

The Parks & Recreation Department of Colchester presents

32nd Annual Hershey Track and Field Games Sponsorship Opportunity

Event: Hershey Track and Field Games
Event Type: Local Track Field Championship
Date: Friday, May 22nd, 2009
Location: RHAM High School

Contact Information:

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Participation: Approx. 250 participants, plus spectators/volunteers

Program Description:

Hershey's Track & Field Games help to promote physical fitness, encourage participation, friendship and sportsmanship. Events will include the 50-meter dash, 100-meter dash, 200-meter dash, 400-meter dash, 800 meter run, 1600 meter run, 4x100 meter relay, standing long jump, and softball throw. Contestants can participate in two field events and one running event or two running events and one field event.

The winners in the local district meet will advance to the state final and possibly qualifying beyond to the North American Finals held during the week of August 5, 2009.

The Hershey Youth Program has been a national event and now a North American event for the past twenty-nine years. Initiated as a playground track and field program in 1975 in Charleston, WV, by Dr. Donald P. Cohen, Hershey's Track & Field Games has become the largest youth sports program of its kind in North America. The program was offered statewide in West Virginia in 1976; became a 10-state regional event in 1977, and offered nationally in 1996.

The Hershey Youth Program has involved millions of youngsters from 50 states, the District of Columbia and the 10 provinces and three territories of Canada. It is sponsored by the National Recreation and Parks Association, USA Track & Field, Athletic Canada and by the Hershey Company.

Benefits of Sponsorship:

- Name/logo in press releases, Parks and Recreation website, flyers, mass emails, and other promotional materials
- Opportunity to have table/ booth at the Hershey Track and Field event to hang banners, provide promotional brochures and other handout materials

Sponsors/Partnership:

This year's event will have a maximum of two (2) sponsors.

Promotional Consideration:

Two (2) sponsors at \$250.00 each for a total of \$500.00

3/5/09 – Approved by Board of Selectmen