

PARKS FOR ALL

Special Park Districts Forum 2025

Sponsorship Guide





SPONSORSHIP GUIDE

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Special Park Districts Forum

Every year, park and recreation industry leaders, community leaders and professionals gather to participate in the Special Park Districts Forum (SPDF). This unique forum allows participants to exchange best practices, explore emerging trends and engage with industry professionals from across North America.

The 2025 SPDF will be in Southeast Michigan and will be co-hosted by four prominent park and recreation agencies: Michigan Department of Natural Resources (DNR), Huron-Clinton Metropolitan Authority (HCMA), Oakland County Parks (OCP) and Wayne County Parks (WCP).

The forum is conducted almost entirely in the field, touring facilities, and gathering hands-on experience. The interactive nature of this forum lends itself to greater opportunities for relationship building beyond what could be expected from a typical conference.

Contacts



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Michigan Department of Natural Resources

The Michigan Department of Natural Resources (DNR) manages 104 state parks and 140 forest campgrounds, spanning 360,000 acres for outdoor recreation. The recent addition of Flint State Park underscores our commitment to expanding access to natural spaces. Michigan’s parks, attracting over 35 million annual visitors, rank among the nation’s top for overnight stays, supported by the affordable Recreation Passport program. Since 2011, the program has awarded over \$18 million in grants to local communities. Belle Isle in Detroit showcases Michigan’s dedication to preserving urban natural spaces and is the second most visited state park



nationally. The DNR’s expansion of unique services and park spaces in metro Detroit further enhance access to state park programs and properties for residents.

Oakland County Parks

Oakland County Parks (OCP) has played an important role in the lives of Oakland County residents for more than 50 years. OCP is driven by a vision where everyone has access to a park, public space, or recreational opportunity to relax, be active, socialize, and connect with nature. The park system started with 200 acres in 1966. Today, it boasts more than 7,000 acres and 80 miles of trails across 15 locations and has experienced rapid growth in recent years. Nearly two-million visitors from across 62 communities attend OCP parks and programs each year. OCP provides a huge variety of recreation, leisure and learning opportunities throughout their parks and is home to two nature centers, three dog parks, five golf courses, two waterparks, two



campgrounds, an off-road vehicle park and the Oakland County Farmers Market.

Huron-Clinton Metroparks

One of the United States’ premier regional park systems, the Huron-Clinton Metroparks have served the people of Southeast Michigan since 1940. The Metroparks are made up of 13 properties in Livingston, Macomb, Oakland, Washtenaw, and Wayne counties – primarily located along the Huron and Clinton rivers. Available activities include fishing, swimming, boating, hiking, nature study, biking, golf, winter sports and so much more. The Metroparks also provide educational resources on science, nature, history and the environment through an award-winning Interpretive Department. Come see for yourself how the Metroparks bring the benefits of parks and recreation to the people of southeast Michigan.

All the people.
All their lives.



Wayne County Parks

Wayne County Parks (WCP) is a division of the Wayne County Department of Public Services established in 1919 with the purpose of enhancing the quality of life for families and residents of the 43 communities of Wayne County. WCP maintains 5,600 acres of parkland and operate 40 locations, which include 37 parks, a golf course, a marina, Crosswinds Marsh, Nankin Mills Interpretive Center and the Wayne County Family Aquatic Center.

Wayne County Parks holds hundreds of educational and recreational events all year long including field trips, nature walks, and hosts classic annual events such as the Marshmallow Drops at Nankin Mills Park and Elizabeth Park, Jazz on the River and the Wayne County Lightfest. Wayne County is committed to offering the best park experiences for families to enjoy.



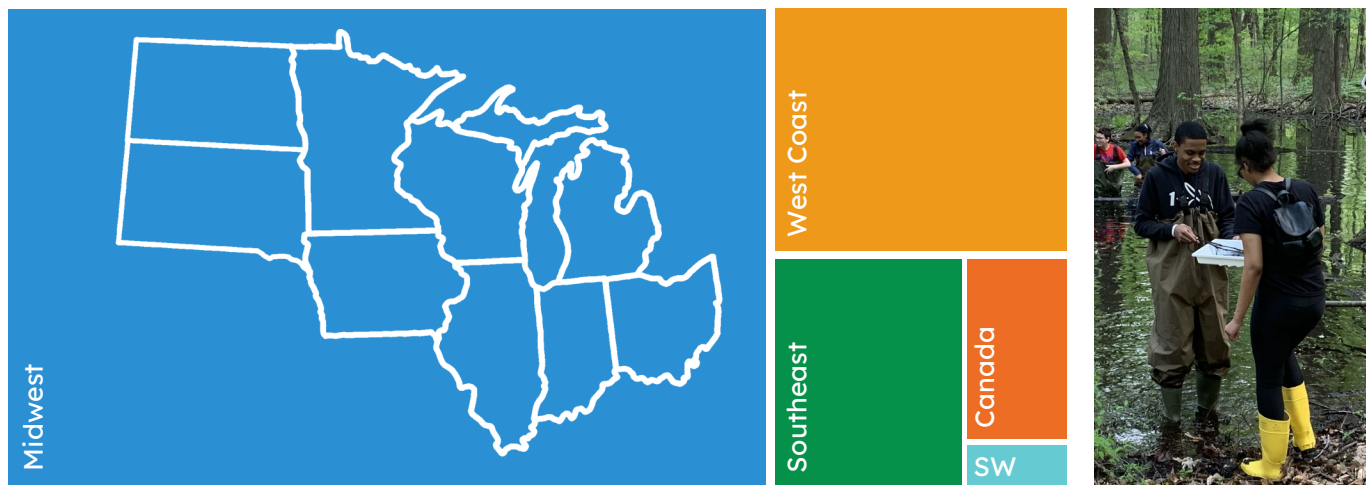
What is a Special Park District?

Special park districts are organizations dedicated to providing parks, recreation opportunities, natural resource management and open space preservation. They differ from typical park and recreation agencies because they operate as independent governmental units with their own governing boards, are generally much larger in both acreage and workforce and typically create more of a regional draw.

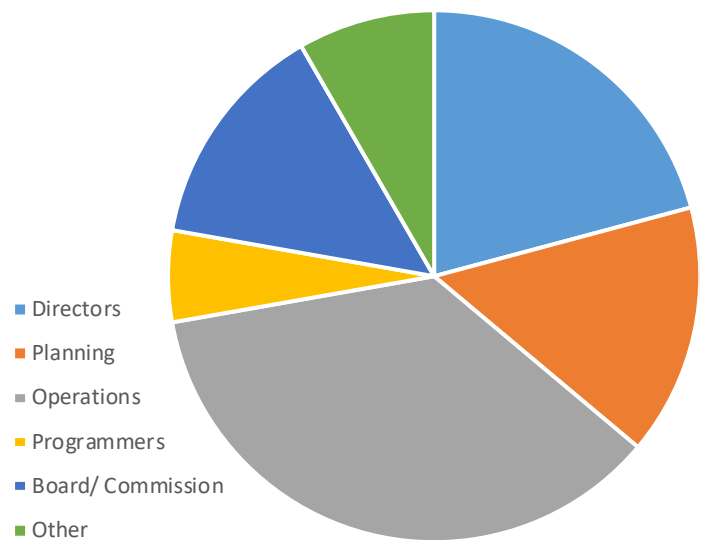
Who attends SPDF?

SPDF attendees travel from across the United States and Canada to attend this unique event. Using past forum participant data, anticipated representation by region and by position for 2025 SPDF attendees are displayed here.

Percent of SPDF Attendees from Each Region ***



SPDF Attendee Positions**



**Information provided by 2024 SPDF host, Three Rivers Park District, from participant registrations

**Information provided by 2023 SPDF host, Lake County Forest Preserve in Illinois, from participant registrations






2025 SPECIAL PARK DISTRICTS IN SOUTHEAST MICHIGAN

Our Commitment

The 2025 SPDF, will explore the theme of "Parks for All", inviting adventurous park professionals, community leaders, and advocates to come together, share openly and reflect on our shared commitment to providing positive park and recreation opportunities to each and every member of our community. Attendees will have the opportunity to exchange best practices and emerging trends and engage in exciting and interactive sessions that will both inspire and empower them to foster greater equity and environmental justice in their own communities.

Forum Sessions

Attendees will board buses each morning travel to parks and natural areas across Southeast Michigan. They will have a choice of activities that highlight one or more of the following:

-  Administration / Planning
-  Natural Resource Management
-  Park Operations
-  Recreation Programs and Events
-  Sustainability



Forum Locations

Attendees will have opportunities to visit a variety of parks and facilities throughout Oakland, Wayne and Macomb counties. A few examples of the location types are:

- Unique trail systems
- Off-road vehicle park
- Historic buildings
- Detroit River and Lake St. Clair
- Nature centers and preserves
- Adaptive sports and events



Presenting Sponsor

One opportunity available

\$10,000

The Presenting Sponsor will have the exclusive opportunity to be recognized as the “Presenting Sponsor of the 2025 Special Park Districts Forum”.

Presenting Sponsor Benefits	Included at this level	Available for additional investment *
Prominent recognition as the exclusive presenting sponsor of SPDF 2025 on all promotional and attendee materials leading up to and throughout the event	Yes	
Exclusive sponsor of SPDF Welcome Event (Monday June 9, 2025) with speaking opportunity and attendee engagement opportunity	Yes	
Exclusive access to attendees at hotel each day in the hospitality area with ability to conduct onsite product/service sampling	Yes	
Exclusive access to attendee email list	Yes	
Exclusive recognition with link to company website on the homepage of SPDF 2025 website	Yes	
Recognition on sponsor page of SPDF 2025 website and conference app with a company bio page <i>and</i> direct link to company website	Yes	
Recognition on attendee name badges	Yes	
Recognition on all SPDF 2025 promotional materials commensurate with sponsorship level	Yes	
Four (4) SPDF 2025 registrations (not including hotel)	Yes	
Plus all Bronze Sponsor benefits	Yes	
Participation in SPDF 2025 round table lunch(es)		Yes*
Hydration / Beverage Sponsorship		Yes*
Nourishment / Snack Sponsorship		Yes*
Transportation Sponsorship		Yes*
Attendee Gift or Prize(s) Sponsorship		Yes*

* See “Additional Opportunities” page

Platinum Sponsor

One opportunity available

\$7,500



Platinum Sponsor Benefits	Included at this level	Available for additional investment *
Exclusive sponsor of SPDF <i>Closing Ceremony</i> , Thursday, June 12, 2025, with speaking opportunity and attendee engagement opportunity	Yes	
Exclusive access to attendees at SPDF 2025 <i>Closing Ceremony</i> with ability to conduct onsite product/service sampling	Yes	
Recognition on sponsor page of SPDF 2025 website and conference app with a company bio page <i>and</i> direct link to company website	Yes	
Recognition on attendee name badges	Yes	
Recognition on all SPDF 2025 promotional materials commensurate with sponsorship level	Yes	
Two (2) SPDF 2025 registrations (not including hotel)	Yes	
Plus all Bronze Sponsor benefits	Yes	
Participation in SPDF 2025 round table lunch(es)		Yes*
Hydration / Beverage Sponsorship		Yes*
Nourishment / Snack Sponsorship		Yes*
Transportation Sponsorship		Yes*
Attendee Gift or Prize(s) Sponsorship		Yes*



JOIN US AS A SPONSOR



Gold and Silver Sponsors

Gold Sponsor Benefits (one available) \$5,500	Included at this level	Available for additional investment *
Exclusive dinner sponsor (Tuesday, June 10, 2025) with speaking opportunity	Yes	
Exclusive access to attendees at sponsored dinner with ability to conduct onsite product/service sampling	Yes	
Recognition on all SPDF 2025 promotional materials commensurate with sponsorship level	Yes	
Two (2) SPDF 2025 registrations (not including hotel)	Yes	
Plus all Bronze Sponsor benefits	Yes	
Additional opportunities as described on page 10		Yes



Silver Sponsor Benefits (three available) \$4,000	Included at this level	Available for additional investment *
Exclusive lunch sponsor (choose from one of three days) with speaking opportunity	Yes	
Exclusive access to attendees at sponsored lunch with ability to conduct onsite product/service sampling	Yes	
Recognition on all SPDF 2025 promotional materials commensurate with sponsorship level	Yes	
One (1) SPDF 2025 registrations (not including hotel)	Yes	Yes
Plus all Bronze Sponsor benefits	Yes	
Additional opportunities as described on page 10		Yes

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Bronze and Contributing Sponsors

Bronze Sponsor Benefits (fifteen available) \$1,500

Included at this level

Available for additional investment *

Logo on sponsor page of SPDF 2025 website and conference app with direct link to company website

Yes

Opportunity to engage attendees directly through conference app

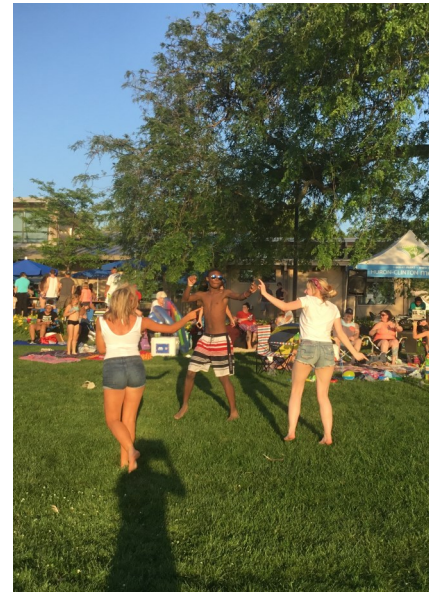
Yes

Participation in SPDF 2025 round table lunch(es)

Yes*

Additional opportunities as described on page 10

Yes



Friend Sponsor Benefits (unlimited available) \$750

Included at this level

Available for additional investment *

Logo on sponsor page of SPDF 2025 website and conference app

Yes

Participation in SPDF 2025 round table lunch(es)

Yes

Additional opportunities as described on page 10

Yes

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Additional Opportunities

Please contact us to discuss any of the opportunities below. Our hope is to provide benefits and exposure that can best support your organizational goals.

Food and Beverage

Round-Table Lunch Participation

Round-Table industry led lunch tables will take place each day at the Special Park Districts Forum 2025. This unique opportunity allows you the chance to provide your expert advice to decision makers directly in an interactive, personal way.

Nourishment and/or Hydration

Ensuring attendees are well hydrated and nourished throughout this active Forum is not just an added-value — it's essential! Have your company recognized as providing these essential services at SPDF 2025 (*two (2) opportunities available*).

Hospitality Room

After long days visiting multiple parks, attendees have an opportunity to unwind and make connections with other attendees. Sponsorship opportunities could include food, beverages and games (*four (4) opportunities available*).

Transportation

Daily Sessions and Activities

Attendees will spend time traveling to multiple locations throughout three counties each day. Providing transportation for this unique, on-the-go event may be the right fit for your sponsorship goals.

Airport Shuttle

Providing the airport shuttle not only enhances the SPDF for the attendees it also provides you, the sponsor, with the first and last impression you are looking for.

Gifts and Swag

Attendee Gift

Attendees will receive a gift as part of their registration. In addition to cash sponsorship for the attendee gift, in-kind donations may also be an option. Branded and non-branded in-kind gift proposals will be considered and evaluated.

Forum Prizes

In addition to cash sponsorship for Forum prizes, branded and non-branded in-kind prize sponsorships are available.

Forum Committee Uniform Shirts

Cash sponsorship and in-kind donations for the SPDF 2025 planning committee uniforms will be considered

Custom Sponsorship

Opportunities to support the 2025 Special Park Districts Forum is not limited to the offerings in this document. Contact us to discuss unique options that can best support your organizational goals.



Sponsorship Commitment Form

Please complete and return this form to the SPDF 2025 Sponsorship Contact below. Once it has been received, you will receive an invoice and further communication to fulfill all benefits as outlined in the level you selected.

Sponsorship Level			SPDF 2025 Sponsorship Contact Information
Selection	Level	Contribution	
	Presenting	\$10,000	<p>Hilary Simmet</p> <p>13000 High Ridge Dr. Brighton, MI 48114</p> <p>P: 810.494.6037</p> <p>Email: hilary.simmet@metroparks.com</p>
	Platinum	\$7,500	
	Gold	\$5,500	
	Silver	\$4,000	
	Bronze	\$1,500	
	Friend	\$750	
	Let's talk, please contact me to discuss other opportunities.		

Contact Information

Company Name

Company Street Address

City, State, Zip

Contact Name

Contact Email

Contact Phone

Billing Address (if different from above)

Anticipated Timeline

Summer/Fall 2024	Winter 2025	Spring 2025	June 9-12, 2025
Signed sponsorship commitments and logo submissions	Website and conference app launched with Sponsorship pages and company bios.	Design and production of any printed materials	SPDF 2025, including all sponsored engagement activities