Environmental Education Center
908.766.2489 ext. 324*

5K / 1 Mile Turkey Trot

The November Turkey Trot promotes fun and fitness in the parks, especially as the Thanksgiving holiday fast approaches. To help celebrate, in addition to medals, the prizes are turkeys. Run entirely in Colonial Park, the fall foot race includes a one-mile fun run and a 5K course. It is certified in length and USATF sanctioned; both races are timed. Prizes are awarded for the top male and female finishers in the various age categories.

Event Sponsorship / \$250

You will receive:

- Corporate logo on the event T-shirt
- Corporate logo on all printed and promotional materials
- Promotion in all media advertisement of the race
- Opportunity to display corporation supplied banner
- Opportunity for product display and/or distribution
- Promotional announcements during the race

Event Contact:

*Recreation Department
908.722.1200 ext. 226*

The Earth...

The Garden Party

The Garden Party, held on the third Saturday of July, celebrates the panacea of colorful blooms in the Perennial Garden of Colonial Park. The public will be able to attend free gardening lectures, purchase gardening related items and refreshments or just stroll through the garden with the accompaniment of tranquil gardenesque music.

Event Sponsorship / \$500

You will receive:

- Title sponsorship of the event
- Corporate logo on all printed and promotional materials
- Opportunity to display corporation supplied banner
- Promotional announcements at the event
- Opportunity for product sampling
- Opportunity for product coupon distribution

Event Contact:

*Horticulture Department
732.873.2459 ext. 23*

Festival of Trees

The winter holidays center on family, friends, and community spirit. The Festival of Trees captures this spirit each year during the first two weeks in December, when 50 trees with glorious themes are displayed. Designers of these trees include community organizations, schools, professional designers, businesses, individuals with disabilities, families, and staff. Developed in cooperation with the Somerset Hills YMCA, proceeds are divided between the two organizations and dedicated to educational expenses. A VIP and Exhibitor Reception opens the Festival. Musical performances are scheduled throughout the Festival, and a silent auction of holiday wreaths and evergreens is also held. Throughout the ten days of the festival, 5,000 holiday-spirited people visit the Environmental Education Center to view the trees.

Event Sponsorship / \$250

You will receive:

- Corporate name on all printed and promotional materials
- Four complimentary passes to the VIP reception
- Ten complimentary passes to the festival
- Promotional announcements at the event
- Opportunity to display corporation supplied banner

Event Contact:

*Environmental Education Center
908.766.2489 ext. 324*

Rose Day

Rose Day, held on the second Saturday in June, celebrates peak blossom in the Rudolf W. van der Goot Rose Garden, in Colonial Park. This award-winning All-America Selections Rose Garden features more than 3,000 roses representing over 325 different varieties. Rose Day is attended by more than 1,000 people including rose growers, as well as the general public, who come to stroll through the garden and attend free lectures and workshops focusing on roses and rose care.

Event Sponsorship / \$500

You will receive:

- Title sponsorship of the event
- Corporate logo on all printed and promotional materials
- Opportunity to display corporation supplied banner
- Promotional announcements at the event
- Opportunity for product sampling
- Opportunity for product coupon distribution

Event Contact:

*Horticulture Department
732.873.2459 ext. 23*

...and Other Things

Buck Garden Workshops

Designed for home gardeners and botanical art enthusiasts, these classes are great opportunities to learn about gardening, and create botanical art in a friendly and relaxed public garden atmosphere. The gardening programs emphasize trees, shrubs, and herbaceous plants ideal for enhancing the residential garden. Workshops, such as “Art in the Garden,” explore creative new techniques and ideas in garden photography, painting, drawing or botanical illustration. Participants learn to capture the beauty of the Leonard J. Buck Garden while developing their artistic eye. The “Botanical Craft” programs are hands-on craft workshops that teach participants to create beautiful decorations out of natural materials to brighten their home.

Class Sponsorship / \$250

You will receive:

- Corporate logo on the event poster or flyer
- Corporate logo on all printed and promotional materials
- Opportunity for product coupon distribution to all attendees
- Two Complimentary passes to each class/event

Event Contact:

Buck Garden

908.234.2677 ext. 22

National Trails Day

Since 1993, National Trails Day has been celebrated annually on the first Saturday in June. National Trails Day is focused on raising awareness of trails and “Trails for All Americans,” building partnerships and alliances that work together beyond National Trails Day, and broadening the constituency for trails. The unifying idea of National Trails Day is to implement a plan to establish a nationwide network of trails that is available within 15 minutes of every American. These pathways will link together as part of the nation’s infrastructure of greenways. On National Trails Day, local trail clubs; the outdoor business community; and local, state, and federal government agencies join together to make this plan a reality. The Somerset County Park Commission participates in the celebration to improve and maintain our many miles of trails, as well as to educate people about hiking, biking, and the many multi-use trails in our park system.

Event Sponsorship / \$1,000

You will receive:

- Corporate logo on the event poster or flyer
- Corporate logo on all printed and promotional materials
- Corporate logo on our website, with a link to the sponsor’s website
- Placement of a banner with corporate logo
- Opportunity for product sampling/distribution (food)
- Opportunity for product coupon distribution to all attendees

Event Contact:

Park Rangers

908.385.7798

1770s Festival

Each fall 2,000 people step back in time to witness life as it was in Lord Stirling’s 1762 manor home. Stirling, a friend of George Washington and a general in his army, lived on the property now known as Lord Stirling Park in Basking Ridge. Every October since 1981, more than 50 colonial craftspeople reenact life as it was during his period, through demonstrations, as well as through activities in which children participate. The Lord Stirling Park Archaeological Project also displays artifacts that were found on this site. The day is complete with apple cidering, hayrides, colonial music, and storytelling.

Event Sponsorship / \$1,000

You will receive:

- Corporate logo on the event poster/flyer
- Corporate logo on all printed and promotional materials
- Placement of a banner with corporate logo
- Corporate logo on our website, with a link to the sponsor’s website
- Promotional announcements at the event
- Opportunity for product sampling
- Opportunity for product coupon distribution to all attendees
- Opportunity to add marketing question(s) to event survey/evaluation
- Complimentary passes to the event

Event Contact:

Environmental Education Center

908.766.2489 ext. 324

Classic Golf

Junior Golf Program

This highly successful program, which introduces youth ages 5 through 17 to golf, has observed almost 20 successful seasons. Annually over 800 boys and girls enroll in a summer-long program, which utilizes all five county golf courses, the pitch and putt course, and the driving ranges. Activities scheduled include:

- Pitch and Putt Preview in the spring (introduces kids to golf)
- 14 Junior Golf Schools
- 1 Seven-Week Academy League
- 2 Advanced Junior Golf Schools
- 1 Seven-Week Junior Golf League
- 2 Short Game Schools
- 3 Seven-Week Pitch and Putt Leagues
- Joseph I. Bedell Junior Golf Tournament
- Rolland A. Yates Pitch and Putt Tournament
- Family Golf Outing
- Recognition Night

Program Sponsorship / \$2,000 or Co-Sponsorship / \$1,000 each

You will receive:

- Corporate logo on printed and promotional materials
- Corporate logo on our website, with a link to the sponsor's website
- Placement of banner with corporate logo
- Opportunity for product sampling/distribution
- Opportunity to "meet and greet" athletes (Recognition Night)

Event Contact:

Golf Operations

908.369.1458 ext. 426

Somerset County Golf Tournaments

Somerset County's longest running event, County Golf Tournaments have a more than 40-year history of resident participation and success. Each year over 200 golfers will compete for honors in the following events:

- Annual Men's Tournament
- Annual Women's Tournament
- Annual Senior's Tournament (men and women)
- 5 Club Championship Tournaments (held at each of the courses)

All tournament events are flighted by ability or age in order to increase competitive play. Trophies or merchandise prizes are awarded in all flights.

Tournament Sponsorship / \$1,000

You will receive:

- Corporate logo on the event poster or flyer
- Corporate logo on printed and promotional materials
- Corporate logo on our website, with a link to the sponsor's website
- Placement of a banner with corporate logo
- Promotional announcements at the event
- Opportunity for product sampling/distribution
- Opportunity for Sponsor to hand out trophies/prizes

Event Contact:

Golf Operations

908.369.1458 ext. 426

Putting Course Tournament

Miniature golf has been called the second American pastime. In this contest, players test their skill at the Colonial Park Putting Course. This event invites miniature golfers of all ages to compete for low scores on 18 holes of play, with shotgun starts of four players per hole. "Just for Fun" holes add a twist to play. Players may be asked to take a tee shot blindfolded or putt opposite handed or on their knees. Trophies are awarded to the top three teams.

Tournament Sponsorship / \$250

You will receive:

- Contributing sponsorship of the tournament
- Corporate logo on all printed and promotional materials
- Promotional announcements at the event
- Placement of your company banner to be displayed two weeks prior to the event
- Passes for free rounds of miniature golf
- Opportunity for product coupon distribution to all attendees
- Opportunity for product sampling/distribution

Event Contact:

Recreation Department

908.722.1200 ext. 226

Equestrian Flair

Horse Shows

It's Show-Off time at Lord Stirling Stable with the Annual Horse Shows. These shows celebrate a tradition of relaxed and fun competition for Lord Stirling Stable students to show their families and friends how well they ride. Ribbons, drill team performances, and pony rides round out the day. Three shows annually attract all levels of riders.

Event Sponsorship / \$250 per show

You will receive:

- Corporate logo on all printed and promotional materials
- Opportunity to display a corporation supplied banner
- Promotional announcements at the event
- Opportunity for product sampling/distribution
- Opportunity for product coupon distribution to all attendees
- Opportunity to add marketing question(s) to event survey/evaluation

Event Contact:

*Lord Stirling Stable
908.766.5955 ext. 23*

Private Horse Hunter Pace

Teams of over 100 eager riders set out on Lord Stirling Stable trails to ride a course, hoping to set the pre-determined ideal hunting pace. Jumps vary from two to three feet with plenty of "go-around" room. A minimum of two hunter paces are held each year—in the spring and the fall.

Event Sponsorship / \$250 per Hunter Pace

You will receive:

- Corporate logo on all printed and promotional materials
- Corporate logo displayed for month on the Friends of Lord Stirling Stable website
- Opportunity to display your company supplied banner
- Promotional announcements at the event
- Opportunity for product or coupon distribution

Event Contact:

*Lord Stirling Stable
908.766.5955 ext. 23*

Family Fun Day

Over twenty years in the running, Lord Stirling Stable's biggest event of the year features games on horseback for all levels of rider. "Musical Stalls," "Pony Express," "Ride a Buck," "Water in a Cup," "Costume Class," "Fit to be Tied," "Trail Class," and "Break Your Gait and Out" are some of the day's fun competitions, with ribbons awarded to winners of the team and individual events. Local organizations set up booths or conduct demonstrations throughout the day. There are even free pony rides and hay rides. It is a fun-filled day for both equestrians and non-riders.

Event Sponsorship / \$500

You will receive:

- Corporate logo on the event flyer
- Corporate logo on all printed and promotional materials
- Opportunity to display a corporation supplied banner
- Promotional announcements at the event
- Opportunity for product sampling/distribution
- Opportunity for product coupon distribution to all attendees
- Opportunity to add marketing question(s) to event survey/evaluation

Event Contact:

*Lord Stirling Stable
908.766.5955 ext. 23*



*Somerset County
Park Commission*

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