



Partnership Proposal for the MRPA Track and Field Games

For more than 30 years, children in Maine ages 8-14 have had an opportunity to participate in the National Hershey Track and Field program. This program was designed to get kids active and moving with the basics of running, jumping and throwing. This FREE program offered a true recreational track meet experience for every child who wanted to participate. The Maine Recreation and Park Association supported and coordinated this program for hundreds of children throughout the entire State of Maine.

Three years ago, Hershey discontinued this program. Maine's parks and recreation professionals believe in the spirit and value of a recreational track and field program and made the decision to continue to provide the program for children in Maine.

MRPA is searching for a business to partner with us so that we can continue to offer the program free of charge to all children in Maine. ***We can create a great partnership with the right business that would be willing to invest \$2800.00 a year. More importantly your business would be investing in the young athletes in Maine who love this program.***

This is how the program works:

- 1) Local parks and recreation departments offer track and field programming in their community - free or a minimal cost. A track is not required so any town/city/community can offer this program.
- 2) MRPA coordinates three regional track meets for FREE (South Portland, Caribou and Bangor most recently hosted).
- 3) The top 4 finalists in each age group and gender qualify to participate in the MRPA State Track and Field Meet on the 2nd Tuesday in July. This FREE meet is hosted by Bangor Parks and Recreation.

In 2017 we had 375 children participate at the three regional meets and 160 children participated in the state track meet in July.

Communities that participated in 2017: Ashland, Bangor, Buxton, Caribou, Corinth, Easton, Fort Fairfield, Fryeburg, Lovell, Hampden, Holden, Hollis, Houlton, Levant, Limestone, Madawaska, Mars Hill, Old Orchard Beach, Orono, Orrington, Presque Isle, Skowhegan, South Portland, Standish, Union, Wells, and Washburn.

Costs associated with this track meet: Ribbons for the three regional meets and the state track meet, t-shirts for the children who participate at the state meet and electronic timing system for the state meet.

Here's what MRPA will offer a partner/sponsor:

- 1) Your business name and logo on the MRPA web site - with a live link
- 2) Your business logo and name on the state meet t-shirts
- 3) Your business logo on all track and field promotional materials that are distributed to MRPA members
- 4) Your business on at least two banners at the state and regional meets
- 5) A free table in the exhibit hall of the 2018 MRPA Annual Conference and Trade Show, March 18-20, 2018 in Portland (opportunity to connect with 100+ MRPA members)
- 6) A free table at the annual MRPA fall workshop at the Brewer Auditorium
- 7) Remaining the MRPA track meet to include your business name
- 8) Recognition of your business in any television or written publicity that we receive.

The Maine Recreation & Park Association is a 501c3 non-profit organization dedicated to improving the quality of life for all in Maine.