



2022



Partnership Guide





Mission Statement:

MARA's mission is to build a stronger community through enhancing, diversifying, and increasing recreation opportunities.

Vision Statement:

Middletown Area Recreation Alliance strives to be a premier recreation agency by providing and supporting high quality recreation opportunities.

Who Do We Serve?

MARA is a partnership between Middletown Area School District, Middletown Borough, Lower Swatara Township, and Royalton Borough and serves the residents of these communities. These areas have a combined population of nearly 20,000 people. MARA strives to interact with our residents year-round through activities and events and to continually grow our customer base through quality programming.

Benefits of Partnering With MARA:

- Recognition of your support will increase brand exposure for your business/organization to a large and diverse group of people.
- Your business/organization will join the MARA network of partnering businesses and other supporting organizations.
- Your business/organization will be aligned with a non-profit organization that serves and enhances the quality of life for our local community.

Special Events

Sweetheart Dances

MARA will host a Mother-Son and Daddy-Daughter Dance on Saturday, February 5th. This event is projected to attract 100-200 people and is a night full of family fun and memories.

Event Sponsor: \$500 (Exclusive Partnership)

- Opportunity to set up information/promotional table at event
- Banner with business/organization logo hung up at event
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Supplies Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on MARA social media accounts



Trunk or Treat

This event will be brand new to MARA in 2022! Trunk or Treat events have been gaining popularity in recent years and we want to join in on the fun. The event will be held in October.

Event Sponsor: \$500 (Exclusive Partnership)

- Opportunity to set up information/promotional table at event
- Banner with business/organization logo hung up at event
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Supplies Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on MARA social media accounts



Breakfast with Santa

What's better than a good breakfast and hanging out with Kris Kringle? Our Breakfast with Santa has been a popular event attracting 50-100 diverse people each year. This event will take place in early December.

Event Sponsor: \$500 (Exclusive Partnership)

- Opportunity to set up information/promotional table at event
- Banner with business/organization logo hung up at event
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Supplies Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Youth Sports

MARA Field Hockey Tournament

With the help of the Middletown Field Hockey program, MARA will be hosting a field hockey tournament on Sunday, May 1st. This tournament will attract teams from all over the area and players ranging from elementary school-age to high school players.

Tournament Sponsor: \$500

- Opportunity to set up information/promotional table at event
- Banner with business/organization logo hung up at event
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Shirt Sponsor: \$300

- Business logo on shirts given to every player
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Youth Field Hockey

MARA has three teams that play in a fall youth field hockey league and hosts multiple clinics throughout the year. Our youth field hockey program is for Kindergarten through 6th grade.

Fall Youth Field Hockey Teams Sponsor: \$300

- Business/organization logo on program t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Youth Field Hockey Clinics Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



New Youth Sports Programs

As MARA grows, so will our programming. We plan on having more youth sport clinics and instructional programs this year. These new programs will need help funding to buy new equipment.

Youth Sport Program Sponsor: \$300

(will apply to one youth sports program not already listed in this packet)

- Business/organization logo on program t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Youth Basketball

Our youth basketball program is highly anticipated by the kids in our community each year. Our youth league attracts 100-125 players each year and Little Dribblers has 50-80 Kindergarten through 2nd Graders.

Youth Basketball Program Sponsor: \$500

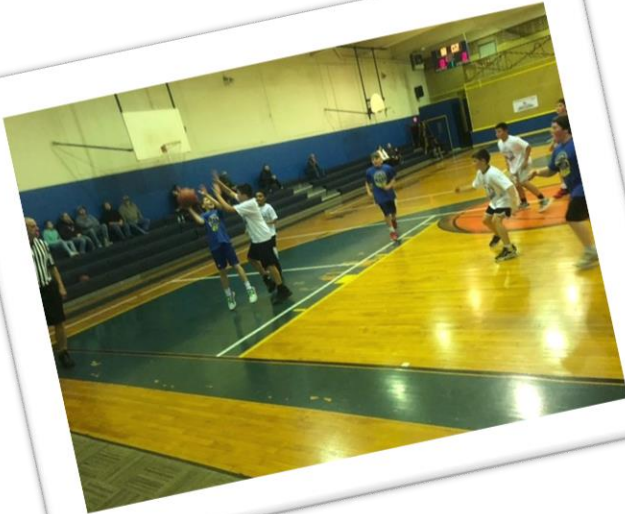
- Opportunity to set up information/promotional table at 2 game nights
- Banner with business/organization logo hung in home gym for games
- Business/organization name on one team's t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Youth Basketball Team Sponsor: \$200

- Business/organization name on one team's t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Little Dribblers Program Sponsor: \$300

- Business/organization logo on program t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Non-Sport Youth Programs

Summer Playground

Summer Playground is a multi-week program that starts in June. The goal of this affordable program is to give each kid a safe place to learn and grow during the summer. We depend on sponsors to offset costs associated with the program to give our participants a great experience.

Playground Site Sponsor: \$500

- Business/organization logo displayed at program location
- Business/organization logo on program t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts

Supplies Sponsor: \$300

- Business/organization logo on program t-shirts
- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Adult Programs

Glass Fusing Class

MARA will host 2-3 glass fusing classes in 2022. Participants love creating and showing off their masterpiece after each class. This sponsorship includes all of those classes offered by MARA in 2022.

Program Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts



Fitness Classes

Our fitness classes are growing fast with more options (such as Zumba and Groove FIT) and participants. Healthy and active adults and senior citizens is just as important to a growing and thriving community. This sponsorship includes all fitness classes offered by MARA in 2022.

Program Sponsor: \$200

- Business/organization logo on promotional materials
- Recognition on all MARA social media accounts





2022 Sponsorship Agreement

Let's Do This!

Please complete the following sponsor information. Print your business name exactly as you would like it to appear in advertising.

Business Name: _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

Mailing Address: _____

Email your business/organization logo to
ndiegel@raiderweb.org

Please indicate the event and sponsor opportunity you are taking advantage of:

Signature: _____

Please make your check payable to MARA, and return with completed form to:

MARA
Attn: Nate Diegel
1155 North Union Street
Middletown, PA 17057

If you have any questions, please call Nate Diegel at 717-948-3300, ext. 1038 or email at
ndiegel@raiderweb.org