2018

Sponsorship Opportunities

with West Bloomfield Parks
West Bloomfield Parks (WB Parks) seeks to provide a valuable return to our sponsors in terms of exposure and advertising, while finding new funding sources to build upon programs and services to our community.

There are many opportunities to support the vision and work of WB Parks which can be scaled to accommodate nearly every marketing budget. Our sponsorships provide companies and organizations an opportunity to achieve a high degree of visibility within the West Bloomfield community. Sponsorship packages can be customized to fit your specific needs by contacting Meagan at mkurnat@wbparks.org.

Community Wide Events

Community wide events are free to the community and have broad-reaching appeal. They garner the highest attendance and provide maximum exposure for our sponsors.

See page 2 for a list of these events. Events are priced individually.

Presenting Sponsorship

$3,000 ($4,000 in-kind)

- Receive “presenting sponsor” recognition
- One quarter page ad in Activity Guide (mailed to 30,000 homes)
- Included in newsletter story about event (distributed to nearly 13,000 emails)
- Company logo on all print marketing collateral including Activity Guide
- Included in event press release (press releases are not guaranteed for every event)
- Public acknowledgement at event
- Company supplied banner for signage displayed at event
- 10x10 booth space or display opportunity at event
- Logo displayed on our homepage AND event page of website (100,000 hits annually)
- Special recognition post event on social media

Event Sponsorship

$1,000 ($1,200 in-kind)

- Logo on all print marketing collateral including Activity Guide (mailed to 30,000 homes)
- Acknowledgement at event, verbally and through signage
- 10x10 booth space or display opportunity at event
- Logo displayed on event page of website (100,000 hits annually)
CommunityWideEvents

Summer Fest (July)
This free event features bouncers, food trucks and live entertainment, games and more. It’s held at Marshbank Park.

Audience: 1,500-3,000 people
Deadline for inclusion in marketing materials and Activity Guide is February 26, 2018.

Summer Fest Kid Zone......$2000
Sponsor our water inflatable stations and gain extra exposure with a large yard sign next to it listing you as the sponsor. Sponsorship also includes all the benefits as a regular sponsor.

Kids Komotion Concert Series
This music series includes four separate entertainment productions for kids. Music, magic, and puppetry are just a few of the genres presented. Held one day a month during May, June, July and August at Marshbank Park.

Audience: 300-600 people per concert
Deadline for inclusion in marketing materials and Activity Guide is February 26, 2018.

Marshbank Music Series
Three concerts (two bands each night) presented on Wednesday evenings in July. Event also features food trucks. Held at Marshbank Park.

Audience: 400-600 people per concert
Deadline for inclusion in marketing materials and Activity Guide is February 26, 2018.

NEW!
SPECIALTY EVENTS

These events typically have an entry fee and are more tailored to a specific interest. These are great events to reach a targeted population within the local community for a great value.

Pricing varies by event but all include the following benefits:

- Logo on all print marketing collateral including Activity Guide (mailed to 30,000 homes)
- Acknowledgement at event/program, verbally and through signage
- 10x10 booth space or display opportunity
- Logo displayed on event page of website (receives 100,000 hits annually)
- Special recognition post event on social media

Polar Party (January)..........................$250
This event invites families to try a variety of winter-themed activities. Activities include snowshoeing, s’more making and ice carving demonstrations.

Audience: 300 people
Deadline for inclusion in marketing materials and Activity Guide is November 5, 2018.

Polar Party Entertainment Sponsor.....$500
Sponsor our giant polar bear slide and gain extra exposure with a large yard sign next to it listing you as the sponsor. Sponsorship also includes all the benefits as a regular sponsor.
Deadline for inclusion in marketing materials and Activity Guide is November 5, 2018.

Daddy Daughter Dance (February).........$500
This popular annual event is hosted at the beautiful Glen Oaks Golf Course. It features an upscale buffet and an evening of dancing for young ladies and their favorite guy. We offer two dances each year and one sponsorship covers both.

Audience: 700 people
Deadline for inclusion in marketing materials and Activity Guide is November 5, 2018.
SPECIALTY EVENTS

Spring Fling Egg Hunt (April).........................$500
Kids make a mad dash from the starting line to find eggs filled with candy and toys. This event features five sessions, and one sponsorship covers all. This popular event typically sells out.

**Audience:** 1200-1500 people

*Deadline for inclusion in marketing materials and Activity Guide is November 5, 2018.*

Earth Day Celebration (April).................$250
Participants celebrate Mother Earth with various free nature-themed activities while exploring the Nature Room and Outdoor Natural Play Area.

**Audience:** 250-300 people

*Deadline for inclusion in marketing materials and Activity Guide is November 5, 2018.*

Senior Dance (May)....................................$500
This special evening will be hosted at a local country club and feature a live band playing music from the good ol’ days. Sponsors will receive recognition at the dance as well as in the Program Brochure.

**Audience:** 75-150 people

*Deadline for inclusion in marketing materials and Activity Guide is February 26, 2018.*

Mother/Daughter Tea Party (May)............. $250
Moms and daughters of all ages gather together for a special afternoon of tea, snacks, a craft and more. This event is split into two sessions and a sponsorship covers both.

**Audience:** 120 people

*Deadline for inclusion in marketing materials and Activity Guide is February 26, 2018.*

Camp Out (September).........................$250
Families set up tents in Marshbank Park and enjoy a variety of outdoor activities including hayrides, archery, fishing, s’more making, crafts and more! This event sells out!

**Audience:** 300 people

*Deadline for inclusion in marketing materials and Activity Guide is June 23, 2018.*
**SPECIALTY EVENTS**

**Senior Holiday Parties** (varies) $500/party  
Throughout the year, the WB Parks hosts holiday-themed parties for area seniors. For a nominal fee, participants receive a gourmet meal while enjoying live entertainment. One sponsor/party.  
**Audience:** 50-80 people per party  
*Deadline for inclusion in marketing materials and Activity Guide varies based on holiday date.*

**Senior Health Expo** (October) $250  
This free event features a vendor showcase, presentations from health experts and a free lunch. A vendor booth costs $100 but doesn’t include any marketing exposure outside of the event. All sponsors/vendors must be approved by the hosting sponsor, Henry Ford West Bloomfield.  
**Audience:** 200+ people  
*Deadline for inclusion in marketing materials and Activity Guide is June 26, 2018.*

**Mother & Son Dance** (November) $250  
This special night out for moms and sons is hosted at the beautiful Glen Oaks Golf Course.  
**Audience:** 200+ people  
*Deadline for inclusion in marketing materials and Activity Guide is June 26, 2018.*  
**NEW!**

**Princess Sing-A-Long** (Month TBD) $250  
Children have the opportunity to meet and sing along with their favorite celebrity princesses.  
**Audience:** 100+ people  
*Deadline for inclusion in marketing materials and Activity Guide is dependent on event date.*  
**NEW!**

**Trick-or-Treat Trail** (October) Free!  
Children trick-or-treat on a 1/2 mile paved trail inside Marshbank Park. Costumed characters and businesses hand out goodies. Vendors can participate for free but must provide candy.  
**Audience:** 1,500 people  
*Deadline for participation commitment is October 1, 2018. Bag sponsor, business logo on bag/bucket handed out to every participant (only 3 available) - $250*
**PRINT SPONSORSHIP OPPORTUNITIES**

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**Field Banner Sponsorship $500**
3 x 6 foot banner to display April through October
Choice of: Marshbank Park, Drake Sports Park or Keith Sports Park
Business name printed in Summer Guide (mailed to nearly 30,000 households). Cost includes full color, mesh banner

**Audience:** Thousands of people use our sports parks annually

*Deadline for inclusion in Activity Guide is February 26, 2018.*

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**Camp WB T-Shirt Sponsor...............$500**
Camp WB is our 10 week, action packed day camp for kids ages 5-11. This sponsorship includes a one-color logo on the t-shirt campers are required to wear weekly. Your business name will also be printed in Summer Guide (mailed to nearly 30,000 households). Limited to 3 sponsors.

**Audience:** 500 shirts are ordered each summer and worn weekly through the community.

*Deadline for inclusion in Activity Guide is February 26, 2018.*

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**Nature Camp T-Shirt Sponsor..........$250**
We offer themed nature camps all summer long. This sponsorship includes a one-color logo on the t-shirt campers are required to wear weekly. Your business name will also be printed in Summer Guide (mailed to nearly 30,000 households). Limited to 3 sponsors.

**Audience:** 250 shirts are ordered each summer and worn weekly throughout the community.

*Deadline for inclusion in Activity Guide is February 26, 2018.*

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**National Trails Day T-Shirt Sponsor......$250**
Every year, we celebrate National Trails Day with a guided walk along the West Bloomfield Trail. This event is free to participants and they receive a free t-shirt for participating. This sponsorship includes a one-color logo on the t-shirt. Your business name will also be printed in Summer Guide (mailed to nearly 30,000 households). Limited to 6 sponsors.

**Audience:** 250 shirts are ordered for the event.

*Deadline for inclusion in Activity Guide is February 26, 2018.*
WEST BLOOMFIELD PARKS 2018 ADVERTISING RATES

Available advertising sizes for West Bloomfield Parks’ Activity Guide.

- Published three times per year to 30,000 households in West Bloomfield (April, July, December)
- Online version receives an additional 6,000 views per season.
- Receive a 15% discount when you purchase more than one ad per year
- Full color on gloss coated paper

**Quarter Page**
$500/publication
Art Size: 4.25” x 5.5”

**Business Card Size**
$250/publication
Art Size: 4.25” x 2.75”

**Half Page**
$900/publication
Art Size: 5.5” x 8.5” (horizontal) or 4.25” x 11” (vertical)

**Full Page (Inside)**
$1,200/publication
Art Size: 8.5” x 11”

**Full Page (Premium)**
$1,350/publication
Front or Back Inside Cover
Must include a .25” bleed
For more information or to secure your sponsorship, please contact:

Meagan Kurnat, Marketing Coordinator
mkurnat@wbparks.org
(248) 451-1914

For more information on a specific event, visit us online at www.wbparks.org or check us out on Facebook at facebook.com/wbparks.

This is not an all-inclusive listing of WB Parks’ annual events. Sponsorship packages can be customized on an as-needed basis.

On the fence? Ask some of our other sponsors about their experience working with us:

- Busch’s Fresh Food Market
- Buffalo Wild Wings - Farmington Hills
- Coldwell Banker Weir Manuel
- Heartland West Bloomfield
- Henry Ford West Bloomfield Hospital
- The Michigan DNR
- ITC Holdings Corp.
- Oakland County Parks & Recreation
- Orchard Mall
- Renewal by Andersen