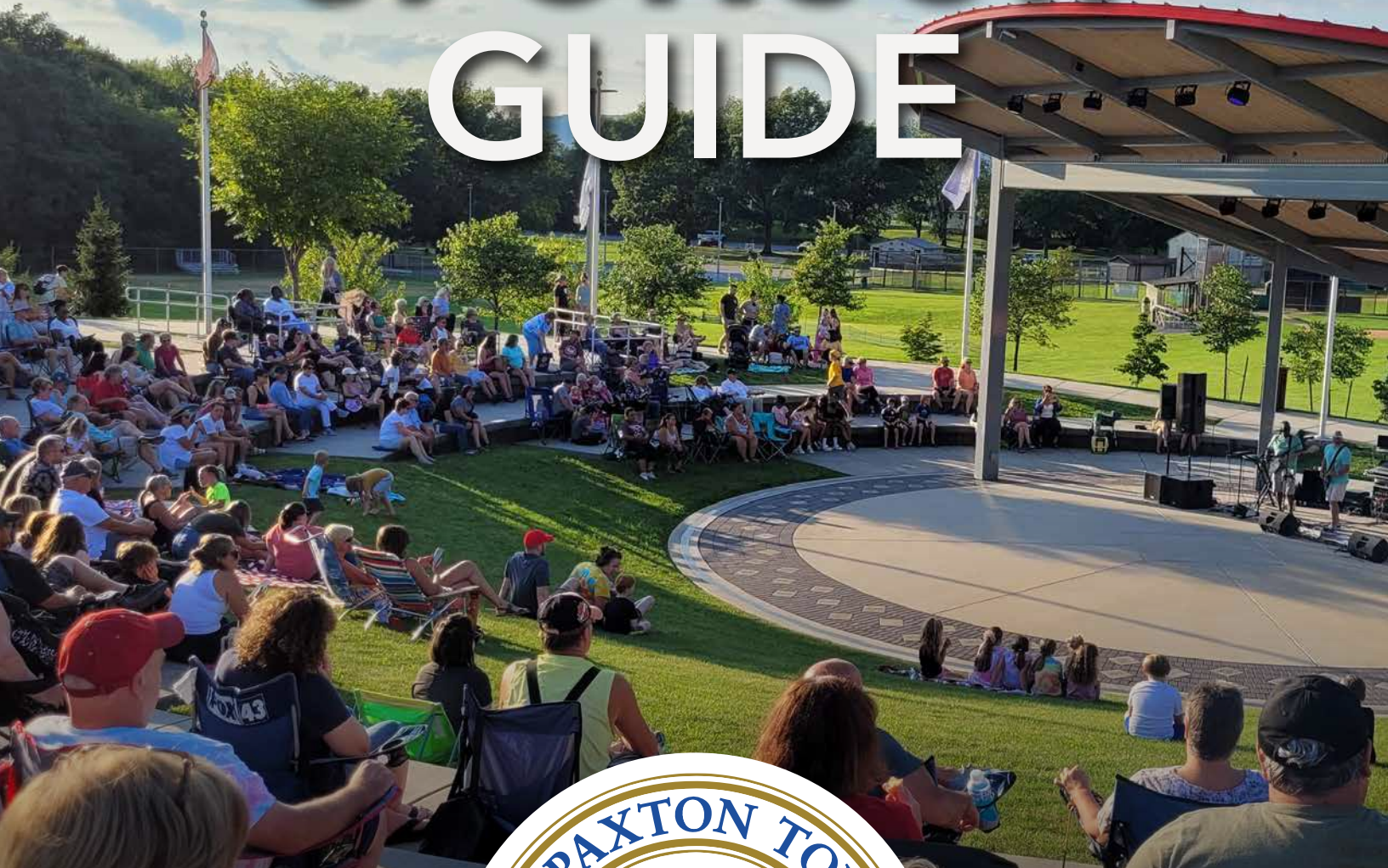


SPONSOR GUIDE



Lower Paxton Township | www.LowerPaxton-PA.gov



WELCOME

Welcome to Lower Paxton, a thriving community in the suburbs of our historic state's capital, Harrisburg. Our Township is the most populous municipality in Dauphin County, and is composed of the villages of Colonial Park, Linglestown, and Paxtonia. In fact, Lower Paxton was Pennsylvania's fifth fastest growing municipality by number of residents over the past ten years.

Our residents stay active year around through sports leagues, fitness programs, and fun family events like Fall Fest. The Township maintains 16 parks, Happy Tails dog park, 3 walking/hiking trails, and Heroes Grove, an amphitheatre honoring Veterans. These community events, programs, and facilities provide an effective way for businesses to elevate their brands and readily connect with customers through financial sponsorships and employee volunteer opportunities.

Joining together we can further our community's vision: to be an open, vibrant, and modern municipality working within the bounds of available resources, providing the best quality of life for a growing community and to be a recognized leader in central Pennsylvania.

COMMUNITY SNAPSHOT



53,501
RESIDENTS



1,855
BUSINESSES



27,013
EMPLOYEES



13,986
SCHOOL STUDENTS

comprising Central Dauphin School District, 1 technical school, 2 charter schools and 4 private schools

PARKS & RECREATION



BRIGHTBILL
BASKETBALL LEAGUE

80 TEAMS | **795** PLAYERS



SUMMER/WINTER
VOLLEYBALL LEAGUES

38 TEAMS | **442** PLAYERS

5,700
RECREATION
GUIDE REACH

12,100
FACEBOOK FOLLOWERS
(combined pages)



236
ACRES OF PUBLIC
PARK SPACE

PRESENTING SPONSORS

Lower Paxton is the largest municipality in Dauphin County, and we want our community events to make a big impression! Across our annual events we attract 11,000 attendees to our parks and Dauphin County Heroes Grove amphitheater. This all-in-one package offers your company enhanced exposure through our seasonal events and LIVE in LP series – 7 in total. It's easy to build in-person connections with residents and get to know the community using your own customized promotions. Thank you for giving back and impacting the lives of all community members by supporting healthy, outdoor recreation.

\$5,000

**BENEFITS: COMPANY ACKNOWLEDGEMENT
ACROSS THESE EVENTS: KITE FESTIVAL,
LIVE IN LP, CAMP OUT, HAPPY TAILS
HAPPENINGS & FALL FESTIVAL**

- Logo & link on event webpages
- Social media and marketing recognition
- 1/2 page ad in Recreation Guide (2x)
- Recognition in LPT local Comcast channel 21/
Verizon channel 22
- Verbal recognition at events
- Recognition in each event media release
- Logo displayed on signage at each event
- On-site promotional opportunities at 3 events





KITE FESTIVAL

In Lower Paxton, we welcome springtime with a high-flying Kite Festival. Bring your own or assemble a colorful kite at the event! Families can enjoy their own picnic and add a sweet treat from a snack food vendor. Festivities include an Arbor Day celebration with hands-on nature discovery activities.

- Logo & link on event webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast Channel 21/ Verizon Channel 22
- Verbal recognition at event
- Recognition in media release
- Option to provide a welcome or company announcement
- Preferred picnic seating with snack vouchers

300-500 ATTENDANCE

\$1,500

Title Sponsor

-
-
-
-
-
-
-
- 2

\$500

Nature Discovery

-
-
-
-

\$300

Music/ DJ

-
-
-



STORYWALK®

We think a love of nature and literacy go hand in hand! With this brand new StoryWalk® families can read along as they walk and engage with interactive prompts throughout the storybook. Each season a new storybook will be featured keeping this recreational adventure ever-changing and delightful.

- Logo & link on StoryWalk® webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/Verizon channel 22
- Recognition in media release
- Logo included on sponsor page of story at StoryWalk®
- Company employees invited to volunteer at StoryWalk® seasonal book unveilings

\$2,500


Title Sponsor

-
-
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-
-



Our Summer Camp program has expanded to four parks: Koons, Brightbill, Kohl, and Centennial Acres. Each half day program provides children ages 6 to 12 with an active and structured community to keep them challenged. Through weekly themed activities, campers discover new adventures and enjoy outdoor play along with growing new friendships. Additional options include pool and field trip days. With generous donations from business sponsors like you, we're able to offer affordable options for families to keep their children safe and engaged through experiential learning.



Camp Locations to choose from: Koons, Brightbill, Kohl, Centennial Acres	\$2,000 Sunshine Shuttle (1)	\$1,500 Camp Champion (1 per camp)	\$750 Camp Carnival	\$500 Patron Sponsor	\$300 Summer Treat
Logo & link on camp webpage	●	●	●	●	●
Social media and marketing recognition	●	●	●	●	●
Sponsor thank you in Recreation Guide (2x)	●	●	●	●	●
Small logo on camp T-shirt	●	●	●	●	
Recognition LPT local Comcast channel 21/ Verizon channel 22	●	●	●		
Company employees volunteer on Camp Carnival Day	●	●	●		
Logo included on communications to families	●	●			
Logo on banner at camp site	●	●			
Company name & logo on bus	●				
Top logo on camp T-shirt	●				
					
10 WEEKS 219 CAMPERS AGES 6-12					



BRIGHTBILL LEAGUE

We're proud that our league has served local youth for over 30 years! Each summer around 150 volunteer coaches lead a sizeable group of almost 800 players, both male and female between the ages of 8-15. One notable distinction of this league is the opportunity for free agents to participate along with preformed teams. Brightbill Basketball is an affordable option for families in our nearby parks.

- Logo & link on league webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/Verizon channel 22
- Logo on t-shirts
- Logo included on email communications
- Option to set up interactive exhibit table (ex. gift card or basket raffle)
- Banner with company name & logo displayed at court table (Brightbill or Koons)
- Option to set up exhibit table at championship night (ex. gift card or basket raffle)
- Banner at court area during game nights (Brightbill or Koons)

\$3,000	\$2,000	\$1,500	\$500
League Sponsor (2)	Court MVP (6)	All Star (4)	Patron Sponsor
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	
●	●		
●	●		
	●		
●			
●			





Night Out for Public Safety (NOPS) is an annual event recognized nationally. The celebration encourages communities to unify in support of public safety personnel and take a stand against crime. Families and children can meet their local first responders and experience real, in the field demonstrations. Additionally, the event offers hands-on career exploration giving kids the chance to climb aboard firetrucks and other amazing equipment.

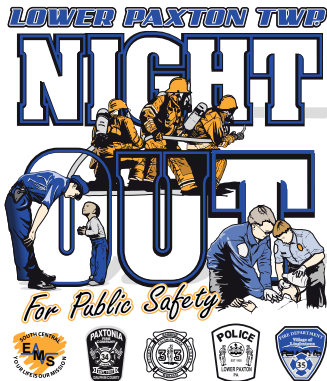
**4,000-5,000
ATTENDANCE**

- Logo & link on event webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition in LPT local Comcast channel 21/ Verizon channel 22

\$500

**Patron
Sponsor**

-
-
-
-



Lower Paxton seeks to ensure community members and guests can enjoy the performing arts at this unique venue. LIVE in LP brings artistic talent to the stage through live entertainment during the autumn season.

- Logo & link on event webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/ Verizon channel 22
- Verbal recognition at concert
- Recognition in media release
- Option to set up interactive exhibit table (ex. gift card or basket raffle)
- Preferred event seating and parking
- Option to provide a welcome or company announcement

\$1,500

**Showcase
Sponsor**

-
-
-
-
-
-
- 3
- 4
-

\$1,000

**Marquee
Sponsor**

-
-
-
-
-
-
- 1
- 2

\$500

**Patron
Sponsor**

-
-
-
-

**300-500
ATTENDANCE**



MOVIE & CAMP OUT

We're hosting our first ever Movie & Camp Out at Brightbill Park! At this free event, camping will be allowed on our athletic fields, and an outdoor movie will be shown at Heroes Grove. Campers will enjoy gooey s'mores and backyard games, while movie goers will munch on fresh popcorn. If your business appreciates the outdoors, we'd love to partner with you!

- Logo & link on event webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/Verizon channel 22
- Verbal recognition at event
- Recognition in media release
- Option to set up interactive exhibit table (ex. gift card or basket raffle)
- Company employees invited to serve S'mores
- Option to provide a welcome or company announcement

\$2,000	\$1,500	\$750	\$500
Movie Marquee	S'mores Sponsor	Gear Up Sponsor	Patron Sponsor
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	
●	●	●	
●	●		
●	●		
●			





HAPPY TAILS HAPPENINGS

With plans to renovate Happy Tails dog park, we’re excited to bring the community together to celebrate this tail wagging endeavor. We can’t wait for our furry friends to run, play, and show off their agility skills at this event. Participants will also have a chance to engage with pet-centered vendors for their companion needs.

- Logo & link on event webpage
- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/Verizon channel 22
- Verbal recognition at event
- Recognition in media release
- Option to set up interactive exhibit table (ex. gift card or basket raffle)
- Company employees invited to volunteer at event
- Logo on event banner

\$2,000	\$1,500	\$500
Champion Sponsor	Agility Ace Sponsor	Patron Sponsor
●	●	●
●	●	●
●	●	●
●	●	●
●	●	
●	●	
●	●	
●		





PARK BEAUTIFICATION

FALL FESTIVAL

A tree adds vibrance to our green spaces and establishes a living memorial to a loved one. A donated bench can celebrate a milestone or anniversary in a lasting way. Gifted trees and benches will include a personalized plaque and be maintained on Township property.



\$2000

Commemorative Bench
w/ personalized plaque

\$500

Commemorative Tree
w/ personalized plaque



In Lower Paxton, we welcome harvest season in a big way with hayrides, fun inflatables, music, yard games and food trucks. This festival draws **6000+ residents and guests** annually to George Park. Through this event, our co-host the Rotary Club of Colonial Park seeks donations to fund their scholarships and community giving program.



Rotary
Club of Colonial Park



VOLUNTEER APPRECIATION

We love our dedicated volunteers! Their helping hands make all the difference for our leagues, programs, and events.

497
VOLUNTEERS

\$1,500

Title
Sponsor



- Social media and marketing recognition
- Sponsor thank you in Recreation Guide (2x)
- Recognition LPT local Comcast channel 21/ Verizon channel 22
- Recognition in media release
- Logo on coupon or gift card awarded to each volunteer





2026

SPONSORSHIP COMMITMENT FORM

Business name & industry _____

Mailing address _____

Primary contact name & title _____

Phone _____ Email _____

Website _____ Social handle _____

Important information: The Township reserves the right to limit per event one sponsorship per business sector.

PRESENTING SPONSOR

- ☐ \$5,000 Presenting Sponsor

KITE FESTIVAL

- ☐ \$1,500 Title Sponsor
☐ \$500 Nature Discovery
☐ \$300 Music/ DJ

STORYWALK®

- ☐ \$2,500 Title Sponsor

SUMMER CAMP

- ☐ Koons ☐ Brightbill
☐ Kohl ☐ Centennial Acres
☐ \$2,000 Sunshine Shuttle (1 Sponsor)
☐ \$1,500 Camp Champion (1 per Camp)
☐ \$750 Camp Carnival
☐ \$500 Patron Sponsor
☐ \$300 Summer Treat

BRIGHTBILL LEAGUE

- ☐ \$3,000 League Sponsor (2)
☐ \$2,000 Court MVP (6)
☐ \$1,500 All Star (4)
☐ \$500 Patron Sponsor

NIGHT OUT FOR PUBLIC SAFETY

- ☐ \$500 Patron Sponsor

MOVIE & CAMPOUT

- ☐ \$2,000 Movie Marquee
☐ \$1,500 S'mores Sponsor
☐ \$750 Gear Up Sponsor
☐ \$500 Patron Sponsor

LIVE IN LP

- ☐ \$1,500 Showcase Sponsor
☐ \$1,000 Marquee Sponsor
☐ \$500 Patron Sponsor

HAPPY TAILS HAPPENINGS

- ☐ \$2,000 Champion Sponsor
☐ \$1,500 Agility Ace Sponsor
☐ \$500 Patron Sponsor

PARK BEAUTIFICATION

- ☐ \$2,000 Commemorative Bench
w/ personalized plaque
☐ \$500 Commemorative Tree
w/ personalized plaque

VOLUNTEER APPRECIATION

- ☐ \$1,500 Title Sponsor

PAYMENT INFORMATION

- ☐ Online ACH (free)
☐ Online Debit or Credit Card (additional processing fees will apply)
☐ Check Enclosed (payable to Lower Paxton Township)

Charitable contributions to governmental units are tax-deductible under section 170(c)(1) of the Internal Revenue Code, if made for a public purpose. Lower Paxton Township will provide a written acknowledgment of your contribution.

Community Engagement & Media Manager: mthompson@lowerpaxton-pa.gov, 717-657-5600 x 1118

Return to: Lower Paxton Township, Attn: Michelle Thompson, 425 Prince St., Harrisburg, PA 17109

By completing this form, all parties agree to the following statement: Lower Paxton Township agrees to provide benefits corresponding to the level of sponsorship. The sponsor agrees to release, indemnify, defend, and hold harmless Lower Paxton Township, its elected and appointed officials, agents, employees, and volunteers, from any and all claims, losses, damages, or injuries caused by or resulting from the sponsor's acts or omissions. Lower Paxton Township does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in the Township events. Sponsors also agree that photography and videography may be used by the Township representatives at any such event which can then be shared on Township social media, website or other forms of media.

