

# Swanzy Old Home Day Sponsorships Opportunities

Celebrate Swanzy's rich history by becoming a sponsor for our beloved Old Home Day, a tradition spanning over a century! Held annually on the third Saturday in July, this cherished event brings our community together to honor our town's heritage.

From our spectacular mile-long parade and vibrant Kids Zone to live music at the Potash Bowl and a delectable food court, your sponsorship ensures these traditions remain free and accessible to all. By partnering with us, your business gains valuable exposure to hundreds of local residents and visitors.

**Sponsorship Deadline:** June 15, 2026

**Event Date:** Saturday, July 18, 2026

---

## Gold Level Sponsorship Major Event Sponsor \$750+

The Gold Level Sponsorship is for partners who want to make a lasting impact. As a Major Event Sponsor, you demonstrate a profound dedication to Swanzy's heritage and the growth of Old Home Day. This premier level of support is the foundation that keeps this historic event thriving with lively activities year after year.

- **Premium Digital Presence:** Top-tier visibility with a large-format logo on the official Town of Swanzy website and a featured Gold Level spotlight on our Facebook and MyRec pages.
  - **Maximum Brand Visibility:**
    - **Premier On-Site Signage:** Prominent logo placement on collective signage displayed throughout the entire event grounds.
    - **Commemorative T-Shirts:** Your large logo featured prominently on the back of the official event t-shirts.
  - **Live Event Recognition:**
    - **Parade Honors:** A public "thank you" during our signature mile-long parade.
    - **Hourly Announcements:** Live recognition every hour from our DJ in the high-traffic food court.
  - **Post-Event Spotlight:** A dedicated individual spotlight in our social media "Thank You" campaign.
-

**Silver Level Sponsorship**  
**Live Entertainment Sponsor**  
**\$500**

Elevate the energy of our community as a Silver Sponsor. You are the driving force behind the "soundtrack" of the day, bringing the Potash Bowl to life with live bands and funding the vibrant musical performances throughout our parade.

- **Premium Digital Presence:** A **medium-sized logo** on the official Town of Swanzey website and a featured listing on our Facebook and MyRec event pages.
- **High-Traffic Visibility:**
  - **On-Site Signage:** Logo placement on collective signage throughout our high-energy live entertainment zones.
  - **Commemorative T-Shirts:** A **medium-sized logo** on the back of the official event t-shirts.
- **Live Event Shout-Outs:** Public recognition via live announcements during entertainment sets.
- **Post-Event Recognition:** Inclusion in our official social media "Thank You" campaign spotlighting our Silver partners.

---

**Bronze Level Sponsorship**  
**Activity Sponsor**  
**\$250**

As a Bronze Sponsor, you keep the heart of Old Home Day beating by directly funding our most beloved **FREE** community activities. Your contribution supports the Kid's Zone, professional face painting, and our legendary pie-eating contests.

- **Digital Presence:** A **small logo** placement on the Town of Swanzey website and a listing on our Facebook and MyRec event pages.
- **On-Site Visibility: \* Activity Signage:** Brand recognition on collective signage placed throughout our bustling activity spaces.
  - **Commemorative T-Shirts:** A **small logo** featured on the back of the official event t-shirts.
- **Post-Event Recognition:** Inclusion in our official social media "Thank You" campaign.

## Friend of Swanzey Sponsorship General Sponsorship Any Amount

If you would like to support Old Home Day at a different level, we gratefully accept General Sponsorships of any amount. These funds are applied where they are most needed, from logistics to supplies, ensuring the event remains a success for years to come.

- **Digital Presence:** A listing on our Facebook and MyRec event pages under Friends of Swanzey.
- **Post-Event Recognition:** Inclusion in our official social media "Thank You" campaign.

### Questions?

We would love to discuss how your business can best be highlighted during our celebration. For more information regarding sponsorship opportunities or custom partnership ideas, please contact:

#### Ashley Nash

Assistant Recreation Director, Town of Swanzey

**Phone:** 603-209-2927

**Email:** [recreation@swanzeynh.gov](mailto:recreation@swanzeynh.gov)



## **How to Become a Sponsor**

To secure your spot and ensure your logo is included in our printed materials and t-shirts, please complete your registration by **June 15, 2026**.

We offer two convenient ways to sponsor our events:

### **Option One: Online Registration**

1. Visit our Recreation Website: Go to [www.swanzeynh.myrec.com](http://www.swanzeynh.myrec.com).
2. Create or Log In: Create an organization account or log in to your existing account.
3. Navigate to Programs: Click the "Register" tab, then select "Programs."
4. Choose Sponsorship Opportunities: Find and select "Corporate Sponsorship Opportunities" within the Program section.
5. Register and Pay: Choose your desired sponsorship and complete the online registration process. You can pay the sponsorship fee securely with a credit card (please note that a processing fee will apply).

### **Option Two: Paper Form Submission**

1. Complete the Form: Fill out the form with your organization's information.
2. Submit Payment: Mail or drop off the completed form along with your sponsorship fee (check or cash) to the Tax Collector at Swanzey Town Hall.

Town of Swanzey  
ATT: Rec Sponsorship  
PO Box 10009  
Swanzey NH 03446

### **Logo Submission:**

After registering your sponsorship, please email your logo in .jpg or .png format to [recreation@swanzeynh.gov](mailto:recreation@swanzeynh.gov). This will ensure your logo is included in all applicable promotional materials.

Thank you for your invaluable support of the Swanzey Old Home Day! Your generosity enables us to provide this annual community event to celebrate the history of Swanzey and our community. We deeply appreciate your continued partnership. Please note that all sponsorships are eligible for tax deductions to the fullest extent permitted by law.

# Old Home Day Sponsorship Form

Saturday, July 18, 2026

Business Name: \_\_\_\_\_

Business Type/Description: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Sponsorship Option:

- "Friend of Swanzey" Sponsor - \$ \_\_\_\_\_
- Bronze Sponsor - \$250
- Silver Sponsor - \$500
- Gold Sponsor - \$750

Contact Person's Phone Number: \_\_\_\_\_

Contact Person's Email: \_\_\_\_\_

Contact Person's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your generosity and support of Swanzey Old Home Day!  
Please email your business logo to [recreation@swanzeynh.gov](mailto:recreation@swanzeynh.gov)  
All sponsorships are eligible for tax deduction to the extent allowed by the law

\*\*\*\*\*

### Office Use Only

Method of Payment:  Check #: \_\_\_\_\_ \$ \_\_\_\_\_  Cash \$ \_\_\_\_\_

Received On: \_\_\_\_\_ Received By: \_\_\_\_\_

Logo Received: \_\_\_\_\_

Updated 4/16/2026