



Chesterfield Township Leisure Services Department

47275 Sugarbush Road, Chesterfield, MI 48047

586-949-0400 ext. 4

parks.chesterfieldtwp.org

Follow us on our Facebook pages at:

[Chesterfield Township Parks & Recreation](#) or [Chesterfield Township Senior Center](#)

2021 Sponsorship Information

The Chesterfield Township Leisure Services Department has a multitude of community-oriented special events, activities, classes, sports leagues and services that take place throughout the year. Many events wouldn't be possible without the support of area businesses to help keep the costs low for our clientele. Additionally, your contributions allow us to offer new programs, special events, and enhance our most popular established activities. Our department's goal is to make recreational opportunities happen for all ages and abilities. Providing our participants opportunities to smile is what we aspire to do!

We are preparing for a growth in the need of services and offerings in 2021 as families require significantly more active outlets and self-care opportunities as they face increased hardships (financial, health and social) due to the effects from COVID-19. That makes this year especially important in sponsorship acquisition. WE NEED YOUR HELP to provide families of all comfort levels a number of ways to recreate and feel safe from disease in doing so. The youth and senior populations need opportunities for togetherness and engagement now more than ever. There is a ton of new material being researched, created, visualized and instituted in both recreation and seniors so that individuals and groups can recreate in ways that improve health, wellness and increase activity. If 2021's sponsorship campaign is successful, Leisure Services will be able to continue to offer 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 and publications while you support our endeavor to better serve the Chesterfield community through leisure opportunities.

Attached, is an outline of the Leisure Services Department's 2021 available financial partnerships. It specifies a number of opportunities that our department host, cost-free or low-cost necessitated by business support. 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 will see your business name/logo displayed on our website, flyers, press releases, social media and more! Plus, when teaming up with us, your supportive dollars go directly to the program of your choice. Your business also has the ability to engage with the participants, get out in the community and be part of the excitement! When you choose us, we make it our goal to highlight your business in multiple ways to our participants, families and friends.

Thank you for your consideration. We look forward to partnering together to provide quality recreation programs and services that promote your business. Committing to sponsorship early gives 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. We hope you will find that sponsoring with Chesterfield Township Leisure Services is an excellent way to grow your business while supporting our community!

Sponsorships available at the levels listed below. You choose the level & program which is best suited to your unique business. There's a program and level waiting for you!

CORPORATE: \$2000+

- Your choice of one series program sponsorship which include Summer Concerts, Christmas, Easter, Summer Day Camp. Series programs include multiple dates/times of categorized offerings.
- First right of refusal for 2022.
- Business name posted on all advertisements for the event, including postings at the event.
- Business listed on digital message boards and sponsor level distinction banners (where applicable.)
- Corporate logo hyperlinked on the Leisure Services website to direct traffic to your site.
- First right of refusal with sponsored event allocations
- Business name, logo listed in Chesterfield Connection publication mailed to 21,000+ households with additional marketing to senior center members as applicable.
- Business name, logo, phone & website listed on Leisure Services website.
- Recognition of your event sponsorship on our social media promotions.
- Privilege to set up and run a promotional table for your business during your sponsored series events (multiple dates). Promotional material and entertainment approved in advance by CT Leisure Services.
- Opportunity to speak publicly during the sponsored series.

GOLD: \$1000+

- Business name posted on all advertisements for the sponsored event, including postings at the event.
- Business name, logo listed in Chesterfield Connection publication mailed to 21,000+.
- Business listed on digital message boards and sponsor level distinction banners (where applicable.)
- Business logo hyperlinked on the Leisure Services website to direct traffic to your site.
- Business name, logo, phone & website listed on the Leisure Services website.
- Recognition of your event sponsorship on our social media promotions.
- Privilege to set up and run a promotional table for your business during your sponsored event (one date only in a series program sponsorship. Multiple dates included in the corporate level sponsorship.)

SILVER: \$750+

- Business name posted on all advertisements for the event, including postings at the event.
- Business name, logo listed in Chesterfield Connection publication mailed to 21,000+.
- Business listed on digital message boards and sponsor level distinction banners (where applicable.)
- Business name, phone & website listed on the Leisure Services website.
- Recognition of your event sponsorship on our social media promotions.
- Privilege to set up and run a promotional table for your business during your sponsored event (one date only in a series program sponsorship. Multiple dates included in the corporate level sponsorship.)

BRONZE: \$500+

- Business name posted on all advertisements for the event, including postings at the event.
- Business name, logo listed in Chesterfield Connection publication mailed to 21,000+.
- Business name, and phone or website listed on the Leisure Services website
- Recognition of your event sponsorship on our social media promotions.
- Privilege to set up and run a promotional table for your business at an event (one date only in a series program sponsorship. Multiple dates included in corporate level sponsorship.)

FRIENDS: \$250-\$499

- Business name posted on all advertisements for the event, including postings at the event.
- Business name, logo listed in Chesterfield Connection publication mailed to 21,000+.
- Recognition of your event sponsorship on our social media promotions

****SPECIAL** SEASONAL OPPORTUNITIES TO SPONSOR**

Two opportunities which include months of advertising for one low-price

Banner Promotions at Pollard Park: \$400

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 typically host more than 900 participants and 70 teams. 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 or centrally located batting cages. Individual business banners are in full-color and include business name and logo. Advertisements displayed from May-October (6 months!)

Team Sponsorships: \$250

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. \$250 gets you two months of advertisements.

- ~ 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

Trick-or-Treat Trail Business Sponsors: \$250

Be part of our ever-popular and ever-growing Halloween Trick-or-Treat Trail.

- ~ Business name posted on all advertisements for the event, including postings at the event.
- ~ Business name, logo listed in Chesterfield Connection publication mailed to 21,000+ households
- ~ Recognition of your event sponsorship on our social media promotions.
- ~ Businesses receive a designated 10' x 10' space on the Treat Trail to pass out promotional materials, dress-up, decorate and interact with our 700+ Halloween participants.
- ~ Business bring enough candy, toys or kid-friendly items to give-a-way to all trick-or-treaters (CTPR approved)



For further sponsorship information or to make a verbal commitment, please contact the Leisure Services Department at 586-949-0400 ext. 6451. Office hours are Monday-Friday from 8:00AM-4:30PM.

To secure a sponsorship without question, please complete the attached form and return it with payment to Chesterfield Township Leisure Services. If you prefer to be billed for your sponsorship, please let us know and we'll provide an invoice. Thank you for your consideration in partnering with us



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2021 Sponsorship Commitment Form

Sponsored Activity/Activities: _____

Total Sponsorship Amount: _____ Would you like to receive an invoice? _____

Business Name: _____

Business Address: _____

Business Phone Number: _____

Business Email: _____

Business Website: _____

Business Facebook/Twitter address: _____

PROGRAMS AVAILABLE TO SPONSOR

One-time Activities: Daddy Daughter ~ Sundaes & Sunshine Social ~ Sunrise to Sunset Camp Out ~ Fall Harvest ~ Halloween Tricks & Treats ~ Mom & Son ~ Senior Valentine ~ Senior St. Patrick's ~ Senior Red, White & Blue ~ Senior Veteran's ~ Senior Halloween ~ Senior Thanksgiving ~ Senior Christmas ~ Senior Bingo ~ Senior Crafts ~ Senior Lunches ~ Senior Winter

Series Activities (Multiple Dates or One Depending on Level): Summer Concert Series ~ Easter Events ~ Christmas Events ~ Summer Day Camp

Special Programs (Seasonal): Pollard Park Banners ~ Sports Teams ~ Trick-or-Treat Trail

***Please email a PDF digital black and white and/or color logo for your business to: abowers@chesterfieldtwp.org

Sponsorship Commitment Form can be mailed to:
Chesterfield Township Department of Leisure Services
47275 Sugarbush Road, Chesterfield, MI 48047
ATTN: Amanda Willard

