2020 Sponsorship Opportunities with West Bloomfield Parks
The nature of community.
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. Deadlines and pricing are specific to each event.

**SPONSORSHIP BENEFITS**

**Presenting Sponsorship (exclusive to one per event)**
- 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 17,000 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 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 pre and post event on social media

**Event Sponsorship**
- 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)
- Special recognition pre and post event on social media
**Family Events**

**Polar Party** (January)
This event invites families to try a variety of winter-themed activities. Activities include snowshoeing, s’more making and a live animal show.

**Audience:** 300 people

**Cost:** Presenting - $500, Event - $250

*Deadline for inclusion in marketing materials and Activity Guide is November 1, 2019.*

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**Daddy Daughter Dance** (February)
This popular annual event is hosted at the beautiful Glen Oaks Golf Course. We offer two dances each year and one sponsorship covers both.

**Audience:** 700 people

**Cost:** Presenting - $750, Event - $500

*Deadline for inclusion in marketing materials and Activity Guide is November 1, 2019.*

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**Spring Fling Egg Hunt** (April)
This event features five sessions, and one sponsorship covers them all. The event also includes trackless train rides, a petting farm and more.

**Audience:** 1500-1800 people

**Cost:** Presenting - $750, Event - $500

*Deadline for inclusion in marketing materials and Activity Guide is November 1, 2019.*

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

**Audience:** 250-300 people

**Cost:** Presenting - $500, Event - $250

*Deadline for inclusion in marketing materials and Activity Guide is November 1, 2019.*
**Family Events**

**Summer-on-the-Bank (July)**
This free festival, held at Marshbank Park, features bouncers, food trucks and live entertainment, games and more.

**Audience:** 1,500-3,000 people  
**Cost:** Presenting - $2,500, Event - $750  
*Deadline for inclusion in marketing materials and Activity Guide is February 21, 2020.*

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

**Audience:** 600-900 people per concert  
**Cost:** Presenting - $3,000, Event - $1,000  
*Deadline for inclusion in marketing materials and Activity Guide is February 21, 2020.*

**Marshbank Music Series**
Three concerts (two bands each night) presented on Wednesday evenings in July. Event also features food trucks and a beer/wine tent. Held at Marshbank Park.

**Audience:** 700-1000 people per concert  
**Cost:** Presenting - $3,000, Event - $1,000  
*Deadline for inclusion in marketing materials and Activity Guide is February 21, 2020.*

**Mother/Daughter Tea Party (August)**
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  
**Cost:** $250  
*Deadline for inclusion in marketing materials and Activity Guide is June 25, 2020.*
FAMILY EVENTS

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

**Audience:** 300 people

**Cost:** Presenting - $500, Event - $250

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

Mother & Son Dance (November)
This special night out for moms and sons is hosted at the beautiful Glen Oaks Golf Course. Become an entertainment sponsor for $500 which includes additional signage and prominent logo placement in the Activity Guide.

**Audience:** 200+ people

**Cost:** Presenting - $500, Event - $250

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

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, 2020.
Bag sponsor, business logo on bag/bucket handed out to every participant (only 3 available) - $250. Cider and donut station sponsorships (only 4 available) - $150.*

Sponsorship packages can be customized to fit your specific needs by contacting Meagan at mkurnat@wbparks.org.
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.*

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**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.*

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**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.*

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**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.*

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**Exercise Your Mind 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.*
Display Advertising Opportunities

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 banner

Audience: Thousands of people use our sports parks annually.

Little Library Sponsorship............................ $1000
Help spread the message of the importance of reading by sponsoring a Little Library in one of our parks. Choice of: Marshbank Park, Drake Sports Park, Keith Sports Park, Bloomer Park, Bloomfield Knolls Park or Sylvan Manor Park. Sponsorship term is 3 years and includes a metal plaque with your business name. Please note: book donations will be community driven and not the responsibility of WB Parks.

Audience: Thousands of people pass through our park system annually.
Deadline to be installed in 2020 is February 21, 2020.

Dog Waste Bag Sponsorship .......................... $2000
This sponsorship is perfect for businesses trying to reach pet owners! We have bag dispensers in every park and along the West Bloomfield Trail and West Bloomfield Woods Nature Preserve. Sponsorship includes a 4x2 inch sticker on every dispenser with your company’s logo on it. Reserved for one sponsor per term. Sponsorship term is for two years.

Audience: We have approximately 35 dispensers in our park system.
Deadline for summer dispenser installation is February 21, 2020.
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 Fall Guide (mailed to nearly 30,000 households). Limited to 3 sponsors.

Audience: 300 shirts are ordered each summer and worn weekly throughout the community.

Deadline for inclusion in Activity Guide is May 1, 2020.

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 Fall Guide (mailed to nearly 30,000 households). Limited to 3 sponsors.

Audience: 150 shirts are ordered each summer and worn weekly throughout the community.

Deadline for inclusion in Activity Guide is May 1, 2020.

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: 150 shirts are ordered for the event.

West Bloomfield Parks 2020 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
- If you’re interested in advertising in our “Senior Happenings” newsletter, please contact Eileen Frazier with LPI at efrazier@lpiseniors.com for rates and details.

**Quarter Page**
$500/publication
Art Size: 4.25”x5.5”

**Business Card Size**
$250/publication
Art Size: 4.25”x2.75”

**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

**Half Page**
$900/publication
Art Size: 5.5” x 8.5”
(horizontal) or
4.25” x 11”
(vertical)
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 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
- Jeff and Amanda Kashat of Keller Williams Heartland
- Henry Ford West Bloomfield Hospital
- The Michigan DNR
- ITC Holdings Corp.
- Oakland County Parks & Recreation
- Orchard Mall
- Renewal by Andersen