



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

January 7, 2016

Dear Business Owner;

The City of Wixom invites your business to become a community partner and supporter of the **2016 Parks & Recreation Sponsorship Program**. The generous support of our local businesses has allowed the City to continue to offer family events, fireworks, and provide opportunities that improve the quality of life for our community.

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 level to meet your needs. Your company will be recognized in many ways that includes print, signage, electronic and social media.

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

Accompanying this letter is the program descriptions, a listing of events to sponsor, Concert Series Schedule, and a sponsorship form. We hope that you find our sponsorship program to be a great way for your company to benefit while supporting the **2016 Parks and Recreation Sponsorship Program**. For your convenience, you can submit your contribution by mail, fax, phone, or donate online at www.wixomgov.org or email dimagee@wixomgov.org. Thank you for your consideration.

Sincerely,

Deanna Magee
Director of Community Services/Parks and Recreation
City of Wixom
248.624.2850

CITY OF WIXOM PARKS AND RECREATION

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$3,000 to \$10,000

- Listed as main headline sponsor with logo on all marketing materials (print, electronic and social media). Includes (City website, Facebook, all City brochures, fliers, postcards, posters, email campaigns, newspapers).
- Press releases to the Detroit Free Press, Detroit News, Oakland Press, Spinal Column, Novi News, and cable.
- One 3'x **10'** full color sponsor banner displayed at the event with your company logo.
- Four 3' x 10' full color event banners placed on major Wixom roads for (4) or more weeks,
- Your business will be listed as a sponsor on the two electronic City marquees for 3-14 weeks.
- Several recognition promotional statements given during event.

GOLD SPONSOR \$1,000

- Company logo on all marketing materials (print, electronic and social media). Includes (City website, Facebook, all City brochures, fliers, postcards, posters, email campaigns).
- 4' x 4' sponsor sign displayed at the event with your full color company logo.
- Your business will be listed as a sponsor on the two electronic City marquees for 1 week.
- Two business promotional statements given during event.

SILVER SPONSOR \$500

- Company logo on marketing materials (print, electronic, and social media). Includes (City website, Facebook, Community Service brochure, fliers, email campaigns).
- 2'x 2' sponsor sign displayed at the event with your full color logo.
- Your business will be listed as a sponsor on the two electronic City marquees for 2 days.
- One business promotional statement given during event.

BRONZE SPONSOR \$250

- Company logo on promotional flier, posters and City website.

OTHER

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

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 dimagee@wixomgov.org

2016 Parks and Recreation Sponsorship Program

Event		Locations/Dates	Description
15th Annual Founders Day Festival		Gibson Park Sunday May 22 1-4pm Attendance 3,000	Take a step in time and visit a historic event featuring old tractor/car displays, blacksmith demonstration, candle making, pony rides, pie eating and pie baking contests, entertainment and much more.
Summer Concert Series		Sibley Square Park Thursdays June 9 - August 11 7-9pm Attendance per concert 400-500	One of the hottest tickets in town! Families, neighbors and friends gather each Thursday night for 10 weeks to enjoy live music entertainment. Classic, Jazz, Blues, Country, etc.
Lite the Night Fireworks		Sibley Square Park Thursday, June 30 6-10pm Attendance 6,000	Celebrate Independence Day with Wixom! Featuring two bands, great food, family entertainment and of course fireworks to end the night!
Hot Blues & BBQ		Sibley Square Park Thursday, July 21 6-10pm Attendance 5,000	Taste great BBQ while listening to two bands featuring Red Hot Blues music. Includes inflatables, kid's rides, beer/wine tent, and mechanical bull.
Fall Fest Panther Hunt		Gilbert Willis Park Saturday, October 8 5-9pm Attendance 3,000	A fun festive family tradition of Wixom! Kids search along the Trick or Treat Trail for the elusive friendly panther or they can go through the Haunted Hayride Trail. Also enjoy music, face painting, pony rides, pumpkin painting and the enjoy the bonfire.
"Holiday Markt"		Sibley Square Park Friday & Saturday December 2 & 3 Attendance 4,000	The 4th Annual "Holiday Markt"! European style with vendors, music, hot spiced cider, beer/wine tent, Santa's workshop and much more. City tree lighting is held on December 2nd.

City of Wixom Parks and Recreation Sponsorship Form 2016

Thank you for your interest in the City of Wixom Sponsorship Program. Please fill out the sponsorship form below. If you have any questions, please contact Deanna Magee @ 248.624.2850 or email dmagee@wixomgov.org.

Your Contact Information	
Date	
Company /Organization	
Contact person:	
Mailing Address:	
Street Address:	
Company Phone:	
Cell or Alternate Phone:	
Fax:	
E-mail Address:	
Website Address:	
Event and Payment Information	
Name of Event / Events	
Alternate Event	
Check Sponsorship Level	
Check Payment Option	
Visa or MasterCard Payment	
Checks payable to City of Wixom	
Phone Registration	Call with Credit Card
Logo Information:	Submit JPG logo to: dmagee@wixomgov.org By: May 1, 2016 for Summer events July 1, 2016 for Fall events
For More Information	Contact Deanna Magee @ 248.624.2850 or email dmagee@wixomgov.org