

Wayne  
County  
parks  
EXPLORE EVEN MORE



# 2023



# SPONSORSHIP OPPORTUNITIES







## 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:

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|  
or  
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khealy@waynecounty.com

## 2023 SPONSORSHIP OPPORTUNITIES

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# MARSHMALLOW DROP

TWO LOCATIONS: • 9:00 AM at Elizabeth Park in Trenton  
• 11:00 AM at Hines Park–Nankin Mills Area in Westland

DATE: Good Friday, April 7th

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 38th year, Marshmallow Drop has become a spring tradition for families all over Michigan!*



## GOOD EGG SPONSOR – \$1,000

- On-site booth at your choice of locations (Elizabeth Park in Trenton OR Hines Park–Nankin Mills Area in Westland) to pass out 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's name and logo 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 Hines Park–Nankin Mills Area 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)





# JAZZ ON THE RIVER

Elizabeth Park in Trenton, Michigan

DATE: Saturday & Sunday, August 5 & 6

ESTIMATED ATTENDANCE: 40,000

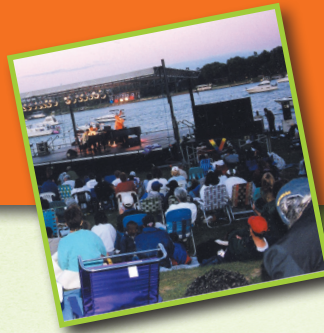
*An annual event since 1996, Jazz on the River has grown from a one day event with local performers into a two day festival with international, national and local performers.*

*Top jazz performers such as George Benson, Stephanie Mills, Peabo Bryson and Avery Sunshine 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 pass out information, coupons and/or giveaways
- Inclusion on the Wayne County Parks website
- Company logo added to the stage LED board
- Company provided banner displayed near the stage (4' x 6' maximum size)
- Company CEO/VIP invited to join County Executive Warren C. Evans on stage to introduce the event
- 25 reserved seat tickets to the sponsor tent per day
- 25 VIP parking passes per day
- Company's name and logo in all media materials including radio mentions, press releases, t-shirts, flyer and pocket schedules



## SILVER FLUTE SPONSOR – \$1,500

- On-site booth at event to pass out information, coupons and/or giveaways
- Company logo 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's name and logo on flyer and pocket schedule

## BRONZE FLUTE SPONSOR – \$500

- On-site booth at event to pass out 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





# Heroes on Hines 5K Run/Walk

First Responders Memorial

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

DATE: September 30, 2023

ESTIMATED ATTENDANCE: 500

[www.heroesonhines.com](http://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 logo on flyers, newspaper ads, and social media sites
- Company logo on the official [heroesonhines.com](http://www.heroesonhines.com) website
- Company recognition at Finish Line
- Company logo on the back of participant race shirt (1000 shirts)
- 10'x10' booth available during post race and awards
- Company provided banners displayed at race site
- Recognized during public announcements on race day
- Six (6) complimentary entries for 5K Run/Walk

## \$500 SPONSOR

- Company logo on the back of participant race shirt (1000 shirts)
- 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

4.5 miles on Hines Drive

DATE: November 16 – December 24

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



*With more than one million 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's logo placed adjacent to the selected display site
- Company's name listed as a presenting partner on all LightFest media materials
- Inclusion on the Wayne County Parks website
- 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's logo placed adjacent to the selected display site
- Company's name in all LightFest media materials
- Inclusion on the Wayne County Parks website
- Forty (40) 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's logo placed adjacent to the selected display site
- Company's name in all LightFest media materials
- 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's name in all LightFest media materials
- Twelve (12) complimentary passes to Wayne County LightFest





# Sponsorship Commitment Form

## 2023 Wayne County Parks

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

COMPANY INFORMATION

COMPANY NAME

CONTACT NAME/TITLE

ASSISTANT'S NAME

CONTACT EMAIL

ADDRESS

CITY, STATE, ZIP

PHONE W/ AREA CODE

FAX W/ AREA CODE

**MARSHMALLOW DROP:** April 7

- Good Egg Sponsor – \$1,000
- Jelly Bean Sponsor – \$500

**JAZZ ON THE RIVER:** August 5 & 6

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

**HEROES ON HINES:** September 30

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

**LIGHTFEST:** November 16 – 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** – \$ \_\_\_\_\_

**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**