2020
Senior Services
Sponsorship Opportunities
with West Bloomfield Parks
SPONSORSHIP OPPORTUNITIES FOR WB PARKS CONNECT:

WB Parks Connect is a 7,000 square foot facility within the Orchard Mall, dedicated to senior services and activities. It is currently being renovated and is scheduled to open in early 2020.

**Room Sponsor**  
$5,000 for three-year sponsorship, three rooms - two SOLD
- Recognition on plaque entering room
- Recognition in (1) seasonal activity guide annually, mailed to nearly 30,000 homes
- Recognition in (1) Senior Happenings newsletter annually, mailed to 5,000+ local seniors.
- Invitation to attend (1) scheduled program per season to interact with participants.

**Coffee Sponsor**  
$2,000 annually, one available - SOLD

**Artwork Sponsor**  
$1,000 per three-year sponsorship
- Recognition on plaque in reception area
- Recognition in (1) seasonal activity guide annually, mailed to nearly 30,000 homes
- Recognition in (1) Senior Happenings newsletter annually, mailed to 5,000+ local seniors.

**Fitness Equipment Sponsor**  
$1,500 for three-year sponsorship
- Recognition on plaque in fitness room
- Recognition in (1) seasonal activity guide annually, mailed to nearly 30,000 homes
- Recognition in (1) Senior Happenings newsletter annually, mailed to 5,000+ local seniors.

**Plant Life Sponsor**  
$1,000 for three-year sponsorship, one available - SOLD

**Ceiling Fan Sponsor**  
$2,000 for three year sponsorship, one available
- Logo printed on large ceiling fan in fitness room
- Recognition on plaque in reception area
- Recognition in (1) seasonal activity guide annually, mailed to nearly 30,000 homes
- Recognition in (1) Senior Happenings newsletter annually, mailed to 5,000+ local seniors.

**Literature Rack Sponsor**  
$500 annually
- One 8.5x11 flyer holder in the main lobby of Connect.
- Can drop off 100 copies of literature at a time for storage at Connect to be filled by WB Parks staff.

**Open Game Room Sponsor**  
$1,200 annually, one available - SOLD

**Stretch & Tone Sponsor**  
$500 annually, one available
- This sponsorship supports our free, twice weekly fitness class
- Recognition on plaque in reception area
- Recognition in (3) seasonal activity guide annually, mailed to nearly 30,000 homes

**Magazine Sponsor**  
$500 for three-year sponsorship, one available
- Recognition on plaque in reception area
- Recognition in (1) seasonal activity guide annually, mailed to nearly 30,000 homes
**Additional Senior Sponsorship Opportunities:**

Sponsorships below 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)

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**Senior Dance (May)**

$250

This special evening, hosted at a local country club, will feature a live band playing music from the good ol’ days. Event also includes dinner and a cash bar.

**Audience:** 75-150 people

*Deadline for inclusion in marketing materials and Activity Guide is February 21, 2020.*

**Heroes Breakfast (November)**

$250

**Presenting $1500, Supporting $250**

This free event honors veterans in the community with breakfast, live entertainment and featured speakers.

**Audience:** 150 people

*Deadline for inclusion in marketing materials and Activity Guide is June 25, 2020.*

**Senior Health Expo (October)**

$250 - **SOLD**

This free event features a vendor showcase, presentations and lunch. A vendor booth is $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 25, 2020.*

**Weekly Lunch Sponsor**

$500/month, one sponsor per month

Each week, WB Parks offers a themed, nutritius meal. Time is allotted for social conversation with a sweet treat served toward the end of lunch. Participants must pre-register for the lunch and there is a nominal fee. Sponsor is invited to attend lunches to interact with participants.

**Audience:** 40 people/lunch

*Deadline for inclusion in the Activity Guide is November 1, 2019 or February 21, June 25, 2020.*

**Health Lecture Sponsor**

$500, one sponsor per month - **3 SOLD**

WB Parks offers local professionals the opportunity to share their wisdom and advice with WB Parks residents. Refreshments are provided. Lectures are scheduled as sponsors request them and are scheduled by season. Lectures are scheduled morning, afternoons or evening as requested by the sponsor. Lecture topics and descriptions must be pre-approved by WB Parks staff on topics that mutually benefit our residents. No duplicate topics per season. Participants must pre-register for the lecture and there is a nominal fee.

**Audience:** 30 people

*Request deadlines for inclusion in the Activity Guide is February 1, June 1 or October 1, 2020.*
For more information or to secure your sponsorship, please contact:

**Meagan Kurnat, Marketing Manager**

mkurnat@wbparks.org
(248) 451-1914

For more information on a specific event, visit us online at


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

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**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
- Family Funeral Care
- Heartland
- Henry Ford West Bloomfield Hospital
- Magnolia by the Lakes
- Oakland County Parks & Recreation
- Orchard Mall
- Renewal by Andersen
- Townehall Place