

..... FAIRFIELD COMMUNITY SERVICES

SPONSORSHIP OPPORTUNITIES



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Fairfield
Community
Services



@ffldcommunity



@ffldcommunity



@fairfield_recreation



www.fairfieldrecreation.com



Fairfield
Community
Services

SPONSORSHIP OPPORTUNITIES

FOR LOCAL BUSINESSES



FAIRFIELD COMMUNITY SERVICES...

...is looking for business and groups to form a public/private partnership with to help provide dozens of town-wide community events, while providing your business with thousands of dollars' worth of advertising in return.

Why sponsor Community Services?



Sponsoring a Community Services Event provides a unique opportunity to connect with the Community



Sponsoring a Community Services Event builds brand awareness



Sponsoring a Community Services Event shows your support of a worthwhile cause - the community itself

COMMUNITY SERVICES

BY THE NUMBERS



23K Households Served



Over 700+ Programs Offered Annually



Over 75K Program Participants



420K Social Media Reach



Over 80 Community Events Offered



98K Total Rec Dept. Visits in 2025

JUST IMAGINE SOME OF THE POSSIBILITIES ...

- ✓ Having boothspace at one of our 30+ outdoor concerts with hundreds of people in attendance
- ✓ Your logo printed on 1,000+ bibs at our Annual Beach Bunny 5K
- ✓ Your company sponsoring the Carriage Rides at our Annual Winter Whimsy





2026 COMMUNITY EVENTS

JANUARY

Tribute Spectacular at Penfield Pavilion January 30th

FEBRUARY

Valentine's Day Tea by the Sea February 12th

MARCH

Beach Bunny 5K March 28th

APRIL

Fishing Derby April 11th

Earth Day Cleanup April 22nd

Dancing through the Decades April 30th

MAY

Murder Mystery Dinner May 1st

Concert at Sherman Green - Out on Bail May 14th

Outdoor Movie Night @ RLMS May 15th

Concert at Sherman Green - BackBeat May 17th

Concert at Sherman Green - Melodus May 21st

Concert at Sherman Green - Take 24 May 24th

Concert at Sherman Green - One Bad Oyster May 28th

Concert at Sherman Green - The Sun Kings May 31st

JUNE

Concert at Sherman Green - The Low Darts June 4th

Open Hearts Festival - June 4th

Concert at Sherman Green - Lonetown Boys June 7th

Concert at Sherman Green - Phatt James June 11th

Sand Jam Movie Night - June 11th

Concert at Sherman Green - Fountainhead June 14th

Peanut Butter Jam at Sherman Green - June 17th

Concert at Sherman Green - Always Morning June 18th

Concert at Sherman Green - Zully Ramos June 21st

Peanut Butter Jam at Sherman Green - June 24th

Concert at Sherman Green - Fifth State June 25th

Sand Jam Movie Night - June 26th

Concert at Sherman Green - Mods & Rockers June 28th

JULY

Peanut Butter Jam at Sherman Green - July 1st

Concert at Sherman Green - Diggity July 2nd

Concert at Sherman Green - Forgotten By Friday July 5th

Peanut Butter Jam at Sherman Green - July 8th

Concert at Sherman Green - Kathy Thompson Band July 9th

Sand Jam Movie Night - July 10th

Concert at Sherman Green - Rhythm City July 12th

Peanut Butter Jam at Sherman Green - July 15th

Concert at Sherman Green - Fred & Ethel July 16th

Concert at Sherman Green - Bad Saints July 19th

Peanut Butter Jam at Sherman Green - July 22nd

Concert at Sherman Green - Tangled Vine July 23rd

Sand Jam Movie Night- July 24th

Concert at Sherman Green - Liz Reed & Time of Day July 26th

Peanut Butter Jam at Sherman Green - July 29th

Concert at Sherman Green - Green Eyed Lady July 30th

AUGUST

Concert at Sherman Green - Glamour Girls August 2nd

Concert at Sherman Green - Eleven Steps Shy August 6th

Sand Jam Movie Night - August 7th

Concert at Sherman Green - Between The Keys August 9th

Concert at Sherman Green - Black Rock Fire August 13th

Sand Sculpture Contest at Penfield Beach August 16th

Concert at Sherman Green - Bernadettes August 16th

Concert at Sherman Green - Ellis Island August 20th

Concert at Sherman Green - Sneaky Pete August 23rd

SEPTEMBER

Seaside Clambake September 10th

OCTOBER

Drive In Movie October 16th

NOVEMBER

Beachfront Books & Brew November 5th

Winter Whimsy November 28th

DECEMBER

Holiday Breakfast December 12th

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PEANUT BUTTER JAM CONCERTS

Our beloved concert series at Sherman Green, geared towards a younger demographic. Concerts take place Wednesday mornings throughout summer from 10:15am - 11:00am. Concerts are free and highly interactive for participants! We see an average of 250 +/- attendees per show, predominantly Fairfield local.



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SAND JAM MOVIE NIGHT SERIES

Our Sand Jam Movie Nights at Jennings Beach are a true Family Favorite. A DJ and Dance Party kick off the festivities at 6:30pm; movies will start at sundown. Offered on five (5) select evenings from June - August, these free movie nights draw a large crowd of 750 +/- from Fairfield and surrounding communities.



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BREAKFAST WITH SANTA

An event both for the young and the young-at-heart, our Breakfast with Santa features a pancake breakfast with costumed characters and a visit from Mr. & Mrs Claus! Attendees will have the opportunity to take a picture with Santa and finalize their Christmas lists. The event features festive music, face painting & children's activities and welcomes 360 residents.

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BRONZE SPONSOR \$1,250



Benefits Include:

- Booth Space at Two (2) Supporting Events
- Inclusion in Print & Digital Seasonal Brochure (23K outreach)
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Followers
 - Facebook - 7.5K+ Followers

Booth space at the event includes a 10 x 10 area and the ability to provide give-a-ways / swag.

Bring your own table / tenting / backdrop / branded swag / giveaways / etc.

SILVER SPONSOR \$2,500



Benefits Include:

- Booth Space at Four (4) Supporting Events
- Inclusion in Print & Digital Seasonal Brochure (23K outreach)
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Followers
 - Facebook - 7.5K+ Followers
- One (1) Year Spotlight on Department TV Ad Stream

Booth space at the event includes a 10 x 10 area and the ability to provide give-a-ways / swag.

Bring your own table / tenting / backdrop / branded swag / giveaways / etc.

GOLD SPONSOR \$5,000



Benefits Include:

- Naming Rights to the Peanut Butter Jam OR Sand Jam Movie Night Series ("Presented By...")
- Booth Space at full Sand Jam OR Peanut Butter Jam Series
- Inclusion in Print & Digital Seasonal Brochure (23K outreach)
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Followers
 - Facebook - 7.5K+ Followers
- One (1) Year Spotlight on Department TV Ad Stream

Booth space at the event includes a 10 x 10 area and the ability to provide give-a-ways / swag.

Bring your own table / tenting / backdrop / branded swag / giveaways / etc.

VALENTINE'S DAY TEA BY THE SEA

Celebrate the season of love with an elegant afternoon tea overlooking the shore. Guests will enjoy a cozy tea service featuring assorted teas, light bites, and sweet treats, accompanied by live acoustic music. The relaxed, seaside setting provides the perfect backdrop for conversation, connection, and winter warmth.



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DANCING THROUGH THE DECADES

Step onto the dance floor and travel through time! Seniors 50+ are invited to enjoy an evening of music, movement, and fun—from swing to ballroom to line dancing—no experience or partner required. A light dinner and refreshments will be served as you dance, learn, and socialize with friends.



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SEASIDE CLAMBAKE

Experience a classic New England tradition right at the water's edge. The Seaside Clambake features a fresh coastal menu, live music, and beachside fun. Guests can enjoy summer games, scenic views, and a relaxed atmosphere that captures the best of the season: sun, sand, and great company.



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BEACHFRONT BOOKS & BREW

Wrap up the year with a cozy, literary-inspired social by the sea. The Beachfront Book & Brew pairs warm beverages: teas, coffees, and seasonal pastries—with engaging conversation among fellow readers. In partnership with a local bookstore, this gathering invites guests to share favorite titles, discover new reads, and enjoy the peaceful autumn shoreline.



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CONCERTS AT SHERMAN GREEN

Our free Concerts at Sherman Green series runs from late May through the end of August, bringing live music to the heart of our bustling downtown at the Sherman Green Gazebo. What began as a favorite for older residents has grown into a lively, family-friendly tradition—picnics, music, and warm summer nights in the center of Fairfield.



**CONCERT AT
SHERMAN GREEN
SPONSOR
\$1,000**



Benefits Include:

- Booth space at the concert of your choice*
 - Includes a 10 x 10 area and the ability to provide give-a-ways & swag.
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Reach
 - Facebook - 7.5K+ Reach
 - Community Services Print Brochure (23K outreach)
 - Community Services Digital Brochure (42K outreach)

**SENIORS BY THE
SEA SUPPORTING
SPONSOR
\$1,000**



Benefits Include:

- Recognition on all four (4) scheduled *Seniors by the Sea* marketing materials (logo on flyers and digital graphics).
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Reach
 - Facebook - 7.5K+ Reach
 - Community Services Print Brochure (23K outreach)
 - Community Services Digital Brochure (42K outreach)

**SENIORS BY THE
SEA PRESENTING
SPONSOR
\$10,000 - LIMIT 1**



Benefits Include:

- *Seniors By the Sea Series* presented by {**Sponsor**} in all event titles and marketing.
- Booth space at the four (4) scheduled *Seniors by the Sea* events with the ability to provide promotional materials, giveaways, swag.
- Mention in six (6) e-blasts
- Recognition through social media, print & digital mediums
 - Instagram - 10K+ Reach
 - Facebook - 7.5K+ Reach
 - Community Services Print Brochure (23K outreach)
 - Community Services Digital Brochure (42K outreach)

Annual Tree Lighting

AND WINTER WHIMSY EVENT



About the Event

Join Fairfield Community Services for our Annual Tree Lighting & Winter Whimsy Event! Fun for the whole family, this event features live choirs singing the sounds of the season, pictures with Santa, food trucks, music, a Beer Garden, horse & carriage rides, a petting zoo and a visit from the Big Man himself!

All levels of sponsorship include:

- *Inclusion in Event Flyer
- *Recognition on Fairfield Community Services's Website - Annual Sponsor Thank you
- *Inclusion in Fall / Winter Brochure (23K outreach) - Annual Sponsor Thank You

Event Date

Event Date: November 28, 2026
Raindate: December 6, 2026

Event Location

Town Hall & Museum Commons
Fairfield CT

Target Audience

Our target audience is
Fairfield Families.

Anticipated Attendance

5,000++

Digital Media

Facebook - 7,500+ Followers
Instagram - 10,000+ Followers
Community Services Website
Email Newsletter

Pictures with Santa Sponsor

Lawn Sign at Santa's Cottage
Limit one (1)

\$500

Petting Zoo Sponsor

Lawn Sign at Petting Zoo
Limit two (2)

\$750

Horse & Carriage Sponsor

Banner on one (1) side of Carriage
Limit four (4)

\$900

Fire Pit Sponsor

Four (4) Lawn Signs at Fire Pit Station
Limit one (1)

\$1,000

Photobooth Sponsor

Lawn Sign at Photo Booth
Logo embedded on digital photos
Limit one (1)

\$1,500

Boothspace Sponsorship

Boothspace at Event - limit seven (7)
10 x 10 tent, 6' table & lighting provided

\$1,500



Fairfield
Community
Services

FAIRFIELD COMMUNITY SERVICES SPONSORSHIP COMMITMENT

Name: _____ Business: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Preferred Sponsorship(s): _____ Total _____

Payment Method: _____ Check Payable to The Town of Fairfield

_____ Credit Card CC #: _____

Exp: _____

TERMS & CONDITIONS

- **Conflict of Interest:** Fairfield Community Services reserves the right to refuse any sponsorship from an organization, agency, business, or individual.
- **Rescheduling:** As deemed necessary, Fairfield Community Services reserves the right to cancel or reschedule an event.
- **Refunds & Cancellations:** In the case of event cancellation, Sponsor will have the option to choose an alternate event or allocate the sponsorship funding towards the sponsorship of a future event. No refunds will be given.
- **Exclusivity:** Fairfield Community Services will make every best effort to regulate sponsors and make vendors aware of featured products and services, but cannot ensure duplication won't occur at events.
- **Indemnification:** Sponsor agrees to defend, indemnify and hold harmless the Town of Fairfield, Fairfield Community Services Department, its officers, directors or employees, for all costs relating to any suit, damage, loss or injury of any kind during scope of event. This would include damage to Town property and injuries to Town employees but exclude any damage or injury caused solely by the negligence of the Town.
- **Subcontracting:** This agreement is between the Town of Fairfield Department of Community Services and named Sponsor, above. Sponsor does not reserve the right to transfer any named benefit from this agreement to an outside entity without the express knowledge and consent of Community Services.