

THE FIRST ANNUAL

Presented By  
Rockville Recreation  
and Parks Foundation



# 2024 Sponsorship Opportunities

ADOPT A DUCK. CREATE A WAVE

## HELP US GET KIDS OFF THE SCREEN AND ON THE SLIDE AT THE ROCKVILLE SWIM AND FITNESS CENTER!

On July 19, the Rockville Recreation and Parks Foundation will launch 5,000 rubber ducks into the pool at the Rockville Swim and Fitness Center for The Rockville Rubber Duck Derby. The first 10 ducks to be randomly plucked from the water will win great prizes, including the grand prize of \$1,000!



RRPF is on a mission to get kids of all ages outside and active by creating an epic aquatic playground in Rockville. In 2024, the Rockville Swim and Fitness Center will be giving their outdoor pool a total facelift, with plans to include cool new amenities like a zipline, lily pads, dual 26-foot slides, and even a beach-style entrance! The city has pledged more than \$10 million for the project, but to make it the best spot for families to hang out, connect with their neighbors and have fun, we need your help to raise \$25,000 for some of the fun amenities not in the budget!



## ABOUT THE ROCKVILLE RECREATION AND PARKS FOUNDATION, INC

RRPF is a 501 (c)3 organization whose mission is to assist with funding to improve recreation activities, opportunities, programs, park property and facilities in the City of Rockville.

Founded during the financial downturn in 2008, the Foundation has contributed to the Recreation and Parks Department in a variety of ways. Recent examples include:

- Sending kids to camp and other programs regardless of their ability to pay by contributing over \$15,000 to the Rec Fund.
- Providing free swim lessons, suits, and goggles to 3rd graders in the Linkages to Learning Program at Maryvale Elementary School. These were their first formal swim lessons for most of these children.
- Partnering to purchase a large inflatable outdoor movie screen so residents can enjoy free outdoor Movies in the Rockville Parks each summer.
- Donating electronic scoreboards at Twinbrook Recreation Center and Thomas Farm Community Center gymnasiums.
- Providing equipment, uniforms, and soccer goals for the City's sports leagues.
- Collaborating with the Rockville Football League and the City to renovate the fields at Mattie J.T. Stepanek Park.

## **FREQUENTLY ASKED QUESTIONS (WE KNOW YOU HAVE SOME)**



### **What is a Rubber Ducky Derby?**

A rubber ducky derby is a community-based, fundraising event in which rubber duckies are adopted for the race by our sponsors. Each rubber ducky has a unique number associated with the sponsor who purchased it. All 5,000 of the rubber duckies will be tossed into the pool and will compete to be chosen as prize winners for their sponsors. You will quack up when you see all those rubber duckies compete in the pool!

### **Who does Rockville Rubber Duck Derby benefit?**

All proceeds from Rockville Rubber Ducky Derby will benefit the extra fun amenities for the updated Rockville Outdoor Pool. The Rockville Recreation and Parks Foundation is the 501(c) nonprofit foundation sponsoring the event to raise the money for the extra amenities. All the money will go to purchase some really epic pool enhancements (like zip lines into the water, poolside basketball hoops, etc.)

### **How does it work?**

Everyone who sponsors or adopts a duck, whether online, in the mail, at an adoption booth or in a sponsoring business is entered into what we call E-Quack, a proprietary and secure database that stores all of the sponsor information. When you adopt a duck, your name is entered into E-Quack along with the number of ducks you have adopted. Then, E-Quack automatically and randomly assigns a specific Tag Number to each of the ducks you have adopted. Thus, if you adopted 6 ducks, your name will be placed next to 6 different Tag Numbers. So if you buy 6 ducks, you get 6 chances to win!

### **What's in it for my business as a sponsor?**

The Rockville Swim and Fitness Center is a community hub for both recreational and instructional swimming as well as recreation classes. On an average day, there are upwards of 1,000 people on the site throughout the day between program participants, members, daily admission customers and swim team athletes. Rockville has plenty of private swim clubs but this is the only public swimming center in Rockville. We anticipate our sponsors to get plenty of public recognition throughout this campaign. In addition, we have a set of special incentives for our business sponsors as noted in our sponsorship package.

### **How do my ducks get in the water?**

First-the Tagging Party! A few days prior to The Rockville Rubber Ducky Derby Race Day, volunteers will place the randomly numbered tags on the bottom of every adopted duck. Then the Rubber Duckies will be carefully cared for until the actual race day on July 19th when they will all have a chance to splash in the pool, greet their fellow rubber duckies and then race to be plucked out (they are very competitive). The number tags are waterproof labels beginning with a 7-digit number and ending with a 7-digit number. For Example: 8580001-8590000.

### **What is my tag number?**

Tag numbers are automatically and randomly assigned by E-Quack. We want to make sure that no duck has an unfair advantage and the event is not fixed. To ensure the integrity of the event, tag numbers are never given out ahead of the race. Rest assured, however, that all the ducks you have adopted will be in the water. E-Quack tracks every duck like a hawk!



### **When and where is The Rockville Rubber Ducky Derby and what does it cost?**

The Rockville Rubber Ducky Derby will take place in the evening of Friday, July 19th at the Outdoor Pool at the Rockville Swim and Fitness Center located at 355 Martins Lane in Rockville. A total of 5,000 ducks will be launched at approximately 6:30 PM. The first 5 ducks plucked will win some amazing prizes (and bragging rights). The event is free-just bring your giggles for the event and your goggles for the free swim after the race when you get to swim in the pool after all the ducks get plucked out.

### **How will I know if my duck wins?**

The winners will be announced at the event but if you cannot be there, no sweat! A representative from Rockville Recreation and Parks Foundation will contact you using the information you provided to us with your duck sponsorship. You do not need to be present to win-you just need to admire your prize.

### **Are they real ducks or rubber ducks?**

Rubber ducks, silly!

### **Who can adopt a duck?**

Anyone can adopt but you must be at least 18 years old to adopt a duck (we didn't make this rule).

### **Once I adopt a duck, do I get to keep it?**

No. After you adopt your duck, The Rockville Rubber Ducky Derby team will work hard to train, coach, and make sure each duck is ready for event day. After the event, all the ducks will exit the pool for the locker room and then will fly off to their next event somewhere in the US (this happens in lots of other places in the US).

### **Can I adopt ducks on event day?**

If all our 5,000 ducks have not been adopted as of Thursday, July 18th, the remaining ducks will be available for adoption on event day until one hour prior to the start of the event at an adoption booth set up during the event at the Fitness Center Pool.

### **How do I contact someone at if I have questions that are not answered here?**

Please contact us by emailing [EDeal@Rockvillemd.gov](mailto:EDeal@Rockvillemd.gov) or calling (240-314-8658).

# CORPORATE SPONSOR PACKAGES



Sponsorship Opportunities	\$5,000	\$2,500	\$1,000	\$500	\$250
Photo booth at Swim Center with logo, summer 2024	Exclusive				
Company representative announces winning ducks	X				
Name announced at event	X	X			
Booth at Swim Center on a summer 2024 weekend* (up to 2,000 visitors)	2 dates	1 date	1 date		
Admission passes for recreational swim, summer 2024	25	15	5		
Mention on printed materials	large logo	logo	logo	name	
Mention on banners at event	logo on welcome banner	logo on shared banner	logo on shared banner	logo on shared banner	name on shared banner
Social media posts with tag	3	3	2	1	1
Name, logo & hyperlink on event website	X	X	X	X	X
6 weeks of exposure prior to event	X	X	X	X	X

\*some restrictions apply

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# SPONSOR COMMITMENT FORM



\_\_\_\_\_ Golden Goose.....\$5,000  
\_\_\_\_\_ Master Quacker.....\$2,500  
\_\_\_\_\_ Mighty Duck.....\$1,000  
\_\_\_\_\_ Quacker Backer.....\$500  
\_\_\_\_\_ Friend of the Flock.....\$250

\_\_\_\_\_ Check enclosed payable to the Rockville Recreation and Parks Foundation.  
\_\_\_\_\_ Invoice me. Sponsor will be invoiced upon receipt of commitment form.  
\_\_\_\_\_ Credit card (contact 240-314-8658).

**Sponsorship payments must be paid in full by **May 15th** in order to receive full benefits of participation. Recognition on promotional materials is available to the sponsor once the commitment form has been signed and returned.  
Please forward a digital copy of your company logo (PNG preferred).**

Business Name: \_\_\_\_\_  
Point of Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Please note how you would like your donated ducks allocated. (See chart, page 3)  
Cannot be in business name. May list names individually or assign to one person.

\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

## CONTACT

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