



HURON-CLINTON metroparks

sponsorship opportunities



SUMMER FUN

Lake St. Clair
Metropark
June 20-23

Stony Creek
Metropark
July 11-14

Lake Erie
Metropark
July 18-21

Lower Huron
Metropark
July 25-28

Hudson Mills
Metropark
August 1-4

Kensington
Metropark
August 8-11

Summer Fun at the Metroparks

Fact Sheet



What We Are Planning:

Summer Fun at the Metroparks is an entirely free day of recreation and educational activities for youth and senior citizens of Southeast Michigan. Our goals are to offer park services to groups who may not have easy access to the Metroparks, to bring people together to build environmental literacy, promote healthy lifestyles, and encourage everyone to *Get Out and Play*.

Where and When:

Six different Metroparks will each host four program days from June through August 2017 for a total of 24 Summer Fun days.

- June 20-23, 2017: Lake St. Clair Metropark (Harrison Township)
- July 11-14, 2017: Stony Creek Metropark (Shelby Township)
- July 18-21, 2017: Lake Erie Metropark (Brownstown)
- July 25-28, 2017: Lower Huron Metropark (Belleville)
- August 1-4, 2017: Hudson Mills Metropark (Dexter)
- August 8-11, 2017: Kensington Metropark (Milford)

Who Benefits:

Youth and senior citizens across Southeast Michigan. A maximum of 250 individuals per day will attend for a total of 6,000 possible participants. Each Metropark hosting the event will remain open to the public during Summer Fun so regular park visitation is present throughout the day.

Why Sponsor:

Summer Fun at the Metroparks is an opportunity for you to share information about your products and services while showcasing your support for underserved populations, environmental literacy, and healthy lifestyles. Volunteers, product donations, and program sponsorships make Summer Fun at the Metroparks a success.

Nonprofit:

Metroparks Foundation is a 501(c)3 nonprofit organization; EIN: 22-3898436.



Summer Fun at the Metroparks

Sponsorship Levels

| Presenting Sponsor | Diamond Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor |
|--------------------|-----------------|--------------|----------------|----------------|
| \$25,000+ | \$10,000+ | \$5,000+ | \$1,000+ | Up to \$1,000 |

PRE-EVENT RECOGNITION

| | | | | | |
|--|---|---|---|---|---|
| Listed as the Presenting Sponsor | x | | | | |
| Social Media Promotion (Facebook, Instagram, Twitter) | x | x | x | x | x |
| Logo On Event Webpage | x | x | x | x | x |
| E-Mail Promotion | x | x | x | x | x |
| Event E-Flyer | x | x | x | x | |
| Logo on Digital Displays at Golf Courses | x | x | x | | |
| Press Release Mention | x | x | x | | |

ON-SITE RECOGNITION

| | | | | | |
|--------------------------------------|---|---|---|---|--|
| Logo On Event Banners | x | x | x | x | |
| Table at Summer Fun Programs | x | x | x | | |
| Corporate Item In Goodie Bags | x | x | x | | |
| Logo on Ten 2'X2' Signs at Six Parks | x | x | | | |
| Logo On Giveaway Item | x | | | | |

POST-EVENT RECOGNITION

| | | | | | |
|---------------------------|---|---|---|---|---|
| HCMA Newsletter Highlight | x | x | x | x | x |
| Logo on post event video | x | x | x | x | x |

ADDITIONAL BENEFITS

| | | | | | |
|---|----|---|---|---|--|
| Complimentary Daily Park Passes | 10 | 6 | 4 | 2 | |
| Complimentary Special Event Pass (Fireworks Or Philharmonic) | 10 | 6 | 4 | 2 | |

Summer Fun at the Metroparks

Underwriting Opportunities

TRANSPORTATION UNDERWRITER

\$50,000

- Top branding opportunities with the Summer Fun program
- Signage on the side of buses traveling to pick up the participants to and from the park.
- Company name on rolling daily billboard located on the front of the bus
- Opportunity to place promotional items inside each bus
- Ability to present a company video/DVD during shuttle ride
- Presenting sponsor level benefits

SUMMER FUN BEACH TOWEL UNDERWRITER

\$20,000 or 4800 beach towels

- Co-branded beach towels
- Diamond level sponsorship benefits

WATER STATIONS UNDERWRITER

\$10,000

- Company logo on water stations
- Diamond level sponsorship benefits

ICE CREAM UNDERWRITER

\$5,000

- Company logo on event banner
- Gold level sponsorship benefits

LUNCH UNDERWRITER

\$2000 (per event day)

- Exclusive lunch sponsor banner with Company logo
- Silver level sponsorship benefits

SNACK UNDERWRITER

\$500 (per event day)

- Bronze level sponsorship benefits

GOODIE BAG ITEM

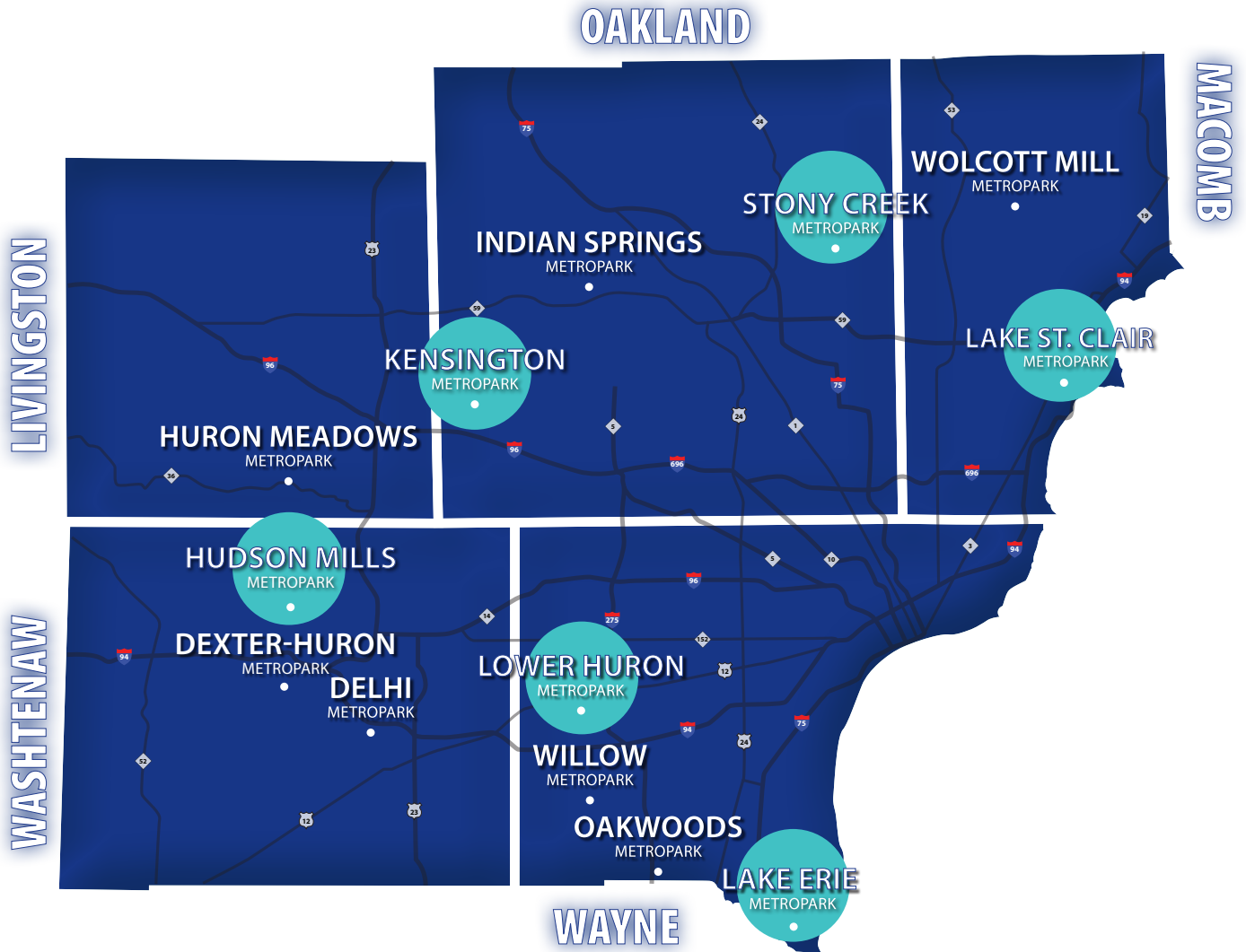
6000 items

- Sponsorship level to reflect value of items donated
- Preferred items include: reusable water bottle, sunglasses, drawstring tote bag, hats, or other summer themed items



Summer Fun at the Metroparks

Park Map



SUMMER
FUN

24 DAYS
6 METROPARKS | 5 COUNTIES

Gift / Pledge Commitment

In support of the Metroparks Foundation, I commit to the following gift/pledge:

Total Pledge/Gift \$ _____

Initial Payment (if applicable) \$ _____

Balance \$ _____

My gift is for a specific Metropark or project: 2017 Summer Fun at the Metroparks

Name _____

Business _____

Business/Home Address _____

City/State/Zip _____

Business/Home Phone _____ Mobile _____

Email _____

Signature _____ Date _____

Please indicate if you would like your name to appear on recognition.

Yes No

The name for recognition that should appear on signage should be:

Please make checks payable to the Metroparks Foundation.

Checks should be mailed to:

Julie A. Hein, Foundation and Development Manager
13000 High Ridge Drive, Brighton, MI 48114



**SUMMER
FUN**