



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

**[parks.chesterfieldtwp.org](http://parks.chesterfieldtwp.org)**

**Facebook:** Chesterfield Township Parks & Recreation

## **2020 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 2020 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 2020 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. In addition, 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 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 you will find that sponsoring with Chesterfield Township Parks and Recreation is an excellent way to grow your business while supporting our community!

## **Daddy/Daughter Dance**

February 23, 2020

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 their evening.

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

- Business Logo in the 2020 Program Brochure which is mailed out to more than 21,600 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 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 one-on-one contact with participants
- Opportunity to speak publicly at event
- First right of refusal for 2021

### **Community 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 one-on-one contact with participants
- Banner/Sign at event (Business provides)
- Recognition in an upcoming program brochure

## **Easter Bunny Breakfast**

April 4, 2020

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: \$750.00 (Opportunities available)**

- Business Logo in the 2020 Program Brochure which is mailed out to more than 21,600 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 2021

### **Supporting Sponsor: \$500.00 (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 Day Camp**

June 15-August 22, 2020 (10 Weeks)

Youth Center and Field Trips

This is a state-licensed summer day camp program. Every day is action-packed with something new. Campers expect a summer filled with giggles, games, crafts, a little learning and Pizza Fridays! Campers take two field trips each week, one to Stoney Creek and another to a fun destination! Campers wear their T-shirts twice a week on both field trip days. They are out and about in our surrounding communities "advertising" your business. We host 50-55 campers each week, all summer!

### **Community Sponsor: \$600.00 (Multiple opportunities available)**

- Business name included with event name on all publications
- Business name/logo included on Camp T-shirts
- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page.
- Business advertised on weekly camp newsletter hitting the home of each camper.
- Opportunity to send business literature home with campers

### **In-Kind Sponsor: Pizza Provider (10 opportunities available)**

- Become an in-kind sponsor for 1 week or all 10!
- Recognition at camp
- Recognition in an upcoming brochure
- Recognition on our Department's Facebook page
- Business advertised on weekly camp newsletter hitting the home of each camper.
- Permission to place your own banner up at Camp Headquarters for the duration of summer. Camp headquarters hosts a variety of other programs. It's great exposure within the community your business serves.

## **Summer Concerts in the Park**

2020: July 16, 23, 30

Brandenburg Park

It is a summer celebration with a spectacular view! Adults kick back and relax in the park, while the kids play! With business support, we host some of the BEST live entertainment in the county! Brandenburg Park has a Splash Pad, ADA-accessible playground, fishing pier, and is 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: \$2500.00**

- Business Logo in the 2020 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

### **Community Sponsor: \$1000.00**

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

**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 one-on-one contact with participants
- Banner/Sign at event (Business provides)

## **Sunset to Sunrise Campout**

July 2020

Location: TBD

It's a community-wide campout to include dinner, breakfast, sing-a-longs, story-telling, an inflatable movie and more. It is a backpack bash complete with school supplies and some late summer fun! Participants experience the great outdoors as they set up camp in their neighborhood park.

**Presenting Sponsor: \$750.00**

- 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
- Opportunity to pass out business's literature at the event
- Opportunity for your employees to volunteer at the event for one-on-one contact with participants

**Supporting Sponsor: \$500.00 (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
- Opportunity for your employees to volunteer at event for one-on-one contact with participants
- Banner/Sign at event (Business provides)

## **Halloween Boo Bash**

October 9, 2020

This Halloween event will be one that you do not want to miss out on! It is 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 Patch Sponsor: \$750.00**

- Business Logo in the 2020 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
- Opportunity to pass out business's literature at the event
- Opportunity for your employees to volunteer at the event for one-on-one contact with participants
- Sign with business logo at the event

**Bounce House Sponsor: \$500.00 (1 opportunity available)**

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's website
- Employees can volunteer and dress-up and distribute literature for one-on-one contact with participants
- Banner/Sign at event (Business provides)
- Recognition in an upcoming program brochure

**Refreshments Sponsor: \$500.00 (1 opportunity available)**

- Logo on flyers and press releases
- Business advertised on Parks & Recreation website with a link to business's website
- Employees can volunteer and dress-up and distribute literature for one-on-one 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 one-on-one 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 4, 2020

Township Municipal Offices

The annual tradition includes Christmas Caroling, kids' 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.

**Presenting Sponsor: \$2000**

- Business Logo in the 2020 Program Brochure which is mailed out to more than 21,600 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 one-on-one contact with participants
- Opportunity to speak publicly at event

**Community Sponsor: \$750.00**

- Business Logo on all flyers and press releases
- Business advertised on our Department's Facebook page leading up to the event
- Sign with business logo at the event
- Opportunity to pass out business's literature at the event
- Opportunity for your employees to volunteer at the event for one-on-one contact with participants

**Supporting Sponsor: \$500 (Unlimited opportunities available)**

- Logo on flyers and press releases
- Opportunity for your employees to volunteer at the event for one-on-one contact with participants
- Banner/Sign at event (Business provides)
- Recognition in upcoming program brochure

## **Sundaes & Sunshine Social**

June 2020

Township Municipal Offices

A summertime celebration complete with ice cream sundaes and plenty of fun! Event is free for attendees and includes train rides, ice cream, a clown, balloons, two interactive presentations, K-9 unit, fire trucks and more. The Voyageur encampment takes place in the neighboring village so we entertain all ages in this cross-generational event promoting our local history and welcoming summer!

### **Presenting Sponsor: \$750.00**

- Business Logo in the 2020 Program Brochure which is mailed out to more than 21,600 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

### **Supporting Sponsor: \$500.00 (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)

## **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. In addition, there are 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 hosted more than 1000 participants and 75 teams during the 2019 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)**

January-March 2020

May-June 2020

July-August 2020

September-October 2020

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: full uniforms for players, 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 form 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.

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Chesterfield Township Parks and Recreation Department  
47275 Sugarbush Road, Chesterfield, MI 48047  
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Facebook: Chesterfield Township Parks & Recreation



## 2020 Sponsorship Commitment Form

Sponsored Special Event/League: \_\_\_\_\_

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

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

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

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

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

Business Email: \_\_\_\_\_

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

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

**Mail to:**

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