

Community Recreation *and* Community Partners



2024 SPONSORSHIP OPPORTUNITIES

Creating Community Together!

Dear Community Partner,

I hope this letter finds you well and thriving. As a dedicated supporter of the Northville Parks & Recreation Department, I am reaching out to you. Our department plays a pivotal role in fostering community connections and enhancing the quality of life within our vibrant Northville community.

In the midst of what can only be described as the golden age of recreation in Northville, our department is at the heart of it all, providing enriching experiences that weave seamlessly into the community within our parks. We firmly believe in the importance of fostering a robust recreational environment, offering opportunities for individuals of all ages to engage in activities that promote healthy lifestyles while cultivating social bonds and lifelong enrichment.

As Northville thrives in this exciting era of recreation, we recognize the significance of partnerships with community-minded businesses like yours. By aligning your company with Northville Parks & Recreation, you become an integral part of this unfolding chapter, contributing to the well-being and collective enjoyment of our residents.

Our commitment is unwavering, ensuring that your partnership brings not only exposure but also a meaningful connection to our community. We tailor our approach to accommodate your specific needs, working collaboratively to maximize the impact of our shared endeavors.

As you consider the various sponsorship options outlined, please feel free to reach out with any questions or to discuss how we can tailor a partnership that aligns seamlessly with your business goals.

Thank you for considering a partnership with Northville Parks & Recreation as we collectively work to enhance our community's quality of life through recreation. Together, we can continue to elevate our community's quality of life.

Warm regards,

Derek Smith

Director of Northville Parks and Recreation
(248) 993-0153
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Stats and Demographics

Connect with Us

Our marketing team is excited to gain your confidence and support by developing a long-lasting relationship built upon integrity, commitment and excellence. We look forward to working with you.

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Who We Serve

As of July 1, 2022, the Northville/Northville Township community has grown to 38,040 people, a modest combined increase of 163 residents from the 2020 census. Whatever your target market, you can connect through NP&R diverse programming options. Below is a breakdown of the community's age structure.

School Age (5-19)	25%	Middle Age (45-64)	30%
Family Foundation (20-44)	26%	Senior (65 +)	19%

Demographics Source: Northville Parks and Recreation Master Plan

Marketing Stats

NP&R boasts an impressive digital presence and following as evidenced by the social media statistics outlined below. As a partner, you will have the ability to capitalize on this community outreach and connect with your target market.

Facebook		Instagram	
Page Likes	4,584	Followers	1,940
Followers	4,960	Reach (2023)	5,644
Total reach (2023)	36,103	Profile visits (2023)	1,114
Visits (2023)	13,209	New followers (2023)	183
New page likes (2023)	537		

Ad Trends		Website	
Paid reach (2023)	45,716	E-Blast Subscriber	9,163
Paid impressions (2023)	63,842	Website visits (2023)	206,098

Department Recognized Abbreviations

NP&R - Northville Parks and Recreation Department
 NCC - Northville Community Center
 RCH - Recreation Center at Hillside



Creating Community Together!

Bundle Me!

Community Events Bundle

The ultimate sponsorship package gaining most return on investment.

Do you want more visibility in the Northville Community year-round? Then consider our Community Events Bundle sponsorship package. This option provides sponsors maximum exposure and flexibility to introduce products and services to their target market. Not only will you realize an increase in customer base, you will also benefit through building a strong partnership with Northville P&R, who is at the very heart of the community. The community events that are eligible for bundling are listed below. Details about each event and sponsorship options are available on the following pages.

Community Events Available to Bundle

Movie in the Park	Community Bike Ride	Maybury Family Campout
Halloween SpookTacular	Pancakes & PJs	Celebrate Homecoming
Veteran's Day Event	Daddy Daughter Dance	Mother Son Extravaganza
Senior Health & Wellness Expo		

Sponsorship Package Breakdown



PRE-EVENT

- Recognized in all marketing materials as Presenting level sponsor of 6 events of choice
- Recognized in all marketing materials as Associate level sponsor of 6 events of choice
- Recognized in all marketing materials as Supporting level sponsor of 6 events of choice
- Participate in a pre-event commercial as part of social media marketing campaign

✓

✓

✓

✓

AT-EVENT

- Receive all Presenting level sponsor recognition as outlined for each event of choice
- Receive all Associate level sponsor recognition as outlined for each event of choice
- Receive all Supporting level sponsor recognition as outlined for each event of choice

✓

✓

✓

POST-EVENT

- Business formally recognized at City Council, Township Commission meetings
- Business recognized on thank you page in January edition of P&R brochure

✓

✓

✓

✓

✓

✓



Movie in the Park Sponsorships

Bundle Me!

Lights, Camera, Action! It all takes place outdoors on a giant screen. Audiences averaging 300 guests enjoy a summer delight, watching a family-friendly movie under the stars! Our traveling movie series includes 2 film favorites! Sponsors can also make it to the big screen with pre-movie promotion!

Sponsorship Package Breakdown

<div style="background-color: #003366; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$800 </div> <p style="text-align: center; font-weight: bold;">Presenting Sponsor</p>	<div style="background-color: #FF0000; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$500 </div> <p style="text-align: center; font-weight: bold;">Associate Sponsor</p>	<div style="background-color: #FFD700; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$225 </div> <p style="text-align: center; font-weight: bold;">Supporting Sponsor</p>
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PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor	✓		
Announcements on all social media posts & eblasts promoting the event(s)	2 movies	1 movie	1 movie

AT-EVENT

Company-provided banner displayed by screen	✓	✓	
30 second company-provided promo video aired on screen before movie begins	✓	✓	
On-site booth offering direct marketing opportunity to promote business	✓	✓	
A sign prominently displayed at activity site identifying your business as sponsor			✓
Company Logo aired on screen prior to movie	✓	✓	

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in January edition of P&R brochure	✓	✓	



Creating Community Together!

Bundle Me!

Community Bike Ride Sponsorships

Friends and family are invited out for a leisurely, free bike ride through Maybury State Park led by the Northville Township Police Department bike patrol. With two distance options offered, both under 5 miles, participants can choose their own scenic adventure. The Northville Township Fire Department, vendor booths, bike decorating, helmet fittings, an obstacle course for younger kids and a bike giveaway round out the event. Multiple sponsorship options are available, offering on-site visibility.

Our goal, with your support, is to create an event that offers fun for the whole family. As with monetary sponsorships, in kind donations will also be recognized by the value of the donation.

\$500
Presenting Sponsor

\$350
Associate Sponsor

\$150
Supporting Sponsor

PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓	✓	
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in January edition of P&R brochure	✓	✓	





Maybury Family Campout Sponsorships

Bundle Me!

This 24-hour camping trip is perfect opportunity for families and friends, whether experienced or first-time campers, to unplug from the everyday hustle and bustle and reconnect with what really matters, family, friends and the natural world. Northville Parks & Recreation staff, the Friends of Maybury State Park and Maybury State Park staff will guide campers through fun activities such as a nature hike, a fishing contest, crafts, campfire, s'mores and more! No Wi-Fi, no cable, no internet and no charging stations add up to no more excuses for missing out on quality time with the ones you love. A variety of sponsorship options are available to help our campers connect with each other and your business.

Sponsorship Package Breakdown

\$500
Presenting Sponsor

\$350
Associate Sponsor

\$150
Supporting Sponsor

PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓	✓	
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in January edition of P&R brochure	✓	✓	



Creating Community Together!

Bundle Me!

Halloween SpookTacular Sponsorships

Over 300 participants of all ages dressed in their best costume are expected to attend this spooky event! There will be plenty of activities for the little ghouls and goblins to enjoy, including crafts, a spooky maze, dancing, cider and donuts and more!

Our goal, with your support, is to create an event that offers fun for the whole family. As with monetary sponsorships, in kind donations will also be recognized by the value of the donation.



PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓	✓	
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in January edition of P&R Brochure	✓	✓	





Pancakes and PJs Sponsorships

Bundle Me!

Ho, ho, ho! Get ready for a packed house of over 200 guests as we welcome Santa to town with a rise-and-shine pancake breakfast. The holly, jolly event will include pictures with Santa, crafts, storytime, sing-along, and goodies. It's a fantastic way for you to share in the holiday happenings in Northville!

Our goal, with your support, is to create an event that offers fun for the whole family. As with monetary sponsorships, in kind donations will also be recognized by the value of the donation.

\$1K
Presenting Sponsor

\$600
Associate Sponsor

\$325
Supporting Sponsor

PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor



Announcements on all social media posts & eblasts promoting the event



AT-EVENT

Company-provided banner displayed at event



Logo will be included in picture with Santa



On-site booth offering direct marketing opportunity to promote business



A sign prominently displayed at activity site identifying your business as sponsor



POST-EVENT

Business recognized in post-event social media posts



Business recognized on thank you page in January edition of P&R Brochure



Bundle Me!

Celebrate Homecoming

A week of welcoming events leading up to the Northville Homecoming.

Sponsorships

There's no place like home, and what better way to pay tribute to it than in conjunction with Northville's Homecoming - a time when hundreds of alumni return to Northville to reconnect with family and friends! Join us in celebrating our hometown; a place beaming with history, tradition and community pride, through a series of welcoming events leading up to Northville High School's Homecoming game! There will be something for everyone and many opportunities for you to connect with and build upon community relationships and the place we call home.

Sponsorship Package Breakdown

\$500	\$350	\$150
Presenting Sponsor	Associate Sponsor	Supporting Sponsor

PRE-EVENT

Recognized in all marketing materials as industry-exclusive event sponsor	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓	✓	
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	





Daddy Daughter & Mother Son Events Sponsorships

Bundle Me!

Daddy Daughter Dance

The annual Daddy Daughter Dance is a Northville P&R favorite! Come dance the night away with Northville Parks and Recreation. It's the perfect evening to celebrate the unique bond between Dads and Daughters with food, family and fun.

Mother Son Extravaganza

Your captive audience will include over 200 moms and their sons at this evening extravaganza. The event offers a special time for moms and sons to create cherished memories as they enjoy a fun and exciting night full of music, food and games!

 \$1K  Presenting Sponsor	 \$600  Associate Sponsor	 \$325  Supporting Sponsor
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Sponsorship Package includes one event of your choice.

PRE-EVENT

Recognized in all marketing materials as industry-exclusive sponsor of 1 event of choice	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓	✓	
Logo will be included in photo booth photo	✓		
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at DJ or refreshments sponsor site	✓	✓	
Sign prominently displayed at craft or game sponsored site			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	



Creating Community Together!

Summer Concert Series

Tunes on Tuesday Sponsorships

One of the most anticipated events of the summer, "Tunes on Tuesday" will pack town square in Downtown Northville with music, dancing, and an all around awesome time for young and old alike. Eight family-friendly concerts, featuring a variety of talented entertainers, will be scheduled every Tuesday. As a sponsor, you will have direct contact with an average of 300 spectators that attend each week. Both series sponsorship and individual concert sponsorship opportunities are available.

<div style="border: 2px solid green; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; background-color: #4CAF50; color: white; display: flex; align-items: center; justify-content: center; font-size: 24px; font-weight: bold;">\$4K</div> <div style="border: 2px solid green; border-radius: 15px; width: 60px; height: 60px; margin: 0 auto; background-color: white; display: flex; align-items: center; justify-content: center; font-size: 12px; font-weight: bold;">Presenting Sponsor</div>	<div style="border: 2px solid green; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; background-color: #4CAF50; color: white; display: flex; align-items: center; justify-content: center; font-size: 24px; font-weight: bold;">\$1.5K</div> <div style="border: 2px solid green; border-radius: 15px; width: 60px; height: 60px; margin: 0 auto; background-color: white; display: flex; align-items: center; justify-content: center; font-size: 12px; font-weight: bold;">Associate Sponsor</div>	<div style="border: 2px solid green; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; background-color: #4CAF50; color: white; display: flex; align-items: center; justify-content: center; font-size: 24px; font-weight: bold;">\$750</div> <div style="border: 2px solid green; border-radius: 15px; width: 60px; height: 60px; margin: 0 auto; background-color: white; display: flex; align-items: center; justify-content: center; font-size: 12px; font-weight: bold;">Supporting Sponsor</div>
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Sponsorship Package Breakdown

PRE-EVENT

Recognized in all marketing materials as Industry-exclusive series sponsor of all 8 concerts	✓		
Recognized in all marketing materials as Associate sponsor of individual concert		✓	
Announcements on all social media posts & eblasts	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓		
2 minute opportunity to address audience at concert	✓		
Prime on-site booth location offering direct marketing opportunity to promote business	8 concerts	4 concerts	
On-site booth offering direct marketing opportunity to promote business			2 concerts

POST-EVENT

Business recognized in post-event social media	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	✓





“Kornhole” Tournament Sponsorships

Photo credit: Stacy Pearson

We're taking cornhole to the streets of Downtown Northville! Cornhole enthusiasts, family and friends are invited to experience historic Downtown Northville and join the fun! The downtown streets and businesses will serve as the perfect stage and backdrop for the tournament. This double elimination tournament is focused on family, friends and fun, a perfect combination for sponsors, too! Bags and boards, strategically placed throughout the downtown streets, will host preliminary matches; while the championship match will be held in Town Square. A variety of sponsorship opportunities are available.

Sponsorship Package Breakdown



PRE-EVENT

- Participate in a pre-event video interview posted 2 weeks prior as part of social media marketing campaign
- Logo included in all Marketing Materials, flyers, poster, etc.
- Event press kit to use in social media, advertising materials
- Announcements on all social media posts and eblasts

✓

✓

✓

✓

✓

✓

✓

AT-EVENT

- Company-provided banner displayed at Championship Finals
- Company honored at Tournament Championship Finals
- Sign prominently displayed at sponsored board site
- On-site visibility offering direct marketing to promote business
- Recognized on prize package sign displayed at town square

✓

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✓

✓

POST-EVENT

- Business recognized in post-event social media posts
- Business recognized on thank you page in the January edition of P&R Brochure

✓

✓

✓

✓

✓

Youth Programs

Highlights include Camps, Safety, Hitting the Slopes and more!

Summer Day Camp

The Summer Day Camp at Maybury State Park has been a mainstay in Northville for over 40 years. This summer tradition introduces campers, ages 6-12, to the great outdoors, where lifelong skills, memories and friendships are created. Most importantly, a seed for the love of the outdoors is planted. We invite you to be a part of this state-licensed camp and nurture this most important connection our campers create with nature and the outdoors through your sponsorship.

Safety Town

Did you ever dream of having a town or street named after your business? Well, here's your chance at NP&R Safety Town! In any situation, safety is of the utmost importance. Our very own Safety Town, is built to teach children, ages 4 to 6, essential safety lessons in a fun and playful environment. From learning the rules of the road to stranger danger, our safety team uses hands on activities, art projects, games and more to impart this important information. Weekly special guest speakers, including police and fire professionals, share their expertise.

Ski & Snowboarding Club

"Let it snow, let it snow, let it snow!" That's the motto of the Northville Ski & Snowboarding Club. This winter program highlight offers interested students, grades 6-12, the opportunity to experience the thrill of learning to ski or snowboard, advance their existing skills, or simply enjoy an evening at the slopes with friends. Weekly transportation to and from Mt. Brighton is included in the 8-week program, in addition to lift tickets, lessons and more. As a sponsor, you will enjoy peak exposure with these winter enthusiasts!

American Girl Party

This is a night just for girls and their favorite doll! Dressed in their cozy pajamas, guests enjoy sharing the evening experience with their choice companion. The event includes crafts, nail painting, fashion show, and pizza! It's a great way for sponsors to connect with their inner child and share joy!

Nerf Blaster Battle

Our little warriors, armed with Nerf guns, prepare with their teammates to accomplish the mission of a good time during an afternoon of friendly combat on our Nerf Blaster Battle Field! Warriors bring teamwork and strategy and we supply the Nerf darts, protective eye wear, bandanas, and pizza. In the end, it will be mission accomplished for all. Another great event for sponsors to connect with their younger self!



Youth Programs Sponsorships

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Choose a program option and sponsorship level of choice.

ALL PROGRAMS

Recognized in all marketing materials as industry-exclusive program sponsor	✓		
Announcements on all pre & post social media & eblasts promoting the program	✓	✓	
Logo included in all printed marketing materials	Large	Medium	Small
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	

SUMMER DAY CAMP

Company logo printed on program apparel	Large	Medium	Small
Company logo printed on staff shirts & packs	Large	Medium	Small
Sign prominently displayed at sponsored activity site	✓	✓	

SAFETY TOWN

Company logo printed on program apparel	Large	Medium	Small
Safety Town Street named in honor of business	✓		
Sign prominently displayed at sponsored activity site	✓	✓	

SKI & SNOWBOARDING CLUB

Company logo printed on program apparel	✓		
Company-provided discount card distributed to participants	✓	✓	✓
Company logo printed on treat bag	✓	✓	

AMERICAN GIRL & NERF BLASTER BATTLE

Company-provided banner hung to recognize runway (American Girl) & arena (Nerf Battle) sponsorship	✓		
Sign prominently displayed at sponsored activity site (refreshments or treat bag)	✓	✓	
Sign prominently displayed at sponsored craft site			✓

Athletics - Overview

Youth or Adult - We've got you covered!

Youth Volleyball Clinics

Northville P&R offers volleyball clinics for Northville Youth. These four-week clinics are taught seasonally at Recreation Center at Hillside or Northville Community Center. Hundreds of parents and children attend in support their future athletes. Sponsors will benefit from the opportunity to get their business name in front of these families.

Youth Basketball Leagues

The Youth Basketball Leagues are among the most popular youth sports offered by Northville P&R. The seasonal program emphasizes skill development, exercise, and team play for boys grades 3-12 and girls grades 3-8, while stressing good sportsmanship and camaraderie. For the second season, NP&R is partnering with the Detroit Pistons Junior Pistons program, providing the recognizable professional affiliation and added perks. Hundreds of spectators, your target market, are guaranteed to fill the stands to root on their favorite athlete!

Adult Sport Leagues

Northville Parks and Recreation boasts a variety of successful sport leagues for every athlete's interest, age and skill level. The leagues include the traditional sports of Basketball, Softball, Indoor Volleyball and Sand Volleyball, along with the addition of a popular new sport league that has taken the courts by storm, Pickleball! All of the recreational adult leagues are centered on team building, competitive play, good sportsmanship, fitness and overall fun! Each sport league offers an array of unique sponsorship options for the discerning business to reach their target market. Let us help you discover the options that are just right for you!





Athletics Sponsorships



Choose a program option and sponsorship level of choice.

ALL SPORTS

Advertisement in seasonal NP&R brochure distributed to Northville households (20,000 printed)	1/4 pg. \$350 value	1/8 pg. \$175 value	
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	✓
Your company logo displayed on league championship awards or clinic recognition certificates	✓		

YOUTH SPORT LEAGUES

Company-provided banner displayed at games	✓	✓	✓
Company logo included on league schedule, standings & communications	Large	Medium	Small
On-site booth offering direct marketing opportunity to promote business	✓		

YOUTH SPORT CLINICS

Company provided banner displayed at games	✓	✓	✓
Company logo included on clinic communications	Large	Medium	Small
On-site booth offering direct marketing opportunity to promote business	✓		

ADULT SPORTS

Your logo displayed on volleyball courts (volleyball only)	✓		
Company banner displayed on outfield fence (softball only, 1 field only - additional banner \$500 per field)	✓		
Your company logo included on league schedule, standings & communications	Large	Medium	Small
Company logo printed on league apparel	Large	Medium	Small



Creating Community Together!

Athletic Facility Banner Sponsorships

Ball Field Banner Sponsor

The ball fields at Community and Millennium parks are the hub of NP&R Adult and Senior Softball Leagues. Seven fields in all provide many opportunities for sponsor activation and connection with target markets. Choose the package that fits your marketing goals.

Tennis Court Banner Sponsor

The Tennis Courts at Fish Hatchery Park play host to the very popular NP&R Tennis Program, where over 800 participants, pre-school to seniors, serve up a huge dose of fun from early spring to late fall. The courts close proximity to 7 Mile Rd., provides excellent exposure for banner sponsors.

Gymnasium Banner Sponsor

The gymnasiums at NCC and RCH are hopping with activity year-round and are a great place to promote your business! From basketball to volleyball and pickleball to special events, there is never a shortage of happenings for the thousands of people of all ages who, on a yearly basis, walk through the gym doors to stay active and have fun! Multiple banner sponsorship options are available. Choose the one that's right for you!

Choose a facility banner sponsorship option and sponsor level of choice.



Ball Field Banner Sponsor

6'x 3' Banner displayed on outfield fence at Community or Millennium Park Ball fields

2 fields
2 years

2 fields
1 year

1 field
1 year

Tennis Court Banner Sponsor

6'x 3' Banner displayed on 7 Mile Tennis Court fence at Fish Hatchery Park offering maximum exposure

2 years

1 year

6'x 3' Banner displayed on interior Tennis Court fence at Fish Hatchery Park

2 years

1 year

1 year

Gymnasium Banner Sponsor

33"x81" retractable banner displayed at NCC or RCH Gymnasium offering maximum visibility

3 years

2 years

1 year

All Banner Sponsor

Business recognized on thank you page in the January edition of P&R Brochure

✓

✓

✓



Health & Wellness Programs Sponsorships

Team up with Northville Parks & Recreation health & wellness programs and help make a difference in the wellbeing of our community! NP&R is expanding its program line-up to include additional programs and resources for all levels and abilities that will help residents succeed in reaching their goals to better health. We invite your business to share in this important undertaking by becoming a sponsor.

<div style="background-color: #4CAF50; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$1.5K </div> <div style="text-align: center; margin-top: 5px;"> Presenting Sponsor </div>	<div style="background-color: #4CAF50; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$750 </div> <div style="text-align: center; margin-top: 5px;"> Associate Sponsor </div>	<div style="background-color: #4CAF50; color: white; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> \$400 </div> <div style="text-align: center; margin-top: 5px;"> Supporting Sponsor </div>
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PRE-PROGRAM OF CHOICE

Recognized in all marketing materials as industry-exclusive Adaptive Fit Club or one 6-week fitness class sponsor	✓		
Announcements on all social media posts & eblasts promoting sponsored program	✓	✓	✓

SPECIFICS FOR PROGRAM OF CHOICE

Recognized as sponsor of one-day Health & Wellness workshop		2 workshops	1 workshop
Recognized as sponsor of new Adaptive Fit Club, offering 6-week intro to various leisure activities or one specific 6-week fitness class providing reduced or free cost to participants	✓		
Recognized as sponsor of the Health & Wellness column in the Inspire newsletter	3 editions	2 editions	1 edition
Recognized as sponsor of monthly fitness class punch card give-away	3 months	2 months	1 month
Company logo displayed on NCC or RCH sanitation station tower	3 months Large	3 months Small	

POST-PROGRAM OF CHOICE

Business recognized in post-program social media posts	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	✓



Creating Community Together!

Senior Monthly Programs Sponsorships

Friday Flicks

Sponsorship opportunities abound as this biweekly afternoon program brings the movie theatre, complete with movie snack favorites, to Northville Community Center offering seniors an opportunity to enjoy a film in the company of friends.

Daily Coffee Bar

Through partnerships with sponsors, Northville Community Center offers complimentary coffee and tea service daily for all visitors and guests, providing a safe and homey place to meet-up with friends and make those all-important social connections without the added expense.

NCC Lunch Crew

Don't brown bag it, enjoy lunch with us! What better way to meet and greet our seniors than over a delicious mid-day meal? This is a great way to showcase your business in a casual setting. Monthly sponsorship opportunities provide excellent opportunities to connect and build relationships.

Enrichment Programs & Speaker Series

Bring your creative mojo to Northville Community Center and share your talent with our seniors, who are eager to create and learn! Whether presenting the program yourself or supporting another to bring the program to us, this is a creative and engaging way to expand your marketing reach.

"Deck the Halls" Holiday Display

Help us "Deck the Halls" and kick off the holiday season at the Northville Community Center with your sponsorship. Upwards of a dozen holiday trees, expertly decorated by our crafty crew of volunteer organizations, along with boughs of holly and more will make for a festive holiday display.

Monetary sponsorships are always welcome, but in-kind donations will also be recognized by the value of the donation.



	Friday Flicks Sponsor	Coffee Bar Sponsor	Lunch Crew Sponsor	Enrichment Sponsor	Deck the Halls Sponsor
Recognized in all marketing as month-long activity sponsor	1 month	1 month	1 month	1 program	✓
On-site presence for direct marketing opportunity				✓	
A sponsor sign prominently displayed at activity site	✓	✓	✓	✓	✓
Included as sponsor in The Inspire Newsletter	✓	✓	✓	✓	✓
Opportunity to distribute marketing materials	1 month	1 month	1 month	2 months	1 month



Senior Luncheon Series Sponsorships

It's more than a lunch - guests will savor a bunch.

Delicious food, friends and fellowship are always on the menu at Northville Senior Luncheons. As a sponsor, you will have direct contact with an average of 100 guests who attend each themed luncheon listed below. Both series and individual luncheon sponsorship opportunities are available.

Monthly Senior Luncheon Themes

Valentines Day	Luck O' Irish	Detroit Tiger's Opening Day
Kentucky Derby	Summer Solstice Party	Summer BBQ
Grandparents Picnic	Celebrate Homecoming	Thanksgiving Luncheon
Holiday Celebration		

Our goal, with your support, is to make these events special and memorable. Monetary sponsorships are always welcome, but in kind donations will also be recognized by the value of the donation.

\$1K
Presenting Sponsor

\$600
Associate Sponsor

\$325
Supporting Sponsor

PRE-EVENT

Recognized in all marketing materials as corresponding level sponsor for events of choice
Announcements on all social media posts & eblasts promoting the event

4 events

2 events

1 event

✓

✓

✓

AT-EVENT

Company-provided banner displayed at events
On-site booth offering direct marketing opportunity to promote business
Sign prominently displayed at activity site identifying your business as sponsor

✓

✓

✓

✓

✓

✓

POST-EVENT

Business recognized in post-event social media posts
Business recognized on thank you page in the January edition of P&R Brochure

✓

✓

✓

✓

✓



Creating Community Together!

Just can't wait to get on the road again!

Senior Travel Sponsorships

Transportation Program

Northville Transportation provides curb-to-curb service to meet the mobility needs of City & Township residents 60 & over and those who have a documented disability. It offers riders renewed freedom and independence and the ability to connect with community services while improving their physical and mental health. Be a part of this essential service as sponsor of the month.

Extended Travel Program

Northville Seniors in-house extended travel excursions are perfect for the adventurous soul who is always ready to explore new destinations and revisit yearly favorites. Among our favorites include the Mackinac Island Grand Experience, a magical trip to the one-of-a-kind Island. Help our travelers explore through the Extended Travel Sponsorship opportunity.

Day Trip Travel Program

For those Travelers who like to stay a little closer to home, our Day Trip Travel Program is a perfect option. From Restaurants to Theatre and Historic Cities to Museums, our daytrips destinations offer a great way to enjoy the local landmarks with friends without the hassle of driving and parking. Become a Day trip Travel Sponsor and make our next destination yours.

Sponsorship Package Breakdown



PRE-TRAVEL

Recognized in all marketing as program sponsor	1 month	Single trip	Single trip
Sponsor sign prominently displayed at activity site	✓	✓	✓
Recognized as sponsor in the Inspire Newsletter	✓	✓	✓

DURING-TRAVEL

Recognized as sponsor of the month in the transportation service telephone greeting	✓		
Opportunity to distribute marketing materials	✓	✓	✓
Company logo printed on goodie/treat bag		✓	✓

POST-TRAVEL

Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	✓
Business recognized in post-event social media posts	✓	✓	✓



Senior Health & Wellness Expo Sponsorships

Bundle Me!

Mark your calendar for this truly exciting, can't-miss event designed exclusively to promote the health and wellness of Northville Seniors! It's a day filled with health and wellness clinics, demonstrations, vendors, nutrition tips and more! Complete with a scrumptious, healthy lunch, a photo booth, fantastic raffle prizes, and so much more, this new event is sure to become a yearly program highlight and we want you to be a part of it! A variety of sponsorships offer activation options that is just right for you.

Our goal, with your support, is to make this event special and memorable. Monetary sponsorships are always welcome, but in kind donations will also be recognized by the value of the donation.

\$1K
Presenting Sponsor

\$600
Associate Sponsor

\$325
Supporting Sponsor

PRE-EVENT

Recognized in all marketing as presenting sponsor	✓		
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓		
Logo will be included in photo booth photo	✓		
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed at major activity site identifying your business as sponsor	✓	✓	
Sign prominently displayed at minor activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	



Creating Community Together!

Bundle Me!

Veteran's Day Honors Sponsorships

There is so much for which to be thankful, including our Veterans! Guests are invited to join together in appreciation for those who served our country while feasting on a delicious lunch. All of the branches of the Armed Forces will be honored and recognized for their service.

Sponsorship Package Breakdown

\$500
Presenting Sponsor

\$350
Associate Sponsor

\$150
Supporting Sponsor

PRE-EVENT

Recognized in all marketing as industry-exclusive presenting sponsor	✓		
Recognized in all marketing as lunch sponsor		✓	
Announcements on all social media posts & eblasts promoting the event	✓	✓	✓

AT-EVENT

Company-provided banner displayed at event	✓		
On-site booth offering direct marketing opportunity to promote business	✓	✓	
Sign prominently displayed on tables identifying business as sponsor	✓	✓	
Sign prominently displayed at activity site identifying your business as sponsor			✓

POST-EVENT

Business recognized in post-event social media posts	✓	✓	✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	



Publication Sponsorships



Connect with Community!

Brochure Advertising

Grow your business through Northville Parks & Recreation brochure, your source for cost-effective local advertising! Over 20,000 copies are published 2 times a year and mailed to the community. People, places and programs of interest are highlighted, providing fun ways for families to explore the many attractions right in their own neighborhood, including YOUR business! Connect with us!

Inspire Advertising

Senior Services produces a bimonthly newsletter filled with information, classes, special events, programs and more. 1,400 copies of this professionally published newsletter are available free of charge at various Northville facilities, including the Northville Community Center. An electronic version of the newsletter is also available online, expanding the readership footprint. Choose from a selection of advertising opportunities that offers great ways to reach your target market.

Community Connection - E-Newsletter Advertising

If going paperless is more your style, the Northville Parks and Recreation E-Newsletter is right for you! Over 9,000 subscribers get the news to use in their inbox on a monthly basis! The E-Newsletter is a dynamic marketing opportunity, providing a direct connection to potential customers. With one click of your advertisement, subscribers will be taken directly to your website for immediate engagement. It's fast, economical and effective marketing.

	\$1.25K	\$850	Ad only
	All Inclusive Package	Economy Package	No-Frills Package

A 10% discount will be applied for 3 pre-paid ads in calendar year.

NPR SEASONAL BROCHURE

Full page ad in Northville P&R Seasonal Brochure	✓		\$1K
1/2 page ad in Northville P&R Seasonal Brochure		✓	\$750
1/4 page ad in Northville P&R Seasonal Brochure			\$350
Featured "call out" article in body of the brochure highlighting business or event. (Approx. 2"x 3")	✓		
Complimentary on-site table at seasonal event of choice.	✓		

INSPIRE NEWSLETTER

Full Banner ad in Bimonthly "Inspire" of choice	✓		\$200
1/2 Banner ad in Bimonthly "Inspire" of choice		✓	\$150
1/4 Banner ad in Bimonthly "Inspire" of choice			\$100
Complimentary on site table at Senior luncheon of choice offering direct marketing opportunity	✓	✓	

COMMUNITY CONNECTION E-NEWSLETTER

Business ad included in the season's monthly E-Newsletter (average 3 months)	✓	✓	
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Creating Community Together!

Parks & Trails Sponsorships

Park Steward Advocate

Support our initiative to preserve and maintain our parks, trails, and public spaces as a Park Steward Advocate through both monetary donation and volunteering opportunities. This 2 year commitment is a great way for your business to take an active role in supporting the mission of the Parks and Recreation Department by improving the overall quality of life through environmental stewardship for the Northville community. Participating in the program also helps to maintain and monitor the parks that provide our community with quality gathering, play and recreational outdoor experiences. (Program requires biannual stewardship activity, coordinated with NP&R, in designated park.)

Park Amenities Sponsor

Park Bench Sponsor

Give the gift of rest and relaxation for park users through our Park Bench Sponsorship. Sponsorship includes bench cost and installation and 6"x 6" engraved plaque with up to 36 characters. Final location approved by NP&R. Sponsorship guaranteed for 10 years.

Picnic Table Sponsor

Give the gift that gathers people together through our Picnic Table Bench Sponsorship. Sponsorship includes table cost and installation and 6"x 6" engraved plaque with up to 36 characters. Final location approved by NP&R. Sponsorship guaranteed for 10 years.

Plant a Tree Sponsor

Give the gift that provides environmental benefits for years to come through our Tree Sponsorship. Includes 6"x 6" engraved plaque with up to 36 characters. Tree species and final location must be approved by NP&R. Tree guaranteed for 1 year. After 1 year, it is the responsibility of the donor to replace tree, if necessary. Second tree is not guaranteed. Trees will be planted in the fall.

Upgrade to 8"x 8" engraved plaque with up to 64 characters for an additional \$200.



	Stewardship Sponsor	Park Bench Sponsor	Picnic Table Sponsor	Tree Sponsor
Stewardship sign with company logo displayed at designated park for 2 years	✓			
Memorial bench, including 6"x 6" plaque, installed at designated location		✓		
Park picnic table, including 6"x 6" plaque, installed at designated location			✓	
Memorial tree, including 6"x 6" plaque, installed at designated location				✓
Business recognized on thank you page in the January edition of P&R Brochure	✓	✓	✓	✓

Sponsorship Form

Thank you for your Partnership and Support!



Community Events Bundle

Select bundle level and six corresponding events of choice below.

- \$4K Champion ● \$2.5K Advocate ● \$1.25K Partner

Individual Community Event Sponsorship

Movie in the Park

- \$800 Presenting Sponsor
 ● \$500 Associate Sponsor
 ● \$225 Supporting Sponsor

Community Bike Ride

- \$500 Presenting Sponsor
 ● \$350 Associate Sponsor
 ● \$150 Supporting Sponsor

Maybury Family Campout

- \$500 Presenting Sponsor
 ● \$350 Associate Sponsor
 ● \$150 Supporting Sponsor

Halloween Spook-Tacular

- \$1K Presenting Sponsor
 ● \$600 Associate Sponsor
 ● \$325 Supporting Sponsor

Pancakes & PJs

- \$1K Presenting Sponsor
 ● \$600 Associate Sponsor
 ● \$325 Supporting Sponsor

Special Events

Tunes on Tuesday

- \$4K Presenting Sponsor
 \$1.5K Associate Sponsor
 \$750 Supporting Sponsor

Kornhole Tournament

- \$500 Presenting Sponsor
 \$250 Associate Sponsor
 \$100 Supporting Sponsor

Celebrate Homecoming

- \$500 Presenting Sponsor
 ● \$350 Associate Sponsor
 ● \$150 Supporting Sponsor

Daddy Daughter Dance

- \$1K Presenting Sponsor
 ● \$600 Associate Sponsor
 ● \$325 Supporting Sponsor

Mother Son Extravaganza

- \$1K Presenting Sponsor
 ● \$600 Associate Sponsor
 ● \$325 Supporting Sponsor

Veteran's Day Event

- \$500 Presenting Sponsor
 ● \$350 Associate Sponsor
 ● \$150 Presenting Sponsor

Senior H & W Expo

- \$1K Presenting Sponsor
 ● \$600 Associate Sponsor
 ● \$325 Supporting Sponsor

Athletic Banners

Choose a facility and sponsor level.

Facility

- Ball field Banner
 Tennis Court Banner
 Gymnasium Banner

Level

- \$1.5K Presenting Sponsor
 \$850 Associate Sponsor
 \$500 Supporting Sponsor

Parks & Trails

- \$1K Stewardship Sponsor
 \$7K Picnic Table Sponsor
 \$3.5K Park Bench Sponsor
 \$700 Tree Sponsor

Youth Programs

Choose a program and a sponsorship level.

Program

- Summer Day Camp
 Safety Town
 Ski & Snowboard Club
 American Girl/Nerf Blaster

Level

- \$2K Presenting Sponsor
 \$1K Associate Sponsor
 \$500 Supporting Sponsor

Athletics

Choose a program and a sponsorship level.

Program

- Youth Basketball
 Youth Volleyball Clinic
 Adult Basketball
 Adult Volleyball
 Adult Sand Volleyball
 Adult Softball
 Adult Senior Softball
 Adult Pickleball

Level

- \$2K Sponsor
 \$1K Sponsor
 \$500 Sponsor

Health & Wellness

- \$500 Presenting Sponsor
 \$250 Associate Sponsor
 \$100 Supporting Sponsor

Senior Programs & Events

Luncheon Series

Choose a sponsorship level and corresponding event(s).

Level

- \$1K Presenting (4 events)
 \$600 Associate (2 events)
 \$325 Supporting (Single)

Event

- Valentine's Day
 Luck O' the Irish
 Opening Day Party
 Kentucky Derby Party
 Summer Solstice Party
 Summer BBQ
 Grandparents Picnic
 Thanksgiving Luncheon
 Holiday Celebration

Travel Program

- \$ Transportation
 \$ Extended Travel
 \$ Day Trip

Monthly Programs

Choose a program and desired month(s)

Program

- \$100 Friday Flicks
 \$150 Coffee Bar
 \$150 NCC Lunch Crew
 \$250 Enrichment Prg.
 \$150 "Deck the Halls"

Month

- January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December

Publication Advertising

- \$1.25K All Inclusive Pkg. \$850 Economy Package
 No Frills Package (Ad Only - choose option below)

Seasonal Brochure

- \$1K Full Page Ad
 \$750 1/2 Page Ad
 \$350 1/4 Page Ad

Inspire Newsletter

- \$200 Full Banner Ad
 \$150 1/2 Banner Ad
 \$100 1/4 Banner Ad

In-Kind Donation Description	\$ Value

In-Kind Donations - please provide description and value of donation in space provided to the right.

Contact: _____

Phone: _____

Business Name: _____

Date: _____

Address: _____

Authorized Signature: _____

Email: _____

Invoices will be generated upon confirmation of sponsorship and are due before event date.

City: _____ State: _____ Zip: _____

NORTHVILLE PARKS & RECREATION

RCH ♦ 775 N Center St. Suite B, Northville, MI 48167 ♦ (248) 349-0203 ♦ northvilleparksandrec.org

NCC ♦ 303 W. Main Street, Northville, Michigan 48167 ♦ (248) 305-2851

Creating Community Together!



Creating Community Together!



NORTHVILLE PARKS & RECREATION

Recreation Center at Hillside ♦ 775 N Center St., Suite B, Northville, MI 48167 ♦ (248) 349-0203 ♦ northvilleparksandrec.org
Northville Community Center ♦ 303 W. Main St., Northville, Michigan 48167 ♦ (248) 305-2851