

Dear Valued Sponsor,

Because of you, The Olcott Beach Carousel Park continues to be a place where childhood feels timeless.

Sponsor support of **The Park After Dark** - our only annual fundraising event - directly sustains and strengthens this treasured community landmark. As a volunteer-led 501(c)(3), every dollar raised goes right back into the park. The only paid team members are local students - our wonderful ride operators — giving young people meaningful first jobs while preserving a space built just for families.

Your sponsorship does far more than fund an event. It fuels opportunity, restoration, and joy. Over the years, this campaign has made possible:

- A multi-year restoration of our 1928 Herschell-Spillman carousel
- Family-friendly programming
- Refurbishment of the Ferris Wheel, Skyfighter, Rocket Swing, and Kiddie Cars
- Construction of restroom facilities and improvements to accessibility
- Installation of synthetic turf throughout ride areas
- Facility upgrades including steel roll-up doors, picnic tables, resurfacing, and maintenance-free structural improvements
- Enhancements to the Thomas Kelley Theater, arcade, and stage
- Construction of a replica trolley to house our band organ, a comfort station for nursing mothers, and a new ticket booth
- Implementation of safety protocols that allowed the park to reopen during COVID
- Creation of jobs for local students

And we are just getting started.

The 2026 revenue generated by **The Park After Dark** (August 11) and this sponsorship drive will continue to strengthen and preserve the park for the next generation.

We believe in the power of collaboration. With your partnership, we can continue offering a safe, clean, affordable destination where families — regardless of income — can gather, celebrate, and make timeless memories.

Thank you for being an essential part of this mission.

With warm regards and gratitude,

*Dr. Rosemary M. Sansone*

Executive Director and President of OBCP

*Gina Guido-Redden*

OBCP Fundraising Chair

*Larina Geise*

OBCP Sponsorship Drive Chair

*Janet Steggles*

OBCP Fundraising and Sponsorship Drive Committee Member



# An After Hours Fundraising Extravaganza!

## A Mission that Comes Straight From The Heart...

Sponsorship is more than a contribution — it is a direct investment in the well-being of families and children throughout our community and region. The Olcott Beach Carousel Park is a place where generations gather, traditions are born, and lifelong memories are made along the shores of Lake Ontario.

As a lakeside vintage amusement park, we have remained true to our roots: simple, wholesome, affordable fun. In an era when many entertainment venues have become increasingly commercialized and costly, our

## ...And Revitalizes the Local Economy and Community

Olcott Beach has a proud tradition of amusement parks that have served families for more than a century. We know that when the park thrives, the surrounding community also thrives. The energy, foot traffic, and goodwill generated ripple out to support local businesses and Olcott's identity as a cherished summer destination.

Almost three decades ago, this tradition was restored and it continues because of the commitment of dedicated sponsors and supporters.

With your partnership, we can continue to ensure that this beloved lakeside treasure remains vibrant for generations to come.

park continues to offer families an experience centered on connection rather than consumption.

Our strength comes from our volunteers, whose dedication and generosity ensure that every child has access to a safe, welcoming place to enjoy the summer.

There is no admission fee. Every ride is still just a quarter. It is a rare space where families can set aside financial stress, slow down, and simply enjoy being together.



The 1940s



The 1970s



The 2000s

# The Park After Dark!

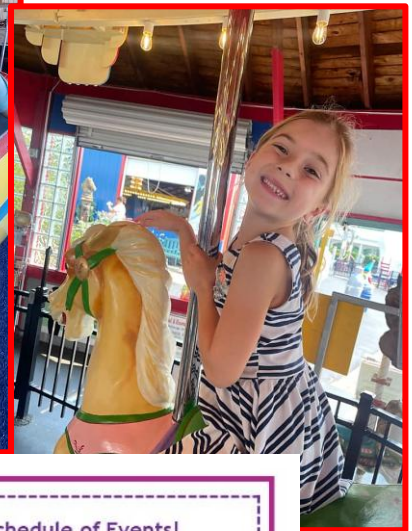
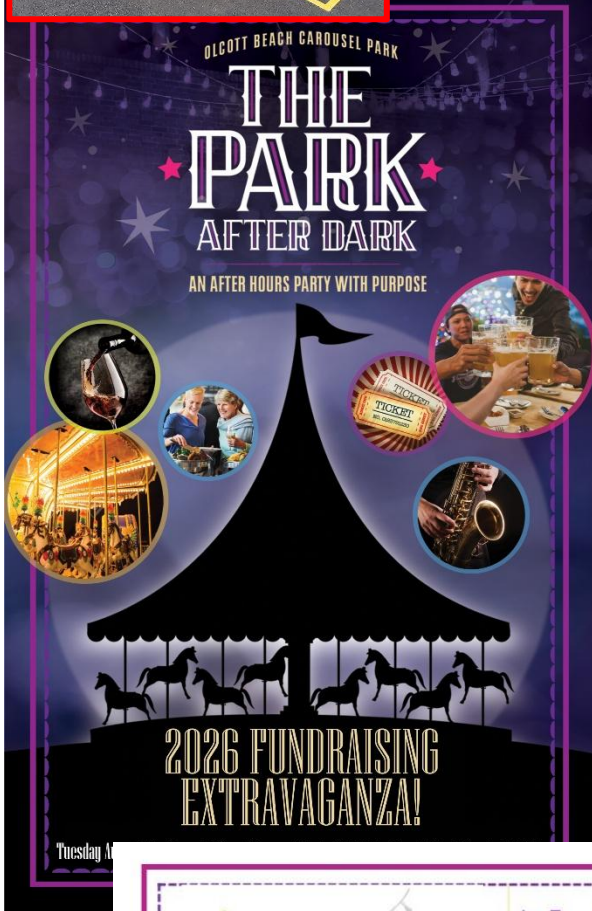
Our annual fundraising event plays a vital role in the sustainability of the **Olcott Beach Carousel Park**. Funds raised are utilized to maintain and operate our vintage kiddie park, ensuring that our timeless rides remain available to everyone. An event that brings our community together to support a treasured piece of our shared history.

Your support not only helps keep the magic alive but also gives the invaluable gift of joy to countless families. In recognition of your generosity, we offer sponsorship packages with various benefits, including:

- Complimentary tickets to our after-hours carnival-themed extravaganza
- Prominent logo displays at the event
- Naming rights for carousel derby horses

What's more, your sponsorship donation is tax-deductible, allowing you to invest in our community while also benefiting from valuable tax incentives.





This annual fundraising event is key to keeping the magic of the Olcott Beach Carousel Park alive! Your support helps maintain and operate our cherished vintage kiddie park, ensuring these classic rides are here for all to enjoy. Join us in celebrating and preserving a beloved piece of our community's history—together, we're making memories that last a lifetime.

### An Evening of Fun & Festivities!

#### Food and Drinks!

- Fresh popcorn and our Snack Shack
- Beer, soda and water at the Rialto Beer Garden
- Wine by the glass or bottle at the Luna Park Landing wine tent
- The Picnic Pavilion

#### Midway Madness!

- Vintage Carnival Game Midway
- Fortune Teller Marquee
- Carousel Derby Races
- Lucky Draw Raffle Pavilion
- Skee-ball tournament
- The Snapshot Spectacle Photo Booth

#### Music and Dancing!

- Back in the Day, vintage vocals
- The Sophisticats, jazzy swing

### Schedule of Events!

#### 6pm - Gates Open!

- Beer Garden and Wine Pavilion
- Fresh popcorn and Snack Shack
- Skee-Ball tournament open to all comers
- Midway Madness
- Vintage vocals by Back In The Day, Main Stage 6 - 7pm

#### 7pm!

- Food Service at the Picnic Pavilion
- Carousel Races, every 30 minutes, 7 - 10pm
- Jazzy swing by The Sophisticats, Main Stage 7 - 10pm
- Vintage vocals by Back in The Day, Circus Tent Stage, 7 - 9pm

#### 9:45pm!

- 50/50 and Raffle draws

# Carousel Derby Horse naming rights are reserved for the 12 largest sponsorships received by July 1st!

*Yes! We Would Love to Help Preserve The Park!*



**Sponsor Name:**

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**Sponsor Email:**

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	Horse Name	Horse Sponsor
1	"It's All Good !!"	Sevenson Environmental Services
2	"Got Your Back"	Dr. Capicotto
3	"Davey D"	Dansa D'Arata Soucia LLP
4	"Right Way to Care"	Catholic Health
5	"Quality Time"	Coda Corp.
6	"Domino"	The Dy Family
7	"Growing up Guido"	Family of Robert Guido
8	"Technology that Works"	MVP Network Solutions
9	"Sensing Victory"	PBC Piezotronics
10	"Let there be Bloody Marys"	Covey's Cove
11	"Never Looked Better"	Oxygen Salon
12	"Best Friends"	West Herr Automotive Scott & Larina Geise WNY MRI - Lockport Dr. Singh Tom Summers

## Derby Horse Naming Rights to the 12 largest donations received by July 1st!

**Carousel Club \$150**

2 complimentary event tickets

**Ferris Wheel Flyers \$500**

4 complimentary event tickets

**Midway Madness \$1000**

6 complimentary event tickets, sponsor logo display and 3' x 5' banner on a midway game booth for the first 4 \$1000 donors!

**Brass Ring Ticket Level \$2500**

10 complimentary event tickets, sponsor 6' x 9' banner and logo included on next year's event tickets

**Rialto Beer Garden Sponsor \$5000**

12 complimentary event tickets, 12 Golden Tickets for the bar, sponsor 6' x 9' banner displayed at the Beer and Cider Bar, logo included on next year's event tickets

**Luna Landing Wine Bar Sponsor – limited to 3 wineries**

Ensure that your product is made available to attendees by:

**Donating 2 cases of wine and**

**Providing up to 3 more cases at 30% off retail - that can be returned if not used**

4 complimentary tickets, *Product Availability, 3'x 5' Winery Banner Displayed within the Wine Tent*

**Send logo media file to:**

OlcottBeachCarouselPark@gmail.com

**Mail Check Payable to:**

The Olcott Beach Carousel Park

P.O Box 354

Olcott, NY 14126