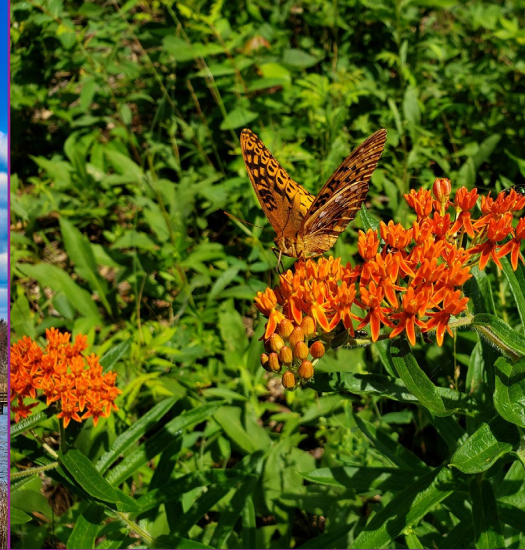


Wayne
County
parks
EXPLORE EVEN MORE

2026

SPONSORSHIP OPPORTUNITIES





2026 SPONSORSHIP OPPORTUNITIES

MARSHMALLOW DROP: April 3 p 3

PARTY IN THE PARK: July 15 p 4

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Spotlight your company and support the community!

These funds support Friends of Wayne County Parks, a 501c3 non-profit organization. All donations are tax deductible.

FOR MORE INFORMATION, CONTACT:

Steve Winkelman
(734) 261-0049
swinkelm@waynecountymi.gov

| or |

Kim Healy
(734) 261-9087
khealy@waynecountymi.gov

Wayne County Parks 33175 Ann Arbor Trail, Westland, MI 48185

MARSHMALLOW DROP

- TWO LOCATIONS:
- 9:00 AM at Elizabeth Park in Trenton
 - 11:00 AM at Nankin Mills Park in Westland

DATE: Good Friday, April 3

ESTIMATED ATTENDANCE: 10,000



A blizzard of twenty thousand marshmallows will fill the sky as they tumble from the Easter Bunny's helicopter. Eager children will pick up the marshmallows and redeem them for a prize.

In its 41th year, Marshmallow Drop has become a spring tradition for families all over Michigan!

GOOD EGG SPONSOR – \$1,000

- On-site booth at BOTH locations (Elizabeth Park in Trenton AND Nankin Mills Park in Westland) to distribute information, coupons and/or giveaways
- Company representative invited on stage to count down the drop
- Company provided banner displayed at both locations (4' x 6' maximum size)
- Your company name in all media materials including radio mentions, flyers and press releases

JELLY BEAN SPONSOR – \$500

- On-site booth at either Elizabeth Park in Trenton OR Nankin Mills Park in Westland (location to be determined/assigned by Wayne County Parks) for your company to distribute information, coupons and/or giveaways
- Company provided banner displayed at one location (4' x 6' maximum size)



PARTY IN THE PARK

Nankin Mills Park in Westland

DATE: Wednesday, July 15

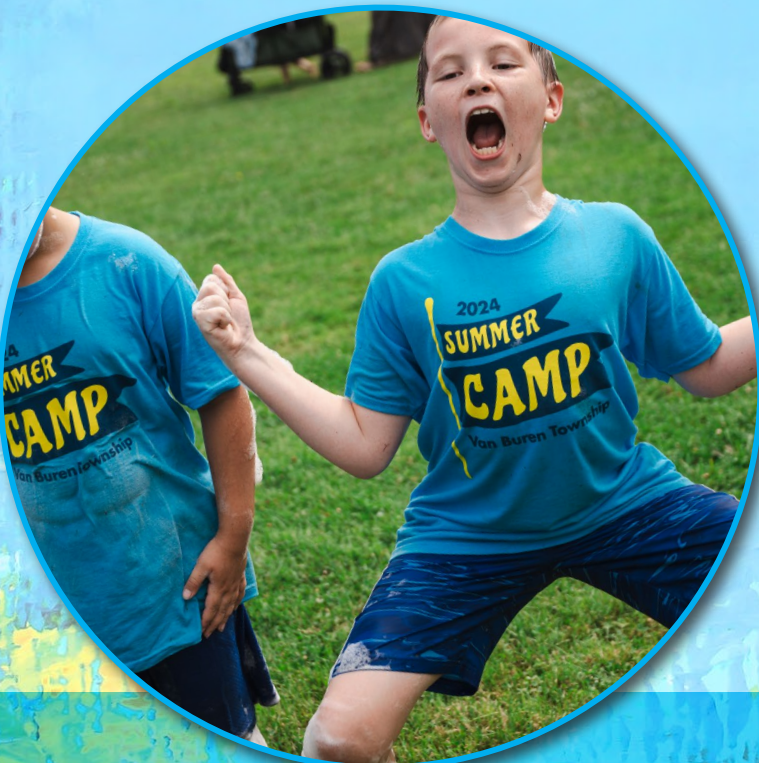
Time: 10:00 AM – 1:00 PM

ESTIMATED ATTENDANCE: 1,500

Bring the kids to this new event to have fun with a variety of outdoor activities, including inflatables, a foam party, crafts, putt golf, hikes, and music.

THE SUMMER FUN SPONSOR – \$500

- On-site booth for your company to distribute information, coupons and/or giveaways
- Company provided banner displayed at one location (4' x 6' maximum size)



JAZZ ON THE RIVER

Elizabeth Park in Trenton

DATE: Saturday & Sunday, August 1 & 2

ESTIMATED ATTENDANCE: 40,000

An annual event since 1996, Jazz on the River has grown from a one day event with local performers into a two day festival with international, national and local performers.

Top jazz performers such as Kenny G, Peabo Bryson, George Benson, Stephanie Mills and Alexander Zonjic have participated in Jazz on the River.

Jazz on the River has become a summer tradition for people all over Michigan, Northern Ohio and Southeast Ontario.

GOLD FLUTE SPONSOR – \$5,000

- On-site booth at event to distribute information, coupons and/or giveaways
- Inclusion on the Wayne County Parks website
- Company name added to the stage LED board
- Company provided banner displayed near the stage (4' x 6' maximum size)
- 25 reserved seat tickets to the sponsor tent per day
- 25 VIP parking passes per day
- Company name in all media materials including radio mentions, press releases, flyer and pocket schedules



SILVER FLUTE SPONSOR – \$1,000

- On-site booth at event to distribute information, coupons and/or giveaways
- Company name added to the stage LED board
- Company provided banner displayed near the stage (4' x 6' maximum size)
- Ten (10) reserved seat tickets to the sponsor tent per day
- Ten (10) VIP parking passes per day
- Company name on flyer and pocket schedule

BRONZE FLUTE SPONSOR – \$500

- On-site booth at event to distribute information, coupons and/or giveaways
- Company provided banner displayed near the stage (4' x 6' maximum size)
- Four (4) reserved seat tickets to the sponsor tent per day
- Four (4) VIP parking passes per day



SOMEWHERE IN TIME

Elizabeth Park in Trenton

DATE: Sunday, September 20

Time: 11:00 AM – 4:00 PM

ESTIMATED ATTENDANCE: 5,000

Antique auto displays, musical entertainment, craft show and a children's games, and entertainment area are among the activities as Elizabeth Park is turned back to the 1920s.

THE BIG CHEESE SPONSOR – \$1,000

- On-site booth to pass out information, coupons and/or giveaways
- Company provided banner displayed at both locations (4' x 6' maximum size)
- Your company name and logo in all media materials including radio mentions, flyers and press releases

THE BEE'S KNEES SPONSOR – \$500

- On-site booth for your company to distribute information, coupons and/ or giveaways
- Company provided banner displayed at one location (4' x 6' maximum size)



HEROES ON HINES 5K RUN/WALK

First Responders Memorial
Plymouth Township (Corner of Hines Dr. & Haggerty Rd.)

DATE: September 26
ESTIMATED ATTENDANCE: 500
www.heroesonhines.com

Heroes on Hines 5K Run/Walk is held in honor of fallen Police, Fire and EMS personnel who lost their lives in the line of duty within Wayne County.

All proceeds benefit the Friends of Wayne County Parks and provide for the upkeep and maintenance of the First Responders Memorial.

\$1,000 SPONSOR

- Company name on flyers and social media sites
- Company name on the official [heroesonhines.com](http://www.heroesonhines.com) website
- Company recognition at Finish Line
- Company name on the back of participant race shirt
- 10'x10' booth available during post race and awards
- Company provided banners displayed at race site
- Recognized during public announcements on race day
- Eight (8) complimentary entries for Fun Run/Walk

\$500 SPONSOR

- Company name on the back of participant race shirt
- 10'x10' booth available during post race and awards
- Company provided banners displayed at race site
- Recognized during public announcements on race day
- Four (4) complimentary entries for 5K Run/Walk



LIGHTFEST

Five miles on Hines Drive

DATE: November 19 – December 24

ESTIMATED ATTENDANCE: 73,000 cars, 250,000 people



With more than a hundred thousand lights, shining nearly 50 animated themed displays, the Wayne County LightFest is the largest and longest holiday light show in the Midwest region.

5,000 WATT PARTNER – \$5,000

- Sponsorship of the LightFest display of your choice (selection dependent upon sponsor-level selected)
Spotlighted 3' x 4' oval roadside display sign with your company name placed adjacent to the selected display site
- Company name listed as a presenting partner on all LightFest media materials
- Inclusion on the Wayne County Parks website
- Booth opportunity to promote at the Grand Opening
- Banner opportunities at the start or end of the LightFest display
- Fifty (50) complimentary passes to Wayne County LightFest
- Four (4) complimentary entries for the Run/Walk and Bike through the Lights

2,500 WATT PARTNER – \$2,500

- Sponsorship of the LightFest display of your choice (selection dependent upon sponsor-level selected).
Spotlighted 3' x 4' oval roadside display sign with your company name placed adjacent to the selected display site
- Company name in all LightFest media materials
- Inclusion on the Wayne County Parks website
- Booth opportunity to promote at the Grand Opening
- Thirty (30) complimentary passes to Wayne County LightFest
- Three (3) complimentary entries for the Run/Walk or Bike through the Lights

1,000 WATT PARTNER – \$1,000

- Sponsorship of the LightFest display of your choice (selection dependent upon sponsor-level selected)
Spotlighted 3' x 4' oval roadside display sign with your company name placed adjacent to the selected display site
- Company name in all LightFest media materials
- Booth opportunity to promote at the Grand Opening
- Twenty-five (25) complimentary passes to Wayne County LightFest
- Two (2) complimentary entries for the Run/Walk and Bike through the Lights

500 WATT PARTNER – \$500

- Company name in all LightFest media materials
- Booth opportunity to promote at the Grand Opening
- Twelve (12) complimentary passes to Wayne County LightFest



NATURE EVENTS

New Sponsorship Opportunities!

Choose one, choose two or choose all four events!



Eco Fair

DATE & TIME: Saturday, May 2 FROM 1:00 PM – 3:00 PM

LOCATION: Nankin Mills Park in Westland

Help us celebrate the 56th Anniversary of Earth Day with games, crafts, activities, and inflatables.

Estimated Attendance: 300



Nature Fest

DATE & TIME: Saturday, May 16 FROM 1:00 PM – 3:00 PM

LOCATION: Crosswinds Marsh in New Boston

Live animals, activities, and nature-themed organizations gathering to celebrate. Estimated Attendance: 300



Bugtopia

DATE & TIME: Saturday, July 18 FROM 9:00 AM – 11:00 AM

LOCATION: Nankin Mills Park in Westland

Enjoy live insects, interactive exhibits, characters, and more. Estimated Attendance: 1,500



Harvest Fest

DATE & TIME: Saturday, October 17 FROM 1:00 PM – 3:00 PM

LOCATION: Crosswinds Marsh in New Boston

Hayride and harvest-themed games and crafts to ring in the season. Estimated Attendance: 300

BALD EAGLE SPONSOR – \$1,500

- On-site booth at **ALL FOUR EVENTS** for your company to distribute information, coupons and/or giveaways.
- Company provided banner displayed at **ALL FOUR EVENTS** (4' x 6' maximum size).
- Your company name and logo in all media materials for **ALL FOUR EVENTS** including radio mentions, flyers, and press releases.

MIGHTY OAK SPONSOR – \$1,000

- On-site booth at your choice of **TWO EVENTS** for your company to distribute information, coupons and/or giveaways.
- Company provided banner displayed at the **TWO** chosen events (4' x 6' maximum size).
- Your company name and logo in all media materials for the **TWO** chosen events including radio mentions, flyers, and press releases.

ACORN SPONSOR – \$500

- On-site booth at at your choice of **ONE EVENT** for your company to distribute information, coupons and/or giveaways.
- Company provided banner displayed at **ONE** location/event (4' x 6' maximum size).

SPONSORSHIP COMMITMENT FORM

2026 WAYNE COUNTY PARKS

YES! I want to spotlight my company AND support the community!

MARSHMALLOW DROP: April 3

- Good Egg Sponsor – \$1,000
- Jelly Bean Sponsor – \$500
 - 9:00 AM Elizabeth Park, Trenton OR
 - 11:00 AM Nankin Mills Park, Westland

PARTY IN THE PARK: July 15

- Summer Fun Sponsor – \$500

JAZZ ON THE RIVER: August 1 & 2

- Gold Flute Sponsor – \$5,000
- Silver Flute Sponsor – \$1,500
- Bronze Flute Sponsor – \$500

SOMEWHERE IN TIME: September 20

- The Big Cheese Sponsor – \$1,000
- The Bees Knees Sponsor – \$500

HEROES ON HINES: September 26

- \$1,000 Sponsorship
- \$500 Sponsorship

LIGHTFEST: November 19 – December 24

- 5,000 Watt Partner – \$5,000
- 2,500 Watt Partner – \$2,500
- 1,000 Watt Partner – \$1,000
- 500 Watt Partner – \$500

OTHER OPPORTUNITY: \$ _____

| | |
|---------------------|------------------|
| COMPANY INFORMATION | |
| COMPANY NAME | |
| CONTACT NAME/TITLE | |
| ASSISTANT'S NAME | |
| CONTACT EMAIL | |
| ADDRESS | |
| CITY, STATE, ZIP | |
| PHONE W/ AREA CODE | FAX W/ AREA CODE |

NATURE EVENTS: Multiple dates listed below

- Bald Eagle Sponsor – \$1,500
All FOUR events listed below
- Mighty Oak Sponsor – \$1,000
Choose TWO events from list below
- Acorn Sponsor – \$500
Choose ONE event from list below
 - ECO FAIR:** May 2
 - NATURE FEST:** May 16
 - BUGTOPIA:** July 18
 - HARVEST FEST:** October 17

TOTAL COMMITMENT \$ _____

PAYMENT INFORMATION:

Please make check payable to
Friends of Wayne County Parks

and send to:

Wayne County Parks
33175 Ann Arbor Trail
Westland, MI 48185
Attn: Steve Winkelman