



**Chesterfield Township  
Parks & Recreation Department  
47275 Sugarbush Road  
Chesterfield, MI 48047  
586-949-0400 ext. 4**

<http://parks.chesterfieldtwp.org>  
<http://www.facebook.com/ChesterfieldTwpPR>  
<https://twitter.com/ChesterfieldPR>

## **2016 Sponsorship Information**

The Chesterfield Township Parks & Recreation Department has many wonderful youth sports leagues and special events that take place throughout the year. Many of these events wouldn't be possible without the support of area businesses to help keep the costs low for our residents. We would love the opportunity to help you promote and market your business through our website, Social Media sites and publications. Below is a list of sponsorship opportunities that are available for the 2016 calendar year.

### **Banner Promotions at Brandenburg Park**

Memorial Day-Labor Day (multiple months of sponsorship)

#### **Banner Sponsorship: \$400.00**

With more than 18,000 cars visiting this destination park during the 2015 year, this is an EXCELLENT way to give your business months of exposure through advertisements. Sponsors will have a 3' x 7' banner placed along the fence bordering the main concrete walkway that leads up to this park's greatest attractions: the splash pad and the all new handicap accessible playground! These individual business banners will include sponsor name and logo (if desired).

### **Banner Promotions at Pollard Park**

April-October (multiple months of sponsorship)

#### **Banner Sponsorship: \$400.00**

This park is a hub of sports activity with kids playing baseball most weeknights and many weekends, mini sports camps, fall flag football, soccer practices/games and 20+ organizations leasing fields throughout the season. Players, parents and fans pile into this sports park during the spring, summer & fall. Our in-house leagues alone hosted 74 teams during the 2015 season; this is an EXCELLENT way to give your business months of exposure through advertisements. Sponsors will have a 3' x 7' banner placed on the fencing of one of our five baseball diamonds! These individual business banners will include sponsor name and logo (if desired).



**DADDY *daughter* DANCE**

### **Daddy/Daughter Dance**

February 22, 2015

Our Daddy/Daughter Dance is sure to create memories that will last forever! Each couple will be treated to a sit down catered meal and then will dance the night away together. Each daughter will receive a special gift and get a photo to remember the night.

**Presenting Sponsor: \$1000.00 (1 opportunity available) SOLD OUT**

- Business Logo in the 2016 Winter/Spring Program Brochure which is mailed out to all Chesterfield Township residents.

- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in an upcoming program brochure.
- First right of refusal for 2017

**Supporting Sponsor: \$625.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in an upcoming program brochure.

**Breakfast with the Bunny**

March 2016

This Easter event will provide families a low-cost opportunity to have a sit-down breakfast together and to take pictures with the Easter bunny. It's a great way to capture a photograph without paying the high mall prices! Pancakes, sausage and juice for everyone! Each child will receive a small goodie bag.

**Presenting Sponsor: \$1000.00 (1 opportunity available)**

- Business Logo in the 2016 Winter/Spring ROOTS Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Recognition in an upcoming program brochure.
- First right of refusal for 2017.

**Supporting Sponsor: \$625.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in upcoming ROOTS brochure.

**Baseball Team Sponsorship**

April-June 2016

July- August 2016

Have your business advertised on our team uniforms! Teams consist of 10-15 players and teams play 10-12 games. Sponsoring a team is an outstanding way to advertise to hundreds of players and families participating in our baseball leagues. Sponsorships allow us to provide players with full uniforms, umpires, groomed fields and season ending banquet-all while keeping program costs affordable for all.

**Team Sponsorship: \$200.00**

- Business logo, address and phone number screened on MLB replica team T-shirts.
- Business listed on all game/practice schedules.
- Sponsorship plaque with team photo.
- Advertisement on our Department Facebook and Twitter pages.
- Link to business website from our Department website.

### **Summer Concerts in the Park**

July-August 2016 (multiple weeks of sponsorship)

Brandenburg Park

A summer celebration complete with some of the best live entertainment in the county, the Splash Pad, concessions and more! This event is a way for people of ages to relax and enjoy a summer night along the shores of Anchor Bay. Sponsoring this event gives families a fun, free way to spend a summer evening out at the park and gives our sponsors multiple weeks of advertising!

#### **Presenting Sponsor: \$2000.00 (1 opportunity available)**

- Business Logo in the 2016 Spring/Summer Program Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases.
- Business advertised on our Department's Facebook and Twitter pages leading up to event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in an upcoming program brochure.
- First right of refusal for 2017.

#### **Supporting Sponsor: \$1000.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Business advertised on our Departments Facebook and Twitter pages leading up to event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in upcoming program brochure.

#### **Community Sponsor: \$500.00 (Unlimited opportunities available)**

- Logo on flyers and press releases
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at the event (Business provides).



### **Chesterfield Art and Music Festival**

August 27 & 28, 2016

Brandenburg Park

A two-day summer festival that highlights Arts & Crafts, Music and local food. This all-in-one event is a great hometown festival for the entire family. Sponsoring this event promotes family and community fun and togetherness.

#### **~~Presenting Sponsor: \$2500.00 (1 opportunity available)~~ SOLD OUT**

- Business Logo in the 2016 Spring/Summer Program Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases.
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event or have a booth.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Business will be announced on stage before and during each musical performance.
- Business name/logo advertised in event program.
- Recognition throughout the event via announcements.

- Recognition in an upcoming program brochure.
- First right of refusal for 2017.

**Supporting Sponsor: \$1500.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Opportunity to pass out businesses literature at the event or have a booth
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Business name/logo advertised in event program.
- Banner/Sign at the event (Business provides)
- Recognition in an upcoming program brochure.

**Festival Tent Sponsor: \$800.00 (Unlimited opportunities available)**

- Business name/logo will appear on the entertainment stage.
- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in upcoming program brochure.
- Business name/logo advertised in event program.
- Sponsor introduced on stage and announced by the band.

**Kids Creative Corner Sponsor: \$500.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (business provides).
- Recognition in an upcoming program brochure.
- Business name/logo advertised in event program.

**Halloween Jamboree**

October 2016

This Halloween event will be one that you do not want to miss out on! Brandenburg Park will be filled with Halloween fun for kids of all ages! Come dressed in your Halloween costume and enjoy trick or treating stations, tombstones, skeletons, witches, kid friendly lighted walking area, pumpkin picking, photo opportunities, music, concessions and more!

**Presenting Sponsor: \$1500.00 (1 opportunity available)**

- Business Logo in the 2016 Spring/Summer ROOTS Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases.
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in an upcoming program brochure.
- First right of refusal for 2017.

**Supporting Sponsor: \$1000.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in an upcoming program brochure.

**In-Kind Donations: (Candy, Prizes, Food, Drinks, Gift Cards, etc)**

- Business logo displayed on the day of the event.

- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.

### **Mother/Son Event**

November 2016

At our Mother/Son event, Mom's and sons will have the opportunity to spend a few hours together and doing something fun! Each couple will have the chance to win some great prizes!

#### **Presenting Sponsor: \$800 (1 opportunity available)**

- Business Logo in the 2016 Fall Program Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in an upcoming program brochure.
- First right of refusal for 2017.

#### **Supporting Sponsor: \$375.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in an upcoming ROOTS brochure.

### **Basketball Team Sponsorship**

December 2016-March 2017

Have your business advertised on our team uniforms! Teams consist of 10-12 players and teams play 8-10 games. Sponsoring a team is an outstanding way to advertise to hundreds of players and families participating in our basketball leagues. Sponsorships allow us to provide players with uniforms, referees, gym space for practices/games, participation awards and a season ending banquet all while keeping program costs affordable for all.

#### **Team Sponsorship: \$200.00**

- Business logo, address and phone number screened on team T-shirts
- Business listed on all game/practice schedules
- Sponsorship plaque with team photo.
- Advertisement on our Department Facebook and Twitter pages
- Link to business website from our Department website.

### **Tree Lighting Ceremony**

December 2016

The annual tradition, this festivity includes Christmas Caroling, reindeer, Santa and Mrs. Claus, ice carvings and holiday craft. Santa will be available for pictures FREE of charge.

#### **Presenting Sponsor: \$1500.00 (1 opportunity available) SOLD OUT**

- Business Logo in the 2016 Fall Program Brochure which is mailed out to all Chesterfield Township residents.
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook and Twitter pages leading up to the event.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Ice sculpture with business name/logo at the event.
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Recognition in an upcoming program brochure.

- First right of refusal for 2017.

**Supporting Sponsor: \$1000.00 (Unlimited opportunities available)**

- Logo on flyers and press releases.
- Business advertised on Parks & Recreation website with a link to businesses website.
- Ice sculpture with business name/logo at the event.
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants.
- Banner/Sign at event (Business provides).
- Recognition in upcoming ROOTS brochure.

**Ice Sculpture Sponsor: \$400.00 (Unlimited opportunities available)**

- Business name/logo on ice sculpture at the event.
- Business advertised on Parks & Recreation website with a link to businesses website.

For more information regarding any league or special event sponsorship please contact the Parks & Recreation Department at 586-949-0400 ext. 1109, Monday thru Friday 8:00AM-4:30PM.

To secure a sponsorship please complete the form below and return with payment to the Parks & Recreation Department. If you prefer to be billed for your sponsorship please let us know and we'll send you an invoice.

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Special Event/League Sponsoring: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

Would you like us to bill you? \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Business Website: \_\_\_\_\_

Business Facebook/Twitter address: \_\_\_\_\_

**Mail to:**

**Chesterfield Township Parks & Recreation  
47275 Sugarbush Road  
Chesterfield, MI 48047  
ATTN: Amanda Willard**