



BOROUGH OF PARAMUS

Municipal Pool Commission

1 Jockish Square

Paramus, NJ 07652

201-265-2100 ext. 6140

Support the Paramus Municipal Pool!

Often described as the “gem” of Paramus, the Paramus Municipal Pool has been providing aquatic and recreational opportunities for borough residents and residents of surrounding towns since 1964. Celebrating 60 years as a cornerstone of our community, the pool provides a safe and inclusive space for individuals and families to enjoy aquatic activities, learn to swim, and participate in various water-based programs. Maintaining and operating a facility of this scale requires ongoing financial support, and we are reaching out to local businesses to help us ensure the continued success of this vital resource.

By partnering with us as a sponsor of the Paramus Municipal Pool, your organization will not only demonstrate its commitment to the well-being of our community but also gain valuable exposure and recognition among our diverse pool of patrons. We are open to discussing various sponsorship levels and benefits to best align with your organization's goals and budget.

In return for your sponsorship, we offer a variety of customizable benefits tailored to meet your organization's marketing and branding objectives, including but not limited to:

- Brand visibility through signage and promotional materials displayed at the pool
- Recognition in our marketing campaigns, website, and social media platforms
- Complimentary pool passes or discounted facility rentals for your employees or clients
- Opportunities for employee engagement through volunteer activities or sponsored events

We understand that every business has its own budgetary constraints, and we want to assure you that no sponsorship is too small. Every dollar contributed goes directly towards making meaningful enhancements to the Paramus Municipal Pool, ensuring that it remains the true jewel of our community.

Thank you for considering this opportunity to support the Paramus Municipal Pool! Together, we can continue to provide a safe, enjoyable, and accessible aquatic experience for generations to come.

For more information or to discuss sponsorship opportunities, please contact the Paramus Municipal Pool office at (201) 265-2100 x 6140 or email at MunicipalPool@paramusborough.org

Sincerely,

The Paramus Municipal Pool Commission

Suzanne Frankland - Chairperson

Angelina England - Vice Chair

Brian Casey

Lisa Cassesa

Vanessa Cauwels

Sally Locicero

John Valente

Ace Antonio - Council Liaison

YES, I WILL SPONSOR THE PARAMUS MUNICIPAL POOL!

Company name: _____

Company contact: _____

- _____ Platinum Sponsor
- _____ Gold Sponsor
- _____ Silver Sponsor
- _____ Bronze Sponsor
- _____ Other (All donations greatly appreciated)

Please respond by **June 1st, 2024** to ensure proper inclusion of your organization's name and logo in our promotional materials.

Checks payable to the "*Paramus Municipal Pool.*" Mail or drop off to the Pool Office at Paramus Borough Hall, Jockish Square, Paramus, NJ 07652

For more information, or to discuss *naming opportunities*, please contact the Pool Office at (201) 265-2100 x 6140.

SPONSOR LEVELS:

Bronze Sponsor - \$500

- Sponsor listing on pool website
- Recognition in social media posts
- Listing on sponsor banner at pool facility (single line listing)
- 2 Complimentary Day Passes

Silver Sponsor - \$1,000

- All Bronze level sponsor benefits
- Logo placement on sponsor banner at pool facility
- Recognition during key pool events
- 4 Complimentary Day Passes

Gold Sponsor - \$2,500

- All Silver level sponsor benefits
- Exclusive banner posted at Pool Facility
- Recognition as a main sponsor on pool website and social media
- Opportunity to set up promotional booth at pool nighttime events
- 8 Complimentary Day Passes

Platinum Sponsor - \$5,000

- All Gold level sponsor benefits
- 16 Complimentary Day Passes
- Complimentary private party at the pool facility (evening only, during regular pool season, 2 hours) – max 150 guests

Exclusive Sponsorship Opportunities - Contact Pool Office to Discuss

- Opportunity for exclusive sponsorship of *Major Capital Improvement Project*
- Season or multi-season *Naming Opportunity* with exclusive signage at pool facility
- Will include all Gold level sponsor benefits PLUS:
 - o Logo placement on staff apparel
 - o Logo placement on pool brochure (sent to all borough residents) noting sponsorship