



February 4, 2022

Dear Friend,

With only six more weeks of winter remaining, Chesterfield Leisure Services is deep into the planning stages for our spring, summer and fall seasons of activities. One of the things that goes into programming decisions is the availability of funding and community support behind a program. It's time for us to seek business partners for 2022 activities. The earlier we confirm financial support, the better we can plan.

Sponsorship opportunities are available for large-scale community favorites like the kick-off to summer Sundaes & Sunshine Social (Jun), the Summer Concert Series (Jul/Aug), and the Holiday Lighting event (Dec). This fall we will welcome Big Rig Fun to the line-up where families of all ages can touch-a-truck for a hands-on experience with their favorite vehicles. Our youth sports leagues are an excellent way to tailor your business advertisement to a specific group. Purchasing a park banner will get your business months of exposure inside of our heavily used outdoor sports complex.

Additionally, there are several events hosted specifically for our limited-income senior citizen friends. This type of programming is essential to the overall well-being and livelihood of this aging group and would not be possible without the aid of local businesses. Your donations help us to provide our seniors with activities, food, gifts, and outings that encourage them to come out of their homes, be active and enjoy safely socializing among one another. Friendships and camaraderie are the key to quality mental health and mood stability within this population. Your generous gifts also keep our programs affordable for senior participants. We can provide your promotional items and flyers to our guests when you financially support a program offered to our 55 and better crowd!

Sponsoring more than one event is permitted. If you are willing to sponsor an event, please notify the Leisure Services Department of your commitment. For businesses sponsoring a 2022 event, it would be ideal for sponsorship commitments and donations to be received no later than **April 1st**. The sooner a business agrees to sponsor the better able we are to timely promote the business on flyers, webpage, social media and brochures. Sponsorships can be mailed or dropped off to:

**Chesterfield Township Leisure Services**  
**ATT: Amanda Bowers or Michelle Kemp**  
**47275 Sugarbush**  
**Chesterfield, MI 48047**

Leisure Services representatives are available Monday-Friday, from 8AM-4:30PM to discuss sponsorships. We can be reached at 586-949-0400 ext. 4 or stop-by and see us next time you are inside of the Chesterfield Township Municipal Offices. We appreciate the support as we work towards providing the Anchor Bay area the very best in recreation offerings across the ages!

Your consideration of this request and support of leisure programming and services is greatly appreciated. We look forward to hearing of your ability to partner with us in our efforts!

With kindness,

Amanda Bowers  
Director of Leisure Services  
586-949-0400 ext. 6451  
abowers@chesterfieldtwp.org