

# 2027 SPONSORSHIP OPPORTUNITIES



West Bloomfield Parks is a proud member of it's local Chambers of Commerce:



# TABLE OF Contents

|                                 |     |
|---------------------------------|-----|
| Sponsor Benefits .....          | 3   |
| Winter/Spring Events .....      | 4-5 |
| Summer Events .....             | 6-7 |
| Fall Events .....               | 8-9 |
| Program Sponsorships .....      | 10  |
| Advertising Opportunities ..... | 11  |
| How to Sign Up .....            | 12  |



## 2027 SPONSORSHIP OPPORTUNITIES

West Bloomfield Parks manages nearly 600 acres of public parkland, maintains 13 parks and facilities and offers hundreds of recreational programs annually. We are a trusted community partner and work with more than 60 businesses each year to connect them with our residents.



29,777

Seasonal Recreation Guide  
household mailing 3x annually



9,100

Facebook  
followers

4,212

Instagram  
followers



65,822

WB Population  
(2020)



31,725

Unique subscribers who  
receive weekly e-mail blasts



175K+

Website views  
per year



1.2 M

Impacted by parks, events,  
programs and facilities

## REACH

& Exposure



# SPONSOR *Benefits*



West Bloomfield Parks (WB Parks) seeks to **provide a valuable return** to our sponsors in terms of **exposure and advertising**, while finding new funding sources to build upon programs and services to our community.

There are many opportunities to **support the vision and work** of WB Parks which can be scaled to accommodate nearly every marketing budget. Our sponsorships provide companies and organizations an opportunity to achieve a **high degree of visibility** within the West Bloomfield community.

Deadlines and pricing are specific to each event.

| BENEFITS                                                                               | PRESENTING<br>SPONSORSHIP*                  | EVENT<br>SPONSORSHIP |
|----------------------------------------------------------------------------------------|---------------------------------------------|----------------------|
|                                                                                        | <i>*exclusive to one business per event</i> |                      |
| Receive “presenting sponsor” recognition                                               | ✓                                           |                      |
| One quarter page print ad in Activity Guide<br>(mailed to 30,000 homes, \$600 value)   | ✓                                           |                      |
| Included in email marketing promotions<br>(distributed to nearly 33,000 emails)        | ✓                                           |                      |
| Included in event press release<br>(press releases are not guaranteed for every event) | ✓                                           |                      |
| Company supplied banner displayed at event                                             | ✓                                           |                      |
| Additional benefits such as introducing performers<br>offered for certain events       | ✓                                           |                      |
| Company logo on all print marketing collateral<br>including Activity Guide             | ✓                                           | ✓                    |
| Public acknowledgment at event                                                         | ✓                                           | ✓                    |
| 10x10 booth space or display opportunity at event                                      | ✓                                           | ✓                    |
| Logo displayed on our website<br>(200,000 hits annually)                               | ✓                                           | ✓                    |
| Special recognition pre and post event on social media                                 | ✓                                           | ✓                    |

# WINTER/SPRING *Events*



Deadline for inclusion in print marketing materials and Activity Guide is October 18, 2026. Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



*(January)*

## **DADDY DAUGHTER DINNER DANCE**

This popular annual tradition features dinner, a dj and is hosted at an upscale venue.

**Cost:** Presenting - \$750 / Event - \$350

**Audience:** 350 people, families



*(February)*

## **CABIN FEVER FAMILY BASH**

Families bundle up and enjoy a fun-filled day outdoors with family, friends, and plenty of winter adventure.

**Cost:** Presenting - \$500 / Event - \$250

**Audience:** 150 people, families



## **BLACK EXPO**

*(February)*

This vendor fair is held in celebration of Black History Month and hosts more than 70 black-owned businesses.

**Cost:** Presenting - \$750 / Event - \$350

**Audience:** 400+ shoppers



## **EGGVENTURE**

*(March)*

The event includes a unique take on the traditional egg hunt as well as trackless train rides, a petting farm and more. Sponsors receive their logo on participant bags.

**Cost:** Presenting - \$1,500 / Event - \$750

**Audience:** 2,500+ people, families

# WINTER/SPRING *Events*



Deadline for inclusion in print marketing materials and Activity Guide is October 18, 2026.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## EARTH DAY CELEBRATION

*(April)*

Participants celebrate Mother Earth with various free, outdoor, nature-themed activities including naturalist-led hikes and activity stations led by conservation organizations.

**Cost:** Presenting - \$750 / Event - \$350

**Audience:** 300 people, families



## CROWNS & CUPCAKES *Mother Daughter Princess Party*

*(April)*

This event is held at Connect and features princess photo ops, crown and wand crafts, sparkly potion-making and more.

**Cost:** Presenting \$500 / Event - \$350

**Audience:** 200 people, families



## SENIOR LUNCH PARTIES

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

**Winter/Spring Events:**

Valentine's Day - February  
St. Patrick's Day - March

April Theme - TBD  
May Theme - TBD

**Cost:** \$250/lunch

**Audience:** 60-80 seniors

**CONNECT**  
A Senior Gathering Place

# SUMMER *Events*



Deadline for inclusion in print marketing materials and Activity Guide is February 19, 2027.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## KIDS KOMOTION CONCERT SERIES

(May, June, July)

This music series includes three concerts for kids as well as free bounce houses and other activities. Sponsorship covers all three events.

**Cost:** Presenting - \$2,500 / Event - \$1,000

**Audience:** 600+ people per concert, families



## NATIONAL TRAILS DAY

(June)

We celebrate National Trails Day with a walk along the West Bloomfield Trail. The first 100 participants receive a free t-shirt. This sponsorship includes a one-color logo on the t-shirt.

**Cost:** Presenting - \$1,000 / Event - \$350

**Audience:** 150+ people, mostly adults



## MARSHBANK MUSIC SERIES

(July)

The series includes four, free concerts presented on Wednesday evenings at beautiful Marshbank Park. The presenting sponsor has the ability to introduce the band to the stage at each event.

**Cost:** Presenting - \$3,000 / Event - \$1,000

**Audience:** 600+ people per concert, all ages

# SUMMER *Events*



Deadline for inclusion in print marketing materials and Activity Guide is February 19, 2027.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## SUMMER-ON-THE-BANK

(July)

This free festival, held at Marshbank Park, features bouncers, food trucks, fishing, kayaking, games and more.

**Cost:** Presenting - \$2,500 / Event - \$750

**Audience:** 1,500+ people, families



## BEES, BUTTERFLIES AND BLOOMS— A FESTIVAL FOR POLLINATORS

(August)

Families will learn all about the importance of pollinators in this action-packed nature event. A butterfly release, photo stations and a craft are all included.

**Cost:** Presenting - \$750 / Event - \$350

**Audience:** 300 people, families



## SENIOR LUNCH PARTIES

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

**Summer Events:**

May Theme TBD

Independence Day Picnic- June

**Cost:** \$250/lunch

**Audience:** 60-80 seniors

**CONNECT**  
A Senior Gathering Place

# FALL Events



Deadline for inclusion in print marketing materials and Activity Guide is June 18, 2027.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## FALL FETCH FEST

(September)

This free event features a pet vendor market, a dog stunt show and a costume contest.

**Cost:** Presenting - \$750 / Event - \$350 / Vendor - \$100

**Audience:** 300 People



## SENIOR HEALTH SHOWCASE

(October)

This free event features a vendor showcase, free refreshments and raffle prizes. Vendors receive a booth at the event but are not included in marketing materials.

**Cost:** Presenting - \$1,000 / Event - \$350 / Vendor - \$125

**Audience:** 200 seniors



## TRICK-OR-TREAT TRAIL

(October)

Children trick-or-treat on a 1/2 mile paved trail. Businesses can host a station for free but must provide candy. Deadline to reserve a free booth is October 1.

**Cost:** Presenting - \$1,500 / Bag sponsor - \$600

Cider and donut sponsor - \$400 / Station host - free!

**Audience:** 2,500+ people, families



## SENIOR LUNCH PARTIES

Themed lunches are offered each season to celebrate holidays or special events. Additional events may be added seasonally.

**Fall Events:**

Oktoberfest - September

Harvest Day - November

Holiday Lunch - December

**Cost:** \$250/lunch

**Audience:** 60-80 seniors

**CONNECT**  
A Senior Gathering Place

# FALL Events



Deadline for inclusion in print marketing materials and Activity Guide is June 18, 2027.  
Sponsorships can be purchased after this date, businesses just don't receive recognition in printed materials.



## HEROES APPRECIATION BREAKFAST (November)

This free event honors veterans in the community with breakfast, live entertainment and featured speakers. Presenting sponsor is offered the opportunity to come on stage and give away table centerpieces in addition to other sponsor benefits.

**Cost:** Presenting - \$1,500 / Bag Sponsor - \$500 / Event - \$350  
**Audience:** 200 people, veterans and local dignitaries



## MOM & SON CARNIVAL (November)

A special night out for moms and sons hosted at Connect and includes pizza dinner, games and prizes.

**Cost:** Presenting \$500 / Event - \$250  
**Audience:** 100 people, families



## BOWL WITH SANTA (December)

This event features bowling, lunch, photos with Santa and more at Wonderland Lanes.

**Cost:** Presenting - \$500 / Event - \$250  
**Audience:** 200 people, families

# PROGRAM Sponsorships



## CONNECT COFFEE SPONSOR

This sponsorship is exclusive to one business and lasts for 12 months. Connect Members receive free coffee at the senior center and this sponsorship supports it.

There will be an 8.5x11" sign next to the coffee station thanking our coffee sponsor. The sponsor also has the opportunity to donate branded, paper cups for seniors to use. Business will receive recognition in one activity guide as our sponsor.

Cost: \$1,500



## EXERCISE YOUR MIND LUNCH & LEARN

WB Parks offers local professionals the opportunity to share their expertise with area seniors. Meals are provided. Lectures are scheduled morning, afternoon or evening as requested by the sponsor. Lecture topics and descriptions must be pre-approved by WB Parks staff on topics that mutually benefit our residents. No duplicate topics per season. Are you a non-profit organization? Ask about our non-profit discount for this program.

Cost: \$500/event, only 2 sponsored events/month

Deadline for inclusion in the Activity Guide is September 3, 2026, January 11, 2027 or May 16, 2027.



## CONNECT MEMBER BIRTHDAY CARD SPONSOR

This sponsorship supports our birthday card program for Connect members. Each member receives a handcrafted card in the mail on their birthday. Sponsor receives recognition on each card as well as their logo listed in 1 activity guide as the sponsor.

Cost: \$1,200, limited to 1 sponsor.



## STRETCH & TONE PROGRAM SPONSOR

This twice-weekly exercise program keeps seniors active and healthy. Two days a year are special events with refreshments and mingling. Sponsor is invited to attend these special events. Only one sponsor per year.

Cost: \$1,500, limited to 1 sponsor.



## PICKLEBALL PROGRAM SPONSOR

We see more than 400 participants annually in our clinics and registered pickleball programs.

This sponsorship helps cover new equipment and program prizes. Sponsors receive recognition in all marketing materials and also receive their logo printed on a banner hung inside the pickleball courts. Presenting sponsors are invited to have a table on league championship program days.

Cost: Presenting \$500 Program \$250



## CAMP WB T-SHIRT SPONSOR

Camp WB is our action-packed day camp for kids ages 5-11. This sponsorship includes a one-color logo on the t-shirt campers are required to wear weekly for field trips. Your business name will also be printed in Fall Guide (mailed to nearly 30,000 households).

Cost \$250, limited to 4 sponsors. Deadline is May 3, 2027.

# ADVERTISING *Opportunities*



## PARK BANNERS

3 x 6 foot banner displayed in high traffic areas April through October.

**Choice of:** Marshbank Park, Drake Sports Park, Keith Sports Park, Pine Lake Park, West Bloomfield Dog Park

Business name also printed in Summer Guide (mailed to nearly 30,000 households). Cost includes full color banner.

**Cost: \$600**, following year renewal fee is \$500 (as long as banner is in good condition and can be reused)

Deadline for inclusion in Activity Guide is **February 19, 2027**. Banners can be purchased after this date, sponsors just don't receive recognition in Summer Guide.



## PRINT ADVERTISING IN SEASONAL ACTIVITY GUIDES:

- Mailed three times per year to 30,000 households in West Bloomfield (April, August, December)
- Online version receives an additional 5-10K views per season.
- Receive a 15% discount when you purchase consecutive ads.
- Ad reservations due: September 26, 2026, January 25, 2027, May 22, 2027
- Sizes are listed as width x height. Prices are per publication:
  - Full page \$1,500 or full page premium (front or back inside cover) \$1,750 - 8.5"x11"
  - Half page \$1,100 - 8.25"x5.5"
  - Quarter page \$700 - 4.75"x5"
  - Business card \$400 - 2.25"x3.5"

If you're interested in advertising in our "Senior Happenings" newsletter, please e-mail [efrazier@Lpseniors.com](mailto:efrazier@Lpseniors.com) for rates and details.



## CONNECT ADVERTISING

Advertiser receives one 8.5x11" flyer holder in the lobby of Connect or the option to place a digital ad on our entrance screen that displays the daily schedule. The cost is \$500 per year.



## MEMORIAL PARK BENCHES

A Memorial Bench is a unique way to celebrate family, friends and important events, while contributing to the beautification of West Bloomfield's Parks.

Benches cost \$2,500 for a 10 year term and are available for sale in nearly every park we maintain.

For complete details, visit [wbparcs.org/memorials](http://wbparcs.org/memorials). Deadline for annual installation is July 30th.



## NATURE INTERPRETIVE SIGN SPONSORSHIPS

Our Nature Interpretive Sign Program is an uplifting way to celebrate the life of a loved one, or provide a gift to the whole community in the name of your business. Interpretive signs help park users understand and appreciate the natural environment they are visiting. The cost is \$1,750 per sign.

For complete details, visit [wbparcs.org/memorials](http://wbparcs.org/memorials).

# READY *to Sponsor?*

We would be more than happy to customize a sponsorship package for you. Sponsorships range from in-kind services to event naming rights. For more information, please contact:

**Meagan Tehako, Marketing & Events Manager**  
mtehako@wbparks.org  
(248) 451-1914

## IT'S EASY TO START.



### Step 1

Review and select your desired sponsorship level(s).



### Step 2

Complete the form online at  
[wbparks.org/sponsorships](http://wbparks.org/sponsorships).



### Step 3

Receive your approval and invoice.



### Step 4

Process payment via check, payment plan  
or credit card.



### Step 5

Prepare for fun! We will be in touch with more  
event details.



# THE NATURE OF COMMUNITY.

## MISSION STATEMENT

Sparking passion for nature while providing opportunities for community well-being.

## VISION

Continuously imagine the future of recreation, wellness and green spaces, that will encourage our diverse community to develop connections with nature and one another, ultimately contributing to the vibrancy of life in West Bloomfield.