



SPONSORSHIP OPPORTUNITIES

CREATING COMMUNITY

THROUGH PEOPLE, PARKS & PROGRAMS



**YOUR COMPANY + OUR COMMUNITY =
A WISE
INVESTMENT**



register.macomb-mi.gov



facebook.com/MacombTwpParksandRec



instagram.com/macombtwpparks

A LETTER FROM THE DIRECTOR

Dear Prospective Sponsor,

The Macomb Township Parks & Recreation Department has begun planning for our 2023 'Special Events' and hope we can count on you to support our efforts! Macomb Township Parks and Recreation seeks to provide a valuable return to our sponsors in terms of exposure and advertising, while securing funding to help underwrite the programs and free to low-cost events for our community.

There are many wonderful opportunities to impact the vision and work of Macomb Township Parks and Recreation which can be tailored to accommodate nearly every marketing budget. Our sponsorships provide companies and organizations an opportunity to achieve a high degree of visibility within the local community. Our 'Special Event' programs for our community have a broad-reaching appeal and attract high attendance, providing maximum exposure for our sponsors.

We offer 17 free and low-cost special events annually that are enjoyed by thousands of individuals, residents and non-residents alike and are constantly adding more. Our patrons appreciate and value these high-quality opportunities for entertainment and recreation for their families. We trust you will experience the positive impact of collaborating with us. Consider a sponsorship with us as an investment in your company as well as your community.

Please review the list of sponsorship levels and the benefits you and your company will gain listed in this pamphlet. If you are interested in a 'Community Partnership' with us, please contact us for more information. The same dollars allocated to different events also determine your overall Sponsorship 'Level' for you to gain additional benefits and even more acknowledgment within Parks and Recreation!

For planning purposes, please try to submit your commitment to the department by Friday, Feb 10, 2023.

If you need additional information, please contact Lacey Ward through the Parks and Recreation Department at 586-992-2900 ext. 2908. We look forward to hearing from you!

Sincerely,

Salvatore A. DiCaro, Jr.

Macomb Township Parks & Recreation Director

Thank you for your partnership as we continue to
"Create Community through People, Parks, and Programs"

Macomb Township Parks and Recreation

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SPONSORSHIP OPPORTUNITIES

The mission of the Macomb Township Parks and Recreation Department is to be on the cutting edge in providing quality leisure services by offering life-enhancing opportunities through innovative programming, distinctive facilities, and exceptional service that will exceed the community's expectations.

Parks and Recreation plays an important role in bringing community together and enhancing quality of life for residents. In 2022, over 50,000 people throughout the community were reached through special events, programs and building memberships offered by Parks and Recreation.

In order to continue offering our events and programs, we rely on establishing partnerships with our local businesses and the generous support of their sponsorship dollars to make these special events possible. We would like to give you the opportunity to show your support and to promote your business through sponsorship of community events and programs.



- **Signature Events**
- **Special Events**
- **Senior Programs**
- **Fireworks**
- **Parks Sponsor**
- **Scoreboard Sponsor**
- **Camp Sponsor**
- **Field Trip Sponsor**
- **In Kind Donation**
- **Additional Benefits**

2023 TENTATIVE SCHEDULE

Subject to Change

- 2/24 – **Daddy Daughter Dance:** 6:00-9:00pm (Fernhill Golf & Banquet Center)
- 3/25 – **Egg-stravaganza:** 10:00am-12:00pm (MTRC)
- 4/18 – **Mother Son Night of Fun:** 5:00-8:00pm (Dave and Busters Utica)
- *6/24 – **Tons O Trucks & Fun:** 10:00am – 1:00pm Seneca Middle School – Park at Dakota high (21 Mile)
- *6/27 - **Rosco Picnic & KidZone:** 11:30am-1:00pm (M.T.R.C)
- *6/29 - **Music in the Park & KidZone:** 7:00-8:30pm (Macomb Corners Park)
- *7/11 - **Rosco Picnic & KidZone:** 11:30am-1:00pm (MTRC)- Kids Only Yard Sale: 11:00am-1:30pm
- *7/13 - **Music in the Park & KidZone:** 7:00-8:30pm (Macomb Corners Pk)
- *7/18 - **Rosco Picnic, Water Fun/Games Day & KidZone:** 11:30am-1:00pm (MTRC)
- *7/20 - **Music in the Park feat. Phoenix Theory & KidZone:** 7:00-8:30 pm (Macomb Corners Park)
- *7/25 - **Rosco Picnic, SURPRISE FUN Day & KidZone:** 11:30am-1:00pm (MTRC)
- *7/27 - **Music in the Park feat. Magic Bus & KidZone:** 7:00-8:30 pm (Macomb Corners Park)
- *8/3 - **Music in the Park feat. 50 Amp Fuse & KidZone:** 7:00-8:30pm (Macomb Corners Park)
- *8/11 - **Movie Under the Stars & KidZone:** 7:30-10:30pm (Macomb Corners Park)
- 8/18 – **Nature Event:** 1:00-3:00pm (Waldenburg Park)
- *9/23 - **Fall Fun Fest:** 10:00am -1:00pm (Macomb Corners Park)
- 10/20- **Halloween Hoopla:** 6:00-8:30pm (MTRC)
- *12/1 - **Holiday Tree Lighting & After-Glow:** 6:30-8:30pm (M.T.R.C)
- 12/9 - **Santa Jingle Bell Brunch:** 9:00 & 11:00am (M.T.R.C)
- *Free Events

SIGNATURE EVENTS

Signature events are events that are attended by 500-6000+ community members.



- Tons O' Trucks**
- Music in the Park**
- Movie Under the Stars**
- Fall Fun Fest**
- Halloween Hoopla**
- Holiday Tree Lighting and After-Glow**
- Egg-stravaganza (2024)**



TONS O' TRUCKS



Sponsorship Benefits	\$500 Special Event	\$1,000 Presenting	\$2,000 Title <i>(Parking Lots)</i>
Company name on all promotional flyers and advertisements for event and at the event	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X
Privilege to set up and run a promotional table for your business on "Sponsor Row" at event	X	X	X
Logo recognition on all promotional flyers and advertisements for event and at the event		X	X
Ability to choose single individual activity for exclusive recognition – can include company vehicle <i>First right of refusal for returning sponsors</i>		X	X
Logo recognition on event Facebook banner		X	X
Brand name in the wordmark such as "Company XYZ Lot" <i>exclusive (1 company per parking lot for a total of 3 Title Sponsors) – First Right of Refusal</i>			X
Yard sign recognition with brand name and company logo at 4 locations in assigned lot			X

MUSIC IN THE PARK

No competitors will be scheduled at same concert - Returning sponsors get first right of refusal with date selection



Sponsorship Benefits	\$500 Special Event	\$1,000 Presenting	\$2,000 Official
Company name on all promotional flyers for concert series	X	X	X
Yard sign recognition at sponsored concert date(s)	X	X	X
Recognition of your event sponsorship on social media promotions and privilege to set up and run a promotional table for your business at one (1) concert on date of your choosing	X	X	X
Recognition of your event sponsorship on social media promotions and privilege to set up and run a promotional table for your business at two (2) concerts on dates of your choosing		X	X
Logo recognition of your event sponsorship on large banner located on the stage during all five (5) concerts		X	X
Recognition of your event sponsorship on social media promotions and privilege to set up and run a promotional table for your business at all five (5) concerts in series			X
Logo recognition on event Facebook banner			X

MOVIE UNDER THE STARS



Sponsorship Benefits	\$500 Special Event	\$1,000 Presenting
Company name on all promotional flyers and advertisements for event and at the event	X	X
Recognition of your event sponsorship on social media promotions	X	X
Privilege to set up and run a promotional table for your business at event	X	X
Logo recognition on all promotional flyers and advertisements for event and at the event including on the screen prior to the movie		X
Presenting sponsor yard sign at entrance sidewalks (2 signs total)		X
Logo recognition on event Facebook banner		X
Opportunity to provide a 30-second ad to be played before the movie begins		X

FALL FUN FEST



Sponsorship Benefits	\$500 Special Event	\$1,000 Presenting
Company name on all promotional flyers and advertisements for event and at the event	X	X
Recognition of your event sponsorship on social media promotions	X	X
Privilege to set up and run a promotional table for your business on "Sponsor Row" at event	X	X
Logo recognition on all promotional flyers and advertisements for event and at the event		X
Ability to choose single individual activity for exclusive recognition – can include company vehicle <i>First right of refusal for returning sponsors</i>		X
Logo recognition on event Facebook banner		X
Logo recognition on all promotional flyers and advertisements for event and at the event including on the screen prior to the movie		X
Presenting sponsor yard sign at entrance sidewalks (2 signs total)		X

HALLOWEEN HOOPLA



Sponsorship Benefits	\$50 Trail <i>\$75 for both trails if you register by March 20, 2023</i>	\$500 Presenting	\$1,000 Official <i>Only 1 Official Sponsorship opportunity</i>
Privilege to set up and run a promotional table for your business on the Trick-or-Treat Trail <i>(sponsors must provide their own table, decorations, and treats for 400 kids – no bags are allowed)</i>	X	X	X
“Thank You” recognition including business name and phone number on Facebook and in REACH catalog following event	X	X	X
Recognition of your event sponsorship on social media promotions		X	X
Logo recognition on all promotional flyers and advertisements for event and at the event		X	X
Ability to choose single individual activity during event for exclusive recognition <i>First Right of Refusal for returning sponsors - no competitors outside of trail</i>		X	X
Ability to provide branded bags at the beginning of trail			X

HOLIDAY TREE LIGHTING AND AFTER-GLOW



Sponsorship Benefits	\$500 Special Event	\$1,000 Presenting	\$2,000 Official
Company name on all promotional flyers and advertisements for event and at the event	X	X	X
Recognition of your event sponsorship on social media promotions	X	X	X
Privilege to set up and run a promotional table for your business at event	X	X	X
Logo recognition on all promotional flyers and advertisements for event and at the event		X	X
Ability to choose single individual activity during After-Glow for exclusive recognition <i>Presenting and Title Sponsors will be presented with first choice</i>		X	X
Recognition in Director Remarks at Tree Lighting Ceremony		X	X
Recognition of sponsorship at giveaway tent at outdoor Tree Lighting location			X

EGG-STRAVAGANZA (2024)



Sponsorship Benefits	\$50 Trail <i>\$75 for both trails if you register by March 20, 2023</i>	\$500 Presenting	\$1,000 Official <i>Only 1 Official Sponsorship opportunity</i>
Privilege to set up and run a promotional table for your business on the Hippy Hop Trail <i>(sponsors must provide their own table, decorations, and treats for 400 kids – no bags are allowed)</i>	X	X	X
“Thank You” recognition including business name and phone number on Facebook and in REACH catalog following event	X	X	X
Recognition of your event sponsorship on social media promotions		X	X
Logo recognition on all promotional flyers and advertisements for event and at the event		X	X
Ability to choose single individual activity during event for exclusive recognition <i>First Right of Refusal for returning sponsors - no competitors outside of trail</i>		X	X
Ability to provide branded bags at the beginning of trail			X

SPECIAL EVENTS

Special events are events that are attended by 200-500 community members.

Mother Son Night of Fun Rosco's Picnic Palooza Santa's Jingle Bell Brunch Daddy Daughter Dance (2024)



\$500 per event

- Company name on all promotional flyers and advertisements for event and at the event
- Recognition of your event sponsorship on social media promotions
- Privilege to set up and run a promotional table for your business at event (2 Rosco dates)
(No competitor sponsors in attendance – returning sponsors receive first right of refusal)
- Logo recognition on all promotional flyers and advertisements for event and at the event
- Ability to choose single individual activity during event for exclusive recognition
First Right of Refusal for returning sponsors
- Recognition in remarks at event
- Rosco's Picnic Only - Logo recognition of your event sponsorship on large banner at all event dates

Nature Event - \$250 OR \$500

50-200 in attendance

- \$250 - Limit to two (2) sponsorships - *First Right of Refusal for returning sponsors*
- \$500 - Exclusive - only one (1) sponsor - *First Right of Refusal for returning sponsors*
- Company name on all promotional flyers and advertisements for event and at the event
- Recognition of your event sponsorship on social media promotions
- Privilege to set up and run a promotional table for your business at event
- Logo recognition on all promotional flyers and advertisements for event and at the event



SENIOR SPONSORSHIPS

Special Events: 50-80 people

Small Events: 20-30 people

Event options include:

- Musical acts
- Bus trips
- Bingo
- Euchre parties
- Bocce league
- Wii bowling league
- Themed events



SENIOR SPONSORSHIPS



Once sponsorship is confirmed, the Senior Programmer will contact you with additional information.

Sponsorship Benefits	\$250 Bronze	\$500 Silver	\$1,000 Gold	\$2,000 Platinum
Senior Sponsorship recognition at 4 locations within the Senior Center as well as the message board at the Rec Center	X	X	X	X
Privilege to set up and run a promotional table for your business at 2 special events and 1 small event	X	X	X	X
Social media recognition for every sponsored event	X	X	X	X
Privilege to set up and run a promotional table for your business at 1 additional special event		X	X	X
Privilege to set up and run a promotional table for your business for a total of 5 special events and 1 small event			X	X
Company poster displayed at Senior Center from April 2, 2023 - April 1, 2024				X
Privilege to set up and run a promotional table for your business at a total of 10 special events and 1 small event				X

FIREWORKS

4th of July Fireworks Celebration - Title Sponsorship - \$7000

15-20 Minute Fireworks Display Following Concert on June 29, 2023 (Tentative)

- Exclusive sponsorship - only one (1) available
- Brand name in the wordmark such as “Company XYZ Fireworks”
- Logo on promotional banner displayed at the park (3’X5’) on event day
- Minimum of one independent Facebook mention per week for 4 weeks leading to the event
- Recognition at shuttle pick-up locations
- Recognition in remarks prior to start of the concert
- Logo recognition on event Facebook banner
- Recognition of your event sponsorship on social media promotions and privilege to set up and run a promotional table for your business at all five (5) concerts in series
- Logo recognition of your event sponsorship on large banner located on the stage during all five (5) concerts
- Yard sign recognition at sponsored concert date(s)



Holiday Tree Lighting Fireworks Display - Title Sponsorship - \$5000

5-10 Minute Fireworks Display Following Lighting of the Tree

- Exclusive sponsorship - only one (1) available
- Brand name in the wordmark such as “Company XYZ Fireworks”
- Logo on promotional banner displayed at the park (3’X5’) on event day
- Minimum of one independent Facebook mention per week for 4 weeks leading to the event
- Recognition at shuttle pick-up locations
- Recognition in Director Remarks at Tree Lighting Ceremony
- First choice for single individual activity during After-Glow for additional exclusive recognition
- Logo recognition on all promotional flyers and advertisements for event and at the event
- Privilege to set up and run a promotional table for your business at event
- Recognition of your event sponsorship on social media promotions

PARKS SPONSOR

Park Sponsor (Macomb Corners) - \$500

Each park hosts an average of 500-1000+ community members per day in late Spring, Summer and early Fall

- One (1) sign hung on message board (36"X24") - only 2 sponsorships available
- Sign provided by Parks and Recreation (company provides artwork)
- Displayed from April 2023 or date artwork is received until April 1, 2024

Park Sponsor (Waldenburg) - \$250

Each park hosts an average of 250-500+ community members per day

- One (1) sign hung on message board (36"X24") - only 1 sponsorship available
- Sign provided by Parks and Recreation (company provides artwork)
- Displayed from April or date artwork is received until October

Macomb Corners Park

Is a 94 acre (35 developed) park site located on the north side of 25 mile road just east of Luchtman Road. The park is both an active park hosting sporting events and an inviting location for family activities.



Waldenburg Park

Is a developed park approximately 17 acres in size located on 21 Mile Road about 1/4 mile east of Romeo Plank Road. It offers a children's play area, picnic pavilions, basketball court, restrooms and a walking trail.

SCOREBOARD SPONSOR

(Macomb Corners Park)

New this year!

Macomb Township Parks and Recreation will be adding scoreboards to the baseball diamonds at Macomb Corners Park. The diamonds are used every day throughout the late Spring, Summer and early Fall seasons. Each field hosts approximately 100-200+ people per night. In addition to the games being played, the scoreboards will be visible to patrons using the park for special events, walking, playground use, sand volleyball, etc.



\$2400 for a 3-year commitment - a \$600 SAVINGS!

Single year commitment available for \$1,000

- Half sign (2ft X 4.5ft) at the bottom side of scoreboard
- 6 scoreboards for a total of 12 sponsorships available
- Can be combined into a whole space to use as one large ad
- Location options will be filled as commitments are received
- First right of refusal for returning sponsors
- Macomb Township Parks and Recreation creates sign, company provides artwork

OTHER SPONSORSHIPS

Camp Sponsor - \$500

- Company logo placed on the back of the camp t-shirts
- Company name on all promotional flyers and advertisements for trip
- Recognition of your trip sponsorship on social media promotions
- Privilege to set up and run a promotional table for your business on graduation day
- Exclusive opportunity - returning sponsors have first right of refusal



Field Trip Sponsor - \$500

- Company name on all promotional flyers and advertisements for trip
- Recognition of your trip sponsorship on social media promotions
- Includes 2 tickets for sponsor to attend.
- Ability to hand out promotional material on bus ride to event.
- Exclusive opportunity - One (1) sponsor each trip for a total of 3 available sponsorships - returning sponsors have first right of refusal

In-Kind Donations

Interested in an in-kind donation? Contact Lacey Ward at 586-992-2900 ext. 2908 or wardl@macomb-mi.gov to discuss opportunities for the department.

ADDITIONAL BENEFITS

By choosing to become a sponsor through any of the opportunities listed in this packet, your company will be considered a Macomb Township Parks and Recreation Partner. Partnership levels and benefits are based on the total amount of all sponsored events and programs.

Sponsorship Benefits	\$250-\$499 Friends	\$500-\$999 Bronze	\$1,000- \$1,999 Silver	\$2,000- \$2,999 Gold	\$3,000- \$4,999 Platinum	\$5,000 + Diamond
Business name listed in 3 REACH mailers (30,000 households each mailing) and on website, digital message boards and sponsorship signage at Macomb Corners Park and at Recreation Center	X	X	X	X	X	X
Business phone & website listed in 3 REACH mailers (30,000 households each mailing) and on website, digital message boards and sponsorship signage at Macomb Corners Park and at Recreation Center		X	X	X	X	X
Sponsorship recognition highlighted on screen at "Movie Under the Stars" event		X	X	X	X	X
One #ThankfulThursday post highlighting company posted only on Facebook between April 2, 2023 & April 1, 2024			X	X	X	X
Additional #ThankfulThursday post highlighting company posted on both Facebook and Instagram, posted between April 2, 2023 & April 1, 2024				X	X	X
Framed company 2'X3' poster hung in main hallway at Rec Center from 4/2/2023 – 4/1/2023				X	X	X
Business logo in 3 REACH mailers (30,000 households each mailing) and on website, digital message boards and sponsorship signage at Macomb Corners Park and at Recreation Center					X	X
Complimentary spot on Hippy Hop Trail (3/25/2023) and the Halloween Hoopla Trick-or-Treat Trail (10/20/2023)					X	X
Logo recognition on signage (36"X24") in lobby at Macomb Township Parks and Recreation Center April 2, 2023 (or as soon as sponsorship is confirmed) - April 1, 2024						X
Plaque for sponsor company to display in office highlighting community partnership with Macomb Township Parks and Recreation (Plaque distributed 1st year as Diamond sponsor only - after first year, sponsor will receive annual plates to place on plaque)						X

2023 SPONSORSHIP COMMITMENT FORM

DEADLINE FOR FIRST RIGHT OF REFUSAL FOR EXCLUSIVE EVENTS FROM 2022 SPONSORSHIP IS TUESDAY, FEB. 21, 2023, HOWEVER, WE WILL DO OUR BEST TO ACCOMMODATE DELAYED REQUESTS.

Company Name:					
Email:				Phone: <i>for office use</i>	
Address:					
City:		State:		Zip:	
Contact Name:					
Website:				Phone: <i>for public sharing</i>	

OFFICE USE ONLY

Date Received:	
Received By:	

PLEASE CHECK THE OPPORTUNITY YOU WOULD LIKE TO SPONSOR
(CHOOSE ALL THAT APPLY)

TONS O' TRUCKS

	Title	\$2000
	Presenting	\$1000
	Special Event	\$500

MUSIC IN THE PARK

	Official	\$2000
	Presenting	\$1000
	Special Event	\$500

MOVIE UNDER THE STARS

	Presenting	\$1000
	Special Event	\$500

FALL FUN FEST

	Presenting	\$1000
	Special Event	\$500

CONTINUED ON NEXT PAGE

HALLOWEEN HOOPLA

	Official	\$1000
	Presenting	\$500
	Trail	\$50
	x2 Trail Special Available until 3/20/23	\$75

EGG-STRAVAGANZA (2024)

	Official	\$1000
	Presenting	\$500
	Trail	\$50

FIREWORKS - TITLE

	4th of July	\$7000
	Tree Lighting	\$4000

PARKS

	Macomb Corners	\$500
	Waldenburg	\$250

OTHER

	Camp	\$500
	Field Trip	\$500

IN-KIND

	Interested in in-kind sponsorship option	
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TOTAL OF ALL SELECTIONS**TOTAL \$****HOLIDAY TREE LIGHTING**

	Official	\$2000
	Presenting	\$1000
	Special Event	\$500

SPECIAL EVENTS

	Daddy Daughter Dance (2024)	\$500
	Mother Son Night of Fun	\$500
	Rosco's Picnic	\$500
	Jingle Bell Brunch	\$500
	Nature Event - Exclusive	\$500
	Nature Event - Shared	\$250

SENIOR PROGRAMS

	Platinum	\$2000
	Gold	\$1000
	Silver	\$500
	Bronze	\$250

SCOREBOARD

	3-year Option	\$2400
	1-year Option	\$1000

AGREEMENT

Macomb Township Parks and Recreation agrees to provide services as outlined in the sponsorship proposal. The undersigned waives and releases all rights and claims that might be held against the Township of Macomb, its duly elected officials and its employees to save and hold harmless the Township from losses, damages or injuries.

Authorized Signature for Sponsor:

Date:

Authorized Signature for Township:

Date:

Return completed commitment form and agreement to:

Email: Lacey Ward at wardl@macomb-mi.gov

Mail: Macomb Township Parks and Recreation
Attention: Lacey Ward
20699 Macomb Street
Macomb, MI 48042

A detailed invoice and Township W-9 will be emailed once this information is received.

QUESTIONS?

Contact Lacey Ward at wardl@macomb-mi.gov or 586-992-2900 ext. 2908 with any questions, comments or concerns.

Thank you for your support!

