



Wixom Community Services
Parks and Recreation
49045 Pontiac Trail
Wixom, MI 48393

January 23, 2019

Dear Business Owner:

The City of Wixom invites your business to become a partner in our community as a member of the **2019 Parks & Recreation Sponsorship Program**. The generous support from our local businesses has allowed the City to continue to offer various family programs, events and fireworks providing opportunities that improve the quality of life for our residents.

The City is busy planning a spectacular year to include six signature events that have become community traditions. We offer many sponsorship levels and can customize a sponsorship to meet your needs. Your company will be recognized in many ways including print, signage, electronic and social media.

As a sponsor, your business plays a vital role in strengthening our community; improving the health and well-being of our residents, as well as creating a place that is highly desirable to visit, live, work, and grow a business.

Accompanying this letter is a list of sponsorship levels, descriptions of events to sponsor, and a sponsorship form. We hope that you find our **2019 Parks and Recreation Sponsorship Program** a great way for your company to benefit while supporting the City and the community. For your convenience, you can submit your sponsorship by mail, phone or online at www.wixomgov.org or email clongville@wixomgov.org. Thank you for your consideration.

Sincerely,

Cindy Longville
Parks and Recreation
City of Wixom
248.624.2850

CITY OF WIXOM PARKS AND RECREATION

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$3,000 and Up

- Listed as presenting sponsor with logo on marketing materials (print, electronic and social media). Includes (City website, Facebook, Parks and Recreation brochure, fliers, postcards, email campaigns, newspapers).
- One 3' x 8' full color sponsor banner displayed at the event with your company logo.
- Logo on four 3' x 8' full color event banners placed on major Wixom roads for two or more weeks.
- Business listed as a sponsor on the electronic City marquee for 3-14 weeks.
- Several recognition statements given during event.

GOLD SPONSOR \$1,000

- Company logo on marketing materials (print, electronic and social media). Includes (City website, Facebook, Parks and Recreation brochure, fliers, postcards, email campaigns).
- 4' x 4' sponsor sign displayed at the event with your full color company logo.
- Business listed as a sponsor on the electronic City marquee for one week.
- Two business recognition statements given during event.

SILVER SPONSOR \$500

- Company logo on marketing materials (print, electronic, and social media). Includes (City website, Facebook, Parks and Recreation brochure, fliers, email campaigns).
- 2' x 2' sponsor sign displayed at the event with your full color logo.
- Business listed as a sponsor on the electronic City marquee for two days.
- One business recognition statement given during event.

BRONZE SPONSOR \$250

- Company logo on promotional flier and City website.

OTHER

- We can customize a sponsorship level to meet your needs.

FOR MORE INFORMATION PLEASE CONTACT:

City of Wixom Parks and Recreation
Monday-Thursday between 7:15 a.m. - 5:30 p.m.
248.624.2850 or email clongville@wixomgov.org

2019 Parks and Recreation Sponsorship Program

Event		Locations/Dates	Description
Founders Day Festival		Gibson Park Sunday, May 19 1-4pm Attendance 3,000	Visitors will take a step back in time at this historic event featuring classic tractor/car displays, blacksmith demos, candle making, pony rides, pie eating and pie baking contests, entertainment from our local schools and much more.
Summer Concert Series		Sibley Square Park Thursdays, June 6 - August 22 7-9pm Attendance per concert 500 +	One of the hottest tickets in town! Families, neighbors and friends gather each Thursday night for 12 weeks to enjoy live music featuring Classic Rock, Jazz, Blues and Motown.
Lite the Night Fireworks		Sibley Square Park Thursday, June 27 6-10pm Attendance 6,000	Wixom celebrates Independence Day! Featuring two bands, a beer tent, great food, family entertainment and of course an amazing fireworks display to end the night!
Hot Blues & BBQ		Sibley Square Park Thursday, July 18 6-10pm Attendance 5,000	Families experience their choice of mouth watering BBQ while listening to red hot blues music. Included are inflatables, kid's rides and a beer tent.
Fall Fest Panther Hunt		Gilbert Willis Park Saturday, October 12 5-8pm Attendance 3,000	A long standing Wixom favorite! This event features a friendly Panther Hunt along the Trick or Treat Trail and a Haunted Hayride. Families also enjoy music, face painting, pony rides, pumpkin painting and a bonfire.
Tree Lighting Festival		Community Center Friday, December 6 5-11pm Attendance 4,000	Wixom welcomes the holiday season with a Tree Lighting Festival which includes the arrival of Santa and his reindeer, crafts, free carriage rides, food vendors and live music in the beer tent!

Sponsorship paperwork and company logo need to be received two months prior to event date in order to be included in the marketing material.

