

**ST. MARY'S COUNTY GOVERNMENT**  
**DEPARTMENT OF**  
**RECREATION AND PARKS**  
*Arthur Shepherd, Director*



James R. Guy, President  
Michael R. Alderson, Jr., Commissioner  
Eric S. Colvin, Commissioner  
Michael L. Hewitt, Commissioner  
Scott R. Ostrow, Commissioner

January 3, 2023

Dear Prospective Sponsor,

On Saturday, April 1<sup>st</sup>, 2023, St. Mary's County Recreation & Parks will host the 40<sup>th</sup> Annual Easter Egg Festival at the St. Mary's County Fairgrounds. This fun, family event offers many attractions which include egg hunts, arts and crafts, costumed characters, face painting, a variety of merchandise and food vendors, and of course, the Easter Bunny with Ms. Cottontail.

The goal of Recreation & Parks is to provide the residents of St. Mary's County the opportunity to participate in fun, healthy and positive recreation and leisure activities. We often rely on donations and support from local businesses to ensure the continuation of our diverse program offerings at an affordable cost to the participants. Your business or organization can assist us with this by being part of our Easter Egg Festival this year in several different ways.

Our sponsorship program is an excellent advertising opportunity for businesses while assisting us by providing much needed funding for our community special events. We have multiple sponsorship levels available. Please see attached sheet for the various sponsorship opportunities for this year's event. Our department is also looking for sponsorship of numerous items such as prizes for raffles and cash donations of any size.

Your generosity will be proudly displayed on our website and in our quarterly program guide with the potential to reach over 120,000 residents. In 2019, we had over 3,000 people attend this event, with nearly 1,200 children participating in the egg hunt. Our event returned in 2022 for the first time since Covid with duplicated success. Many businesses will agree that sponsoring a community special event with us is a great opportunity to show public support, while gaining tax-deductible advertising for your business.

Thank you in advance for your consideration. Please return the enclosed reply form by March 11, 2023, so we may include you in our list of much appreciated sponsors. If you have any questions, please call 301-475-4200 ext. 1806 or send an email to [crystal.haislip@stmaryscountymd.gov](mailto:crystal.haislip@stmaryscountymd.gov).

Respectfully,

*Crystal B. Haislip*

Crystal B. Haislip  
Event Coordinator

# 2023 Sponsorship Packages



## Egg Hunt Sponsor - \$100

- Recognition on Recreation & Parks Webpage and Program Guide
- 10 free egg hunt tickets for & friends & family
- Signage displayed at the event

## Egg Decorating Sponsor - \$150

- Recognition on Recreation & Parks Webpage and Program Guide
- 15 free egg hunt tickets for & friends & family
- Signage displayed at the event

## Arts & Crafts Sponsor - \$200

- Recognition on Recreation & Parks Webpage and Program Guide
- 20 free egg hunt tickets for & friends & family
- Signage & table/booth space at the event

## Carrot Patch Sponsor - \$200

- Recognition on Recreation & Parks Webpage and Program Guide
- 20 free egg hunt tickets for & friends & family
- Signage & table/booth space at the event

## Food Court Sponsor - \$500

- Recognition on Recreation & Parks Webpage and Program Guide
- 25 free egg hunt tickets for & friends & family
- Signage & table/booth space at the event

## Face Painting Sponsor - \$500

- Recognition on Recreation & Parks Webpage and Program Guide
- 25 free egg hunt tickets for & friends & family
- Signage & table/booth space at the event

## Easter Bunny Sponsor - \$750

- Recognition on Recreation & Parks Webpage and Program Guide
- 30 free egg hunt tickets for & friends & family
- Signage & table/booth space at the event

## Title Sponsor - \$2,000

- Logo Placement on school fliers, Recreation & Parks Webpage, roadside signage, and other marketing materials
- Logo placement on giveaways at the event
- Full page ad in Summer Program Guide
- 50 free egg hunt tickets for friends and family
- Recognition as title sponsor in press releases, radio spots, and PA announcements
- Signage & table/booth space at the event

## Premier Sponsor - \$5,000

- Logo placement on Recreation & Parks Webpage, social media, roadside signage, and other marketing materials
- Logo placement on 1100 plastic bags provided to all egg hunters
- Full page ad in summer Program Guide
- 50 free egg hunt tickets for friends and families
- Recognition as title sponsor in press releases, radio spots, and PA announcements
- Signage & table/booth space at the event

We are also in need to raffle items & general monetary donations!

**THANK YOU FOR YOUR SUPPORT!!**

**If you are interested in contributing to this event or if you have further questions, please contact:**

Crystal Haislip, Event Coordinator  
301-475-4200 x 1806 / [crystal.haislip@stmaryscountymd.gov](mailto:crystal.haislip@stmaryscountymd.gov)





# 2023 Sponsorship Form

Sponsorship levels are given on a first come first serve basis  
Commitments must be received by March 11, 2023

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

## Please select a level of support

Raffle Prize Donation:

General Monetary Donation:

Egg Hunt Sponsor \$100:

Egg Decorating Sponsor \$150:

Arts & Crafts Sponsor \$200:

Carrot Patch Sponsor \$200:

Food Court Sponsor \$500:

Face Painting Sponsor \$500:

Easter Bunny Sponsor \$750:

Title Sponsor \$2,000:

Premier Sponsor \$5,000:

Please make checks payable to St. Mary's Recreation & Parks

To make a contribution, please visit us online or mail this form along with your donation  
by March 11, 2023, to:

St. Mary's Recreation & Parks  
Attn: Easter Festival  
PO Box 653  
Leonardtwn, MD 20650



Questions or Comments? Contact Crystal Haislip, Event Coordinator





## SPONSOR SET UP GUIDE

### Contact Information

Crystal Haislip  
Event Coordinator  
301-475-4200 ext. 1806  
240-431-9384 cell  
crystal.haislip@stmaryscountymd.gov

### Event Specifics

Saturday, April 1, 2023  
St. Mary's County Fairgrounds  
42455 Fairgrounds Road  
Leonardtown, MD 20650  
11:30am – 4:00pm

### Sponsor Information

Local businesses and organizations that chose to support our festival as sponsors of \$200 or more, may set up at the event to distribute information to our attendees. Once your sponsorship has been confirmed, please let us know if you would prefer to be set up indoors or outdoors and if you will need electricity for your set up. We will do our best to accommodate you!

### Arrival

- Sponsors should not arrive earlier than 9:00am. At 9:00am, entrance gates will be unlocked to allow vendors access to the festival grounds.
- Vendors will check in with parking attendant at the gate on Fairgrounds Rd., where they will be provided with an updated vendor map. Be sure to note any changes from what was emailed ahead of time. You will then be instructed to proceed to the unloading zone.
- Vehicles will need to be moved out of the loading zone once they have unloaded all their materials. **This should be no later than 10:30am.** You can park in the vendor parking area or the main parking lot, as identified on your event map. No vehicles will be allowed back into the fairground area until the end of the event!

### Inclement Weather Policy

- **THIS IS A RAIN OR SHINE EVENT!!!!**
- Sponsors with a table set up indoors can continue to participate as planned.
- Sponsors with an outdoor set up will be relocated indoors if possible, although space may be reduced.
- If it is too wet for the egg hunt, Easter eggs will be given to all the vendors and sponsors to distribute at their tables. More information on this will be provided if necessary.

### Set Up

- Volunteers will be available to help you unload your vehicle as quickly as possible upon arrival.
- Tables will be labeled with your name in your designated space.
- 1 - 6 foot folding table and 2 metal folding chairs will be provided. You may bring ONE additional table if you'd like, but you must remain within your designated area.
- You will be provided with a colored disposable tablecloth, but you may use your own if you have one. If you do not use the one provided for your, please leave it at your space and it will be picked up later.
- Any sponsor that wants to move their space MUST have approval from the event coordinator and it is not guaranteed. We will do our best to adhere to the festival map that is sent out ahead of time, but changes may be made. We appreciate your flexibility.
- **IF ELECTRICITY IS NEEDED, YOU MUST INFORM THE EVENT COORDINATOR AHEAD OF TIME SO THIS MAY BE PLANNED FOR. LAST MINUTE REQUESTS MAY NOT BE GRANTED!**

### Clean Up

- Cleanup and breakdown can begin at 4:00pm. The area in front of the buildings will be reopened to allow vehicles in at this time. We will have activities until 4:00pm so we would appreciate the courtesy of staying open until the event officially concludes.
- Anyone requiring extensive time to pack up at the conclusion of the event are asked to bring their own tables to avoid a delay in our volunteers packing up and cleaning the fairgrounds.