

# 2024 SPONSORSHIP OPPORTUNITIES

West Bloomfield Parks is a proud member of it's local Chambers of Commerce





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## 2024 SPONSORSHIP OPPORTUNITIES

West Bloomfield Parks manages nearly 600 acres of public parkland, maintains 13 parks and facilities and offers hundreds of recreational programs annually. We are a trusted community partner and work with more than 50 businesses each year to connect them with our residents.



**29,777**

Seasonal Recreation Guide  
household mailing 3x annually



**8,012**  
**2,834**

Facebook  
followers  
Instagram  
followers



**65,916**

WB Population  
(2018)



**29,659**

Unique subscribers who  
receive weekly e-mail blasts



**200K+**

Website views  
per year



**1.2 M**

Impacted by parks, events,  
programs and facilities

## REACH

*& Exposure*



# SPONSOR *Benefits*



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.

Deadlines and pricing are specific to each event.

BENEFITS	PRESENTING SPONSORSHIP* <i>*exclusive to one business per event</i>	EVENT SPONSORSHIP
Receive “presenting sponsor” recognition	✓	
One quarter page print ad in Activity Guide (mailed to 30,000 homes, \$600 value)	✓	
Included in email marketing promotions (distributed to nearly 30,000 emails)	✓	
Included in event press release (press releases are not guaranteed for every event)	✓	
Company supplied banner displayed at event	✓	
Additional benefits such as introducing performers offered for certain events	✓	
Company logo on all print marketing collateral including Activity Guide	✓	✓
Public acknowledgment at event	✓	✓
10x10 booth space or display opportunity at event	✓	✓
Logo displayed on our website (200,000 hits annually)	✓	✓
Special recognition pre and post event on social media	✓	✓



# WINTER/SPRING *Events*



Deadline for inclusion in print marketing materials and Activity Guide is October 27, 2023. Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## WILD WINTER WALK

(January)

Families explore our lantern lit trail, roast a marshmallow, create a craft and more.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 250 people, all ages



## BLACK EXPO

(February)

This free expo showcases over 50 Black-owned business owners and features live entertainment and more. Hosted by the West Bloomfield Diversity Task Force and held at Orchard Mall.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 400 people, all ages



## DADDY DAUGHTER DINNER DANCES

(February)

This popular annual tradition features dinner, a dj and is hosted at an upscale venue. We offer two dances and the sponsorship covers both.

**Cost:** Presenting - \$750 / Event - \$500

**Audience:** 500 people, families



# WINTER/SPRING *Events*



Deadline for inclusion in print marketing materials and Activity Guide is October 27, 2023.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## EGG SCRAMBLE (March)

The event includes a unique take on the traditional egg hunt as well as trackless train rides, a petting farm and more.

**Cost:** Presenting - \$1250 / Event - \$500

**Audience:** 2,500+ people, families



## EARTH DAY CELEBRATION (April)

Participants celebrate Mother Earth with various free, outdoor, nature-themed activities including naturalist-led hikes and activity stations led by conservation organizations.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 300 people, families



## TOUCH-A-TRUCK (April)

This event is held at Drake Sports Park and features bouncers, food trucks and tons of cool vehicles for kids to explore.

**Cost:** Presenting - \$3,000, Event - \$750

**Audience:** 1,500+ people, families



## HOLIDAY LUNCH PARTIES FOR SENIORS

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

### Winter/Spring Events:

Michigan's Birthday - January  
St. Patrick's Day - March

Valentine's Day - February  
Fabulous Fifties - April

**Cost:** \$250/lunch, limited to 2 sponsors per event

**Audience:** 80 seniors

**CONNECT**  
A Senior Gathering Place



# SUMMER *Events*



Deadline for inclusion in print marketing materials and Activity Guide is February 9, 2024.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## KIDS KOMOTION CONCERT SERIES

(May, June, August)

This music series, held at Marshbank Park, includes three concerts for kids as well as free bounce houses and other activities. Sponsorship covers all three events.

**Cost:** Presenting - \$2,500 / Event - \$750

**Audience:** 600+ people per concert, families



## NATIONAL TRAILS DAY

(June)

We celebrate National Trails Day with a guided walk along the West Bloomfield Trail. The first 150 participants receive a free t-shirt. This sponsorship includes a one-color logo on the t-shirt.

**Cost:** Presenting - \$1,000 / Event - \$250

**Audience:** 150+ people, mostly adults



## MARSHBANK MUSIC SERIES

(July)

The series includes four, free concerts presented on Wednesday evenings at beautiful Marshbank Park.

**Cost:** Presenting - \$3,000 / Event - \$1,000

**Audience:** 600+ people per concert, all ages



# SUMMER *Events*



Deadline for inclusion in print marketing materials and Activity Guide is February 9, 2024.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## BEES, BUTTERFLIES AND BLOOMS— A FESTIVAL FOR POLLINATORS

(August)

Families will learn all about the importance of pollinators in this action-packed nature event. A butterfly release, photo stations and a craft are all included.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 300 people, families



## HOLIDAY LUNCH PARTIES FOR SENIORS

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

**Summer Events:**

Kentucky Derby Party- May

Independence Day Picnic- June

**Cost:** \$250/lunch, limited to 2 sponsors per event

**Audience:** 80 seniors

**CONNECT**  
A Senior Gathering Place

Interested in making an in-kind  
donation instead? We need snack  
sponsors for Connect!

Please contact [mtehako@wbparcs.org](mailto:mtehako@wbparcs.org)  
for more information about  
making a donation.



# FALL *Events*



Deadline for inclusion in print marketing materials and Activity Guide is June 21, 2024.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## TASTES & TUNES

(September)

This event includes live entertainment and a catered lunch held at Marshbank Park.

**Cost:** Presenting - \$1000 / Event - \$250

**Audience:** 150 seniors



## CAMP OUT

(September)

Families set up tents in Marshbank Park and enjoy a variety of outdoor activities including fishing, s'more making, crafts and more.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 300 people, families



## SENIOR HEALTH FAIR

(October)

This free event features a vendor showcase, presentations and lunch. Vendors receive a booth at the event but are not included in marketing materials. All sponsors/vendors must be approved by our event partner, Henry Ford Health.

**Cost:** Sponsor - \$250 / Vendor - \$125

**Audience:** 200 seniors



## TRICK-OR-TREAT TRAIL

(October)

Children trick-or-treat on a 1/2 mile paved trail inside Marshbank Park. Businesses can host a station for free but must provide candy. Deadline to reserve a free booth is October 1.

**Cost:** Presenting sponsorship - \$1250 / Bag sponsor - \$500

Cider and donut sponsor - \$250 / Station host - free!

**Audience:** 2,500+ people, families



# FALL *Events*



Deadline for inclusion in print marketing materials and Activity Guide is June 21, 2024.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## GROUP HAYRIDES

(October)

Families and friends can reserve a private hayride at beautiful Marshbank Park as the colors change. The sponsorship covers all 4 evenings of hayrides.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 500 people, all ages



## HEROES APPRECIATION BREAKFAST

(November)

This free event honors veterans in the community with breakfast, live entertainment and featured speakers. Presenting sponsor is offered the opportunity to give the Pledge of Allegiance in addition to other sponsor benefits.

**Cost:** Presenting - \$1,500 / Bag Sponsor - \$500 / Event - \$250

**Audience:** 150 people, veterans and local dignitaries



## HIGH TOPS & HIGH HEELS

(November)

A special night out for moms and sons hosted at an upscale venue and includes dinner, games and a dj.

**Cost:** Presenting - \$500 / Event - \$250/night

**Audience:** 250 people, families



## HOLIDAY LUNCH PARTIES FOR SENIORS

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

### Fall Events:

Harvest Day (November)

Ho Ho Holiday Lunch (December)

**Cost:** \$250/lunch, limited to 2 sponsors per event

**Audience:** 80 seniors

**CONNECT**  
A Senior Gathering Place

# PROGRAM Sponsorships



## **CONNECT** A Senior Gathering Place

### **CONNECT MEMBER APPRECIATION EVENTS**

We host at least one special, free event for Connect members each season. This sponsorship covers them all, limited to 1 sponsor. Events have included Ice Cream Floats, Fat Tuesday, Strawberry Shortcakes and more.

**Cost: \$1200**

*Sponsorship available until sold. 12 month term. Sponsor to be included in following season's Activity Guide.*



### **EXERCISE YOUR MIND LUNCH & LEARN**

(offered each season)

WB Parks offers local professionals the opportunity to share their expertise with area seniors. Meals are provided. Lectures are scheduled morning, afternoon 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.

**Cost: \$500/event,  
only 2 sponsored events per month**

*Deadline for inclusion in the Activity Guide is October 27, 2023, February 9, 2024 or June 21, 2024.*

### **PICKLEBALL PROGRAM SPONSOR**



We see more than 400 participants annually in our clinics and registered pickleball programs. This sponsorship helps cover new equipment and program prizes. Sponsors receive recognition in all marketing materials and also have the opportunity to donate branded giveaways to participants. Does not include on-site component.

**Cost: \$250**

### **CAMP WB T-SHIRT SPONSOR**



Camp WB is our 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 for field trips. Your business name will also be printed in Fall Guide (mailed to nearly 30,000 households).

**Cost \$250, limited to 4 sponsors. Deadline is May 1, 2024.**

### **BEEHIVE SPONSORSHIP**

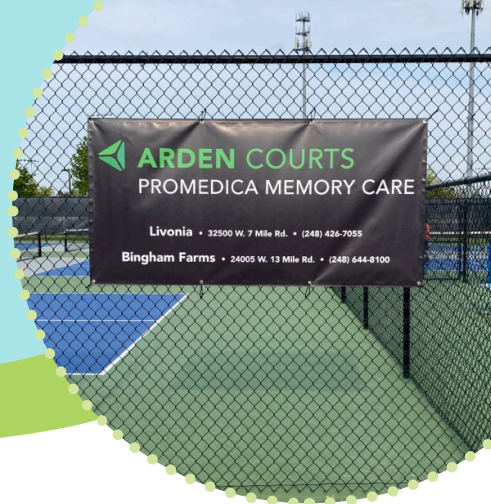


This sponsorship is perfect for the environmentally-conscious business! Through a partnership with the nonprofit, Bees in the D, we have beehives at Karner Farm. Sponsorship includes business logo on sign near beehives and option to have a booth at Bees, Butterflies and Blooms Pollinator Festival. Sponsorship term is 12 months.

**Cost: \$1,000 for a 12 month term. Deadline is February 9, 2024.**



# ADVERTISING *Opportunities*



## PARK BANNER

3 x 6 foot banner displayed in high park traffic areas April through October

**Choice of:** Marshbank Park, Drake Sports Park, Keith Sports Park, Pine Lake Park, West Bloomfield Dog Park

Business name also printed in Summer Guide (mailed to nearly 30,000 households). Cost includes full color banner.

**Cost: \$500**, following year renewal fee is \$400 (as long as banner is in good condition and can be reused)

Deadline for inclusion in Activity Guide is February 9, 2024. Banners can be purchased after this date, sponsors just don't receive recognition in Summer Guide.



## PRINT ADVERTISING IN SEASONAL ACTIVITY GUIDES:

- Mailed three times per year to 30,000 households in West Bloomfield (April, August, December)
- Online version receives an additional 5-10K views per season.
- Receive a 15% discount when you purchase consecutive ads.
- Printed in full color on gloss coated paper.
- Sizes are listed as width x height. Prices are per publication:
  - Full page \$1,400 or Full page premium (front or back inside cover) \$1,650 - 8.5"x11"
  - Half page \$1,050 - 8.25"x5.5"
  - Quarter Page \$600 - 4.75"x5"
  - Business Card \$325 - 2.25"x3.5"

If you're interested in advertising in our "Senior Happenings" newsletter, please e-mail [efrazier@Lpiseniors.com](mailto:efrazier@Lpiseniors.com) for rates and details.

## CONNECT

### CONNECT LITERATURE RACK OR DIGITAL ENTRANCE ADVERTISING AT CONNECT

Advertiser receives one 8.5x11 flyer holder in the main lobby of Connect or the option to place a digital ad on our entrance screen that displays the daily schedule.



### MEMORIAL PARK BENCHES

A Memorial Bench is a unique way to celebrate family, friends and important events, while contributing to the beautification of West Bloomfield's Parks.

Benches cost \$2,500 for a 10 year term and are available for sale in nearly every park we maintain.

For complete details, visit [wbparks.org/memorials](http://wbparks.org/memorials). Deadline for annual installation is July 30th.



### NATURE INTERPRETIVE SIGN SPONSORSHIPS

Our Nature Interpretive Sign Program is an uplifting way to celebrate the life of a loved one, or provide a gift to the whole community in the name of your business. Interpretive signs help park users understand and appreciate the natural environment they are visiting.

For complete details, visit [wbparks.org/memorials](http://wbparks.org/memorials).

# READY *to Sponsor?*

We would be more than happy to customize a sponsorship package for you. Sponsorships range from in-kind services to event naming rights. For more information, please contact:

**Meagan Tehako, Marketing & Communications Manager**  
mtehako@wbparks.org  
(248) 451-1914

## IT'S EASY TO START.



### Step 1

Review and select your desired sponsorship level(s).



### Step 2

Complete the form online at  
[wbparks.org/sponsorships](http://wbparks.org/sponsorships).



### Step 3

Receive your approval and invoice.



### Step 4

Process payment via check, payment plan  
or credit card.



### Step 5

Prepare for fun! We will be in touch with more  
event details.



# THE NATURE OF COMMUNITY.

## MISSION STATEMENT

Sparkling passion for nature while providing opportunities for community well-being.

## VISION

Continuously imagine the future of recreation, wellness and green spaces, that will encourage our diverse community to develop connections with nature and one another, ultimately contributing to the vibrancy of life in West Bloomfield.