



Chesterfield Township Parks and Recreation Department

47275 Sugarbush Road, Chesterfield, MI 48047

586-949-0400 ext. 4

parks.chesterfieldtwp.org

Facebook: Chesterfield Township Parks & Recreation

2019 Sponsorship Information

The Chesterfield Township Parks and Recreation Department has a multitude of community oriented special events and youth sports leagues 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. Additionally, your contributions allow us to offer many new programs, special events, and to add some flair to some of our most popular established activities! If 2019 is as successful as the past year, our department will be able to continue its quest to provide low cost family programming in a multitude of settings and reach all members of our community. We welcome the opportunity to help you promote and market your business through our website, Social Media sites and publications.

Attached is an outline of our 2019 Sponsorship Benefits and Opportunities. It designates the special events and leagues that our department hosts for not only its residents, but also those of surrounding cities and townships. With your sponsorship dollars, not only will you be helping us to provide programs at a low-cost to families, but we too can assist YOU, by marketing YOUR business within the community. You can choose to sponsor a sports team and have your company logo proudly displayed on the player jerseys and your business name promoted on league schedules, or when you sponsor a special event your business name/logo will be displayed on our website, flyers, press releases, social media and more! By teaming up with us, you will be surprised by the many ways in which we can market and promote your company. It is our goal to highlight your business to our participants, families and friends!

Thank you for your consideration. We look forward to partnering together to provide quality recreation programs and to promote your business. Keep in mind, that securing sponsorship early will give your business the greatest choice! Should you have any questions, or you would like to become a community partner through sponsorship, please contact our department at 586-949-0400, ext. 6451 at your earliest convenience. We hope that you will find sponsoring with Chesterfield Township Parks and Recreation is an excellent way to grow your business while supporting our community!

Daddy/Daughter Dance

February 24, 2019

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 will then dance the night away together. Each daughter will receive a special gift and get a photo to remember the night.

Presenting Sponsor: \$1500.00 (1 opportunity available)

- Business Logo in the 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website
- Exclusive business "shout out" on Facebook
- Sign with business logo at the event
- Business logo advertised on take-home photo jacket
- Opportunity to pass out businesses literature at the event
- Ability to bring in promotional entertainment (w/CTPR prior approval)
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants
- Opportunity to speak publicly at event
- First right of refusal for 2020

Supporting Sponsor: \$750.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's 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 Sponsor: Gift Certificates (Unlimited Opportunities)

- Recognition at event
- Recognition on our Department's Facebook page

Easter Bunny Breakfast

April 13, 2019

This Easter event will provide families a low-cost opportunity to take pictures with the Easter Bunny and celebrate the season! It's a great way to capture a photograph without paying the high mall prices. Participants enjoy an All-You-Can Eat Pancake Breakfast and stops along a Bunny Trail complete with outdoor activities and springtime surprises!

Community Sponsor: \$500.00 (2 Opportunities available)

- Business Logo in the 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website
- Exclusive business "shout out" on Facebook
- Sign with business logo at the event
- Recognition on electronic Township sign
- First right of refusal for 2020

Supporting Sponsor: \$250.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website with a link to businesses website
- Banner/Sign at event (Business provides)

Summer Concerts in the Park

July-August 2019 (multiple weeks of sponsorship)

Brandenburg Park

A summer celebration complete with some of the best live entertainment in the county, the Splash Pad, ADA accessible playground, fishing pier, and an overall boater's paradise! This event is a way for people of all 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 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business name included with event name on all publications
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website
- Exclusive business "shout out" on Facebook
- Sign with business logo at each weekly concert
- Business provided banner exclusively placed on central pavilion for series duration
- Opportunity to pass out business's literature at the event
- Business logo advertised on banner at park entrance
- Ability to bring in promotional entertainment (w/CTPR prior approval)
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants
- Opportunity to speak publicly at event
- First right of refusal for 2020

Supporting Sponsor: \$750.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website with a link to businesses website
- Business logo advertised on banner at park entrance
- Opportunity for your employees to volunteer at event for 1 on 1 contact with participants
- Banner/Sign at event (Business provides)

Kids Activity Sponsor: \$500.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Banner/Sign at event (business provides)
- Recognition in an upcoming program brochure
- Business name/logo advertised in event program

On-site Food Vendor: \$200.00 (Limited opportunities available)

- Sells product onsite each week of concert series (w/CTPR approval)

Halloween Boo Bash

October 2019

This Halloween event will be one that you do not want to miss out on! 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, food and more!

Pumpkin Sponsor: \$650.00 (1 opportunity available)

- Business Logo in the 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website
- Exclusive business "shout out" on Facebook
- Sign with business logo at the event

On-Site Trail Sponsor (Candy Provided): \$500.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's website
- Employees volunteer passing out candy at the event for 1 on 1 contact with participants
- Banner/Sign at event (Business provides)
- Recognition in an upcoming program brochure

On-Site Trail Sponsor: \$250.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's website
- Employees volunteer passing out candy at the event for 1 on 1 contact with participants
- Banner/Sign at event (Business provides)
- Recognition in an upcoming program brochure
- Business required to bring enough candy, toys or kid-friendly giveaways for all event participants (giveaway CTPR approved)

Tree Lighting Tradition

December 6, 2019

The annual tradition includes Christmas Caroling, kid's crafts, coloring contest, visits with Santa, refreshments and plenty of holiday cheer! Chesterfield Township will provide families an opportunity to take pictures with Santa free of charge.

Community Sponsor: \$1000.00 (1 opportunity available)

- Business Logo in the 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website
- Exclusive business "shout out" on Facebook
- Sign with business logo at the event
- Opportunity to pass out business's literature at the event
- Ability to bring in promotional entertainment (w/CTPR prior approval)
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants
- Opportunity to speak publicly at event
- First right of refusal for 2020

Supporting Sponsor: \$500 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's 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 program brochure

Family Specialty Days

Examples: Bingo Nights, Craft Days, Trivia Nights, Harvest Days, Spring Flings

Chesterfield Parks & Recreation provides low-cost or cost-free family friendly events promoting "screen-free" quality time with your family and friends within your community.

Community Sponsor: \$750.00 (Unlimited opportunities)

- Business Logo in the 2019 Program Brochure which is mailed out to more than 21,000 residential addresses
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event.
- Business advertised on Parks & Recreation website.
- Exclusive business "shout out" on Facebook
- Sign with business logo at the event.
- Opportunity to pass out businesses literature at the event.

- Ability to bring in promotional entertainment (w/CTPR prior approval)
- Opportunity for your employees to volunteer at the event for 1 on 1 contact with participants
- Recognized by announcement(s) at the event

Supporting Sponsor: \$250.00 (Unlimited opportunities available)

- Logo on flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Business advertised on Parks & Recreation website with a link to business's website
- Recognition in an upcoming program brochure

In-Kind Sponsor: Gift Certificates (Unlimited Opportunities)

- Recognition at event
- Recognition on our Department's Facebook page

Banner Promotions at Pollard Park (Dugout or Batting Cages)

May-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 flood this sports park during the spring, summer & fall. Our in-house leagues and programs alone host more than 1000 participants and 75 teams during the 2018 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 are in full-color and include business name and logo!

Team Sponsorship (League Sports)

April-June 2019

July-August 2019

Have your business advertised on our team uniforms! Teams consist of 8-15 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 league sports. Sponsorships allow us to provide players with full uniforms, officials, playing fields/courts, and awards, all while keeping program costs affordable.

Team Sponsorship: \$200.00

- Business logo, address and phone number screened on all team uniform shirts
- Business listed on all game/practice schedules
- Sponsorship plaque with team photo
- Advertisement on our Department Facebook pages
- Business advertised on Parks & Recreation website
- Ability to bring promotional items and interact with team (w/CTPR prior approval)

For more information regarding any league or special event sponsorship please contact the Parks and Recreation Department at 586-949-0400 ext. 6451, Monday thru Friday 8:00AM-4:30PM.

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

Chesterfield Township Parks and Recreation Department

47275 Sugarbush Road, Chesterfield, MI 48047

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2019 Sponsorship Commitment Form

Sponsored Special Event/League: _____

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

