



2024 SPONSORSHIP OPPORTUNITIES



Connect with your community and your community will connect with you!



Waterford Parks & Recreation

MAKING LIFE FUN!

The Waterford Parks and Recreation Department hosts a number of special events, sports and programs throughout the year, attracting thousands of attendees.

Through sponsorship opportunities with the Waterford Parks and Recreation Department, your business will be able to maximize exposure to the residents of Waterford Township and highlight your value to the community.

Please look over the following pages filled with various opportunities. We encourage you to review our offerings and determine your desired level of involvement.

Your dedication and investment in the betterment of our community is truly appreciated. If you have any questions or would like to partner with us, please complete the 2024 Sponsorship Form or contact us.

Together we can enhance the well being of our community through laughter, play, conservation and discovery!

Thank you for considering this opportunity.

Alison Swanson

Alison Swanson
Parks and Recreation Director
aswanson@waterfordmi.gov



THANK YOU 2023 SPONSORS

Adler's Towing
Advanced Tree Solutions
Ann Vos
Athletico Physical Therapy
Bailey Bunker
Beauchamp Water Treatment
Biggby Coffee-White Lake
Bob B's Party Rentals
Breen's Landscape & Supply Center
Buffalo Wild Wings
Central United Methodist Church
Clarkston Towing
Clyde's Frame & Wheel Service, Inc.
Chevrolet Detroit Grand Prix-Presented by Lear
CNS Healthcare
Community Outreach Services
Detroit Wing Company
Dogtopia of Bloomfield
Donna Kelley
Don & Lee Hamilton
Douglas Water Conditioning
Edward R. White Construction
Friends of the Drayton Plains Nature Center
Friends of the Waterford Township Library
Gary Wall, Township Supervisor
Genisys Credit Union
Golden Age Club
Goldfish Swim School—Clarkston
Henry Ford Health
Home Depot
Houghton's Cove

Hutchinson's Electric
Kim Markee, Township Clerk
Jet's Pizza
Josh Gold Real Estate
Landscape Services, Inc.
Lourdes Senior Community
Margaret Birch
Mavericks Marine
McLaren Oakland
Media Network of Waterford
Merit Dental
Michigan United Credit Union
Mosquito Joe
Mr. C's Custom Cone Co.
NCA Pharmacy
New York Life
NKB & Associates
Oak Electric
Oakland County International Airport
Oakland County Parks
Oaksode Prep Academy
Oasis Health Foods & More
On a Dragonfly's Wings
Optimist Club of Waterford
Planet 59
Pon-T-Ac Grotto
Pontiac Lodge
R & D Drywall
Recovered Chiropractic
Rotary of Waterford
Rumph Chiropractic

Russ's Party Store
Scrap Dog Recycling & Salvage
Signs Now
Star EMS
Starlight Theater
State Farm-Joe Fagan
Sweet T's Ice Cream
The Milner Agency-Farm Bureau Insurance
The Resources Team, L.L.C.
Tippin Fence
Town Planner
Ultra Salon Suites
United States Postal Service
Van Horn Concrete
Vibe Credit Union
Virgil & Jackie Williams:
Tom Donaldson Memorial Golf Outing
Voltron Power
Walter T's Grooming Company
Waterford Coalition for Youth
Waterford Department of Public Works
Waterford Hill Road Racing
Waterford Mitsubishi
Waterford Police Department
Waterford Regional Fire Department
Waterford School District
Waterford Volunteer Firefighters Association
Waterford Youth Assistance
WCA Baseball
William G. and Myrtle E. Hess Charitable Trust
WOTA (Western Oakland Transportation Authority)



Field Banner

Would you like to see your company's name or logo displayed on one of our field fences? These fields host a wide variety of outdoor activities throughout the year including: Youth Baseball and Softball, Youth Soccer, and much more!

Park Locations: Rotary, Herrington, Lions, Optimist, Shell or Civic Center Soccer Fields.

Duration: April 1—October 31

Banner Info: With the sponsorship we handle the ordering and printing of the 3' x 6' banner.

Cost: \$500



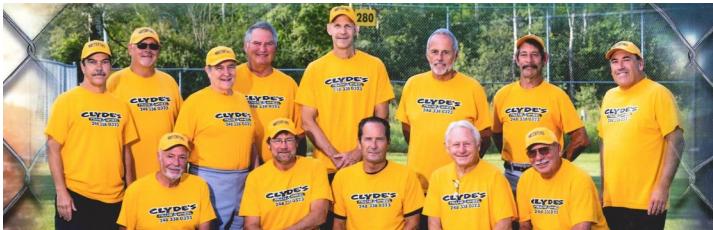
Flash's Friendship Club

Waterford Parks and Recreation offers a FREE Therapeutic Recreation Social Club with a monthly activity for individuals ages 4 and older. Currently the club has over 40 registered members with plans to grow. Sponsorship funds will be used to offset the cost of supplies for monthly activities in order to keep them free of charge to participants.

Duration: 2024

Sponsorship Info: Business logo printed on monthly calendar, business logo shared on website and social media, and business name will be printed in our seasonal brochure mailed to residents. Sponsors will be invited to the year-end celebration held in December.

Cost: \$400



248-674-5441



Summer Camp T-Shirts

Farm Camp, Little Farmers & Nature Camps

Sponsorship Info: Business logo and/or company name printed on back of summer camp t-shirts (one color). Business name will be printed in our seasonal brochure mailed to residents and on our website. There may be more than one sponsor logo on camp shirts.

Cost: \$1,200



Youth Sports Team

Your partnership will give you exposure to thousands of people and help create lasting memories all season long! We are looking for companies or organizations to cover the cost of team uniforms for one of our various youth sports leagues. If you commit to sponsorship, we will pair you up with one team from our Summer Ball League this year. Provide us with your logo and color scheme and we will do the rest.

Sponsorship Info: Business logo and/or company name printed on team t-shirt and hats (softball/baseball only) for players. Business name placed on all league schedules that are emailed to parents and are available on our website. You will receive a sponsor award plaque after the season concludes, and business name will be printed in our seasonal brochure mailed to residents.

Cost: \$475

60+ Senior Softball

Support local senior athletes as they compete against teams from surrounding communities in fun weekly softball games.

Business logo (one color) printed on front of team uniform. Advertisement in two issues of the Lifelong Recreation Newsletter, website recognition, sponsorship recognition in the fall recreation brochure.

Cost: \$650

waterfordmi.gov/parks

SPECIAL EVENTS

Choose from:

- Bunny Bingo
- Daddy-Daughter Dance
- Funtober
- Meet the Fleet

- Mother-Son Dance
- NERF Battle
- Sheep Shearing & Pancake Breakfast

WHAT YOU GET	\$1,200	\$900	\$600
Display of company provided banners at event	✓		
Display of company provided signage at event	✓	✓	
E-Blast sponsorship recognition	✓	✓	
Recognition on event flyer* (Must be committed 2 months prior to event to be on event flyer)	✓	✓	✓
Social media recognition before and after event	✓	✓	✓
Brochure and website donor recognition	✓	✓	✓
Station recognition at event (if applicable)	✓	✓	✓
Display literature at event	✓	✓	✓



Choose from:

- 38th Annual Harvest Happening Fall Festival
- Holiday Hoopla & Tree Lighting

WHAT YOU GET	\$2,500 Presenting Sponsor	\$1,200	\$600	\$400
Premium recognition throughout event	✓			
Logo in Lifelong Recreation Newsletter	✓			
Display of company provided banners at event	✓			
E-Blast sponsor recognition	✓	✓	✓	
Station recognition at event	✓	✓	✓	
Recognition on event flyer* (Must be committed 2 months prior to event to be on event flyer)	✓	✓	✓	✓
Social media recognition before and after event	✓	✓	✓	✓
Brochure donor recognition	✓	✓	✓	
Website recognition	✓	✓	✓	✓
Announcement at event	✓	✓	✓	✓



Please Note: There may be more than one sponsor at each of the listed sponsorship levels.

248-674-5441

waterfordmi.gov/parks



Concerts in the Park Sponsorship Opportunities

Summer Concert Dates

June 6 - June 13 - June 20 - June 27

Thursdays - 6:00 P.M.

825 S. Williams Lake Road



Concerts in the Park is a popular series of FREE Concerts in Hess- Hathaway Park hosted and coordinated by the Waterford Area Chamber of Commerce and Waterford Parks & Recreation. This partnership allows us to market collaboratively maximizing exposure for our sponsors and delight our patrons community wide!



PRESENTING SPONSOR • \$3500 INDUSTRY EXCLUSIVE SPONSORSHIP

Premium recognition on Chamber and Parks & Recreation "Concerts in the Park" web pages during all event promotion
Top recognition stage announcements at all summer concerts
Vendor Display (table provided) at all concerts
Full Page black and white Ad in the "Summer Concert" program Logo included in all printed media promotions
Logo included in all social media promoting the concerts
Logo on flyers in chamber newsletter and all concert advertising Logo included in all WACC Enews promoting concerts
Top Placement of Logo on banner at Event
Right to Use the "Summer Concert" logo/name in Your company advertising the year sponsoring event
Sponsorship recognized on Media Network Community Bulletin Board for all concerts
Logo on Concerts in the Park website home page & "Business Showcase" on chamber homepage with link for the calendar year
Two Member Exclusive Chamber Enews distributions
First right of refusal as Presenting Sponsor for next year's Concerts in the Park
Logo on full page WACC Ad in Parks & Rec Goldent Age Club Newsletter
Logo on half page WACC Ad in Parks & Rec 2024 Spring Brochure
Logo in quarter page Concert Ad in WACC Annual Directory

CONCERT MASTER • \$2000

First right of refusal as Concert Master Sponsorship for next year's Concerts in the Park
Premium recognition on WACC & WP&R Concerts in the Park web pages during all event promotion
Top recognition stage announcements at all summer concerts
Vendor display/promotion at all concerts (optional)
Full Page ad in the "Summer Concert" program
Logo included in all printed media promotions
Logo on flyers in Chamber newsletter and all concert advertising Logo included in all social media promoting the concerts
Logo in the Summer Parks & Recreation Brochure
Top placement of logo on banner
Right to use the "Summer Concert" logo/name in the year sponsoring the event
Sponsorship recognized on Media Network community bulletin board for all concerts
Logo on flyer for Senior 50+ program bi-monthly newsletter
Logo on Concerts in the Park website home page

SECTION LEADER • \$1000

One-Half page ad in the "Summer Concert" program
Recognition from the stage as a Section Leader sponsor
Vendor display/promotion at all concerts(optional)
Logo on banner at event as Section Leader sponsor
Logo included in all printed media promotions including WACC Chamber newsletters,flyers and event handbills
Logo included in all WACC Chamber Enews promoting concerts
Right to use the "Summer Concert" logo/name in your company advertising in the year sponsoring the event
Logo on Concerts in the Park website home page
Logo in summer Parks & Recreation Brochure

BAND MEMBER • \$500

1/3 Page ad in the "Summer Concert" program
Logo included in all WACC Chamber Enews promoting event
Logo on banners at event as a Band Member sponsor
Vendor display at all concerts (optional)
Right to use the "Summer Concert" logo/name in your company advertising in the year sponsoring the event
Logo on Concerts in the Park website home page
Listed as a donor in Parks & Recreation Brochure

"IN THE PARK" FRIENDS • \$250

Business card ad in "Summer Concert" program
Logo or listing on banner at the Concerts
Logo on flyers in Chamber newsletter and flyers promoting concerts
Logo on Concerts in the Park website home page
Listed as a donor in Parks & Recreation Brochure

COMMUNITY SUPPORTERS - \$100

Concert Friend listing in "Summer Concert" program
Listing on banner at the all concerts
Listing on Concerts in the Park website home page

Yes, I would like to be a sponsor for
2023 Concerts in the Park at the following level!

Presenting (\$3500) Band Member (\$500)
 Concert Master (\$2000) "In the Park" Friends (\$250)
 Section Leader (\$1000) Community Supporter (\$100)

Contact Name _____

Company _____

Phone _____ Address _____

City: _____ Zip Code: _____

Email: _____

Visa/MC/AmEx # _____

Exp. Date: ____/____ V-code(3 or 4 digit) _____

Signature: _____

Please invoice me _____

Make checks payable to: Waterford Area Chamber of Commerce

Fax: 248.666.3325 Phone: 248.666.8600 Mail: 2309 Airport Rd, Waterford, MI 48327



Are you looking to put your business in front of the "family" demographic? Attended by hundreds, this is the event for you! It is an excellent way to market your business in front of one of Waterford Township's well attended community wide events!

Presenting Sponsor - \$1800

- Individual banner at event
- Activity Table/display at event
- Press release inclusion
- One individual "Presented by" slide and two ad slides
- Rolling end credits
- Logo on promotional flyers
- Logo on WACC Homepage event banner
- Logo on WACC and WPR websites with link
- Logo on all printed promotional materials
- Inclusion on event social media and eNews promotions
- 2023 first right of refusal

Platinum Sponsor - \$1500

- Individual banner
- Activity table/display at event
- Press release inclusion
- 1 individual "presented by" slide
- 2 individual ad sides
- Rolling end credits
- Logo on WACC Homepage event banner
- Logo on WACC and WPR websites with link
- Logo on all promotional materials
- Inclusion on event social media promotion
- Inclusion Chamber eNews

Gold Sponsor - \$1000

- Table at event
- Press Release inclusion
- 2 individual ad slides and rolling end credits
- Logo on WACC and WPR websites with link
- Logo on all promotional materials
- Inclusion on event social media promotion
- Inclusion in Chamber eNews
- Logo on banner at the event

Silver Sponsor - \$500

- Table at event
- Press Release inclusion
- 1 individual slides and rolling end credits
- Inclusion on event flyer
- Logo on WACC and WPR websites
- Inclusion in WACC eNews
- Logo on banner

Bronze Sponsor - \$250

- Table at event
- Shared rolling slide and rolling end credits
- Inclusion on event flyer
- Listing on WACC and WPR websites
- Inclusion in WACC eNews
- Logo on banner

Bring Your Own Activity Sponsor - \$100

- Table at event
- Must present a family-friendly activity
- Activity listed with company on flyer
- Listing on WACC and WPR websites



Waterford
Parks & Recreation
MAKING LIFE FUN!

WATERFORD
area
CHAMBER of COMMERCE



Yes, I want to sponsor this year's Moviepalooza! Sponsorship level checked above!

Company/Organization: _____

Attendees: _____

Contact: _____ Phone: _____

E-mail: _____

Card #: _____ Exp. Date: ____ / ____

Make Checks Payable to: Waterford Area Chamber of Commerce
Waterford Area Chamber of Commerce - 2309 Airport Rd, Waterford, MI 48327
Phone: (248) 666-8600 Fax: (248) 666-3325 www.waterfordchamber.org

LIFELONG RECREATION PROGRAMS & EVENTS



Choose from:

- Volunteer Luncheon
- Veterans Luncheon

LEVEL RECOGNITION

\$500	<ul style="list-style-type: none"> ◆ Volunteer Luncheon Only: Business logo to appear on volunteer gift ◆ Recognition in two issues of the Lifelong Recreation Newsletter ◆ Display table and sign at event ◆ Lunch invite, participation and introduction at event
\$350	<ul style="list-style-type: none"> ◆ Display table with area to put out literature for your business and sign at event ◆ Recognition in one issue of the Lifelong Recreation Newsletter ◆ Lunch invite, participation and introduction at event
\$200	<ul style="list-style-type: none"> ◆ Display sign at event ◆ Recognition in one issue of the Lifelong Recreation Newsletter
\$125	<ul style="list-style-type: none"> ◆ Display sign at event

Donations of gift certificates, raffle or door prizes are also accepted and appreciated for luncheons.

HESS-HATHAWAY PARK FARM ANIMAL SPONSORSHIP

YOUR SPONSORSHIP INCLUDES:

- RECOGNITION ON PLAQUE INSIDE BARN AT PARK
- DIGITAL CERTIFICATE OF APPRECIATION
- WEBSITE AND SOCIAL MEDIA RECOGNITION
- INVITATION TO MEET WITH FARM STAFF FOR A UNIQUE, CLOSE ENCOUNTER & PHOTO OF YOUR SPONSORED ANIMAL.

ANIMAL	6-MONTH	12-MONTH
Equine/Steer	\$300	\$600
Sheep, Goat, Cat, Rabbit	\$150	\$300
Poultry	\$40	\$80



Choose from:

- Winter
- St. Patrick's
- Valentine's
- Holiday

LEVEL RECOGNITION

\$300	<ul style="list-style-type: none"> ◆ Display table with area to put out literature for your business and sign at event ◆ Recognition in one issue of the Lifelong Recreation Newsletter ◆ Lunch invite, participation and introduction at event
\$200	<ul style="list-style-type: none"> ◆ Display sign at event ◆ Recognition in one issue of Lifelong Recreation Newsletter
\$125	<ul style="list-style-type: none"> ◆ Display sign at event



PICNIC TABLE DONATION

Price subject to change based on manufacturer's pricing and shipping costs at time of order.

\$2,000—Galvanized Frame MCA Treated Wood (8')

\$2,000—Galvanized Frame MCA Treated Wood Universal Access (8')

BENCH DONATION

Price subject to change based on manufacturer's pricing and shipping costs at time of order.

\$2,200—6' Long, with back (portable, surface mount, or in ground). Thermoplastic coated steel memorial bench with engraved plaque.

TREES WE ACCEPT AS DONATIONS AT OUR PARKS

- ◆ Silver Maple
- ◆ Eastern Red Cedar
- ◆ Eastern White Pine
- ◆ Red Oak
- ◆ Willow
- ◆ Sycamore
- ◆ Black Walnut
- ◆ Red Maple

2024 SPONSORSHIP FORM

Why sponsor? Sponsoring a Waterford Parks & Recreation program or event will give you an opportunity:

- To PROMOTE a positive image through supporting the local community
- To ENHANCE product capability, brand recognition and awareness
- To INCREASE sales and awareness to targeted markets

LEAGUES, CAMPS & PROGRAMS

FLASH'S FRIENDSHIP CLUB
 \$400

FIELD BANNER
 \$500

YOUTH SPORTS TEAM
 \$475

SUMMER CAMP T-SHIRTS
 \$1,200

ANIMAL SPONSORSHIP AT HESS-HATHAWAY PARK

Equine/Steer
 \$300 (6 mos.) \$600 (12 mos.)

Sheep, Goat, Cat or Rabbit
 \$150 (6 mos.) \$300 (12 mos.)

Poultry
 \$40 (6 mos.) \$80 (12 mos.)

SPECIAL EVENTS

\$1,200 \$900 \$600
 Bunny Bingo
 Daddy-Daughter Dance
 Funtober
 Meet the Fleet
 Mother-Son Dance
 NERF Battle
 Sheep Shearing/Pancake Breakfast

HARVEST HAPPENING

\$2,500 \$1,200
 \$600 \$400

HOLIDAY HOOPLA & TREE LIGHTING

\$2,500 \$1,200
 \$600 \$400

CONCERTS IN THE PARK OR MOVIEPALOOZA

Sponsorships for Concerts in the Park and
Moviepalooza must be secured with the
Waterford Area Chamber of Commerce
248-666-8600

SPONSOR CONTACT INFORMATION

CONTACT:
BUSINESS NAME:
ADDRESS:
CITY:
STATE:
ZIP:
PHONE #:
E-MAIL:

I would like to sponsor the program checked above in the amount indicated.
Please contact me to verify my contribution.

PAYMENT: INVOICE WILL BE GENERATED UPON CONFIRMATION OF SPONSORSHIP

Mail or Fax completed form to:
Waterford Parks and Recreation Department
5200 Civic Center Drive, Waterford, MI 48329
Questions please call: 248 674-5441 Fax 248 618-7674

Payment options: Cash and checks accepted.
Visa, MasterCard and Discover will be charged a min.
\$2.00 convenience fee or 2.55%.

LIFELONG RECREATION EVENTS/PROGRAMS

WINTER LUNCHEON
 \$300 \$200 \$125

VALENTINE'S LUNCHEON
 \$300 \$200 \$125

ST. PATRICK'S LUNCHEON
 \$300 \$200 \$125

VOLUNTEER RECOGNITION LUNCHEON
 \$500 \$350 \$200 \$125

VETERAN'S RECOGNITION LUNCHEON
 \$500 \$350 \$200 \$125

HOLIDAY LUNCHEON
 \$300 \$200 \$125

60+ SENIOR SOFTBALL
 \$650

**Does your business have a creative and
unique Sponsorship idea?
Please feel free to share your ideas and
ask about ours!**

COMPANY & COMMUNITY GROUP IN-KIND OR VOLUNTEER CONTRIBUTION

By sponsoring this way and not monetarily,
we will provide social media recognition
before and after the event along with
recognition at the event.

We request your logo be sent to us in
PNG format to be submitted at least
four weeks prior to the event.

How to Sponsor

Learn more about any one of these
sponsorship opportunities and the recognition
connected to each, please contact Waterford
Parks and Recreation at (248)674-5441 or
email:



Joe Okaiye	jokaiye@waterfordmi.gov
Tori Heglin	theglin@waterfordmi.gov
Candace Tucker	ctucker@waterfordmi.gov
Alison Swanson	aswanson@waterfordmi.gov