



Event Sponsorship
49045 Pontiac Trail
Wixom, MI 48393

March 8, 2021

Dear Business Owner:

The City of Wixom invites your business to become a partner in our community as a member of the **2021 City of Wixom Event Sponsorship Program**. The generous support from our local businesses has allowed the City to continue to offer various family programs and events providing opportunities that improve the quality of life for our residents.

The City of Wixom Parks & Recreation and the Downtown Development Authority are busy planning a spectacular year to include eight 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 descriptions of events to sponsor, sponsorship levels and a sponsorship form. We hope that you find our **2021 City of Wixom Event 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, online at www.wixomgov.org or email clongville@wixomgov.org. Thank you for your consideration.

Sincerely,

Cindy Longville
City of Wixom
Parks and Recreation
248-624-2850

Laura Cloutier
Wixom DDA
248-587-7687



2021 EVENT SPONSORSHIP DESCRIPTIONS

EVENT	DESCRIPTION
SUMMER CONCERT SERIES	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	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	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.
TREE LIGHTING FESTIVAL	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!

FOR MORE INFORMATION ABOUT THESE EVENTS PLEASE CONTACT CINDY LONGVILLE:
CLongville@wixomgov.org 248-624-2850

EVENT	DESCRIPTION
DERBY DAY	The annual Derby Day races bring runners and walkers to Wixom the first Saturday of May to celebrate the Kentucky Derby. Participants will enjoy the downtown, the Michigan Air Line Trail and Derby Day specials at local businesses.
BLOCK PARTY	BREWS, TUNES, ART & FOOD are what the day calls for as attendees from Wixom and surrounding areas come together for this end of summer event in downtown Wixom.
DOWNTOWN DAZZLE	Downtown Wixom lights up in holiday splendor with spectacular light displays during the month of December.
SIP N STROLL - LADIES NIGHT OUT	Ladies enjoy an evening of sipping, shopping, and strolling in downtown Wixom every Fall and Spring, while they complete their Sip n Stroll Adventure Cards to win prizes.

FOR MORE INFORMATION ABOUT THESE EVENTS PLEASE CONTACT LAURA CLOUTIER:
DDA@wixom.us 248-587-7687

CITY OF WIXOM

EVENT 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.

OTHER

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

FOR MORE INFORMATION PLEASE CONTACT:

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

Event Sponsorship Form 2021

Thank you for your interest in the City of Wixom Sponsorship Program. Please completely fill out the sponsorship form below.

Your Contact Information

Date:	
Company /Organization:	
Contact person:	
Mailing Address:	
Phone:	
Cell or Alternate Phone:	
E-mail Address:	
Website Address:	

Event and Payment Information

Event(s) you would like to sponsor:	
Sponsorship Amount:	
Check Sponsorship Level:	<input type="checkbox"/> Presenting \$3000 & up <input type="checkbox"/> Gold \$1000 <input type="checkbox"/> Silver \$500
Payment:	<input type="checkbox"/> Visa/MC # _____ Exp. _____ CVV _____ <input type="checkbox"/> Check (payable to City of Wixom) # _____

Logo Information:	Submit JPG logo to: clongville@wixomgov.org Company Logo must be submitted two months prior to event date in order to be included in the marketing material.
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If you have any questions, please contact Cindy Longville @ 248.624.2850 or email clongville@wixomgov.org.