

2027 SPONSORSHIP

BERKLEYMI.GOV/PARKSANDREC

● 2027 Guide

Table of Contents:

- Department Information.....1
- Sponsorship Benefits.....2
- Special Events.....3-5
- Additional Opportunities....6
- Let's Sponsor.....7



PARKS & RECREATION
SPONSORSHIP OPPORTUNITY GUIDE

2027 SPONSORSHIP

The Berkley Parks & Recreation Department provides a variety of leisure services, sports, and physical fitness programs for children and adults of all ages. This department operates and maintains all City-owned recreation assets, including seven public parks, eight baseball fields, ten tennis courts, and the Community Center and Senior Center.

Our staff takes pride in the planning and execution of many special events throughout the year, including, but not limited to WinterFest, SummerFest, and the CruiseFest Classic Car Parade. The department is also a state-licensed provider of day camps for children.

Camp sessions are held during the summer months and winter break. The Senior Center provides programs and other activities such as fitness classes, educational workshops and day trips for active seniors who enjoy good fellowship and fun.

2027 Sponsorship Deadlines

- WinterFest: January 15
- Day Camp t-shirts: April 15
- Senior Picnic: May 7
- SummerFest: May 14
- Berkley Beats: May 14
- CruiseFest: June 11
- Senior BINGO
 - *varies, contact for details*
- Senior Trivia
 - *varies, contact for details*
- Touch-A-Truck: July 30
- Halloween Movie: August 27
- December Holiday: October 22

**All dates subject to change*

How does your sponsorship help?

We are incredibly grateful for the sponsorship we receive each year from Berkley's community groups and local businesses. Sponsorship goes directly toward the cost of special events and programming to pay for things like supplies, contractors, film licensing, food items, entertainment and so much more! Thank you for your continued support of Community engagement.

2027 SPONSORSHIP

2027 SPONSORSHIP YEAR ONLY



PRESENTING SPONSORSHIP BENEFITS

What is included?

**Presenting sponsorship is limited to ONE organization/business per event*

- *Presenting sponsorship recognition for allocated special event*
- *Pre/post event social media recognition*
- *Logo on small signs/stands at event*
- *Logo included in email event marketing (4,000 subscribers)*
- *Logo included on in-house print materials, including seasonal program guide*
- *Logo displayed on City website event tab*
- *Company supplied banner displayed at event and performance stage*
- *Booth space provided at event*
- *Inclusion in press release for event (if applicable)*
- *Opportunities to introduce event performers or be the CruiseFest classic car parade Grand Marshal*

EVENT SPONSORSHIP BENEFITS

What is included?

**Event sponsorship is open to multiple organizations/businesses per event*

- *Pre/post event social media recognition*
- *Logo included on in-house print materials*
- *Logo displayed on City website event tab*
- *Booth space provided at event*



berkleymi_parksandrec
1,000 Followers



Berkley
Parks & Recreation
5,000 Followers



City of Berkley website views
berkleymi.gov (14K monthly)



WINTERFEST

Third Saturday in February

WinterFest is a FREE annual event designed to embrace the cold weather and celebrate Michigan's winter season outside the Community Center. It is a great event for the whole family! All activities are held outdoors and include: ice skating rink, ice sculptures, petting farm with unicorn rides, cake walks, bouncers, fire pit s'mores, food trucks and more.

Presenting: \$2,500

Event: \$850

Attendance: 850 + people, families



SUMMERFEST

June, July & August

- *Movies in the Park - June & August*
- *Bacon Jamboree - July*
- *Ice Cream Social - August*

SummerFest is a series of FREE Community events. Outdoor movies are hosted at Oxford Park or Bacon Park with themed activities leading up to or at each event. The August movie date includes the ice cream social. The Bacon Jamboree is held at Bacon Park in July with fun activities ranging from hat decorating, bouncers, face painting, lawn games, tie dye, popsicles and more.



Movies in the Park (2)

Presenting: \$1,500

Event: \$650

Bacon Jamboree

Presenting: \$1,000

Event: \$650

Ice Cream Social

Presenting: \$550

Event: \$350

*Movies are separate events

Attendance: 350 + people, families per event





BERKLEY BEATS

Summer Concert Series (Three Concert Dates)

Berkley Beats is a FREE outdoor summer concert series at Oxford Park on select Thursday evenings in June, July and August. It is a great event for the whole family and showcases local talent on the stage with fun and inviting genres of music.

Presenting: \$2,000

Event: \$800

Attendance: 150 + people, families



CRUISEFEST

Second Friday in August

- Classic car parade (300 cars)
- Live entertainment & food trucks
- FREE outdoor Movie
- FREE kids activity areas

For more than 25 years, the Berkley CruiseFest has brought car enthusiasts of all ages to Downtown Berkley for a summer evening filled with classic automobiles, delicious food, entertainment and community connection on 12 Mile Rd. during the Woodward Dream Cruise.

Presenting: \$10,000

Event: \$1,500

Attendance: 10 thousand + people, families



SPECIAL EVENTS

2027 SPONSORSHIP YEAR ONLY



HOLIDAY EVENT

December

This event includes a seasonal family activity and holiday-inspired treat at the Community Center. The theme changes each year. Registration is required.

Presenting: \$550

Event: \$350

Attendance: 75+ people, families



HALLOWEEN MOVIE EVENT

October

This FREE event includes seasonal family activities, fall-inspired treat and spooky fun outdoor movie at Oxford Park. The theme changes each year.

Presenting: \$1,500

Event: \$550

Attendance: 450+ people, families



SENIOR PICNIC

June

This event includes a picnic lunch and dessert at the Bacon Park pavilion for senior citizens with activities and prizes.

Presenting: \$750

Event: \$550

Attendance: 50 people



IN-KIND DONATIONS/GIFT CARDS

Consider supporting our special events with gift card donations for prize raffles. (Ex. Meijer, Dunkin, trampoline parks, Target, fast food, etc.)





SUMMER DAY CAMP T-SHIRT SPONSOR

Day Camp runs for nine weeks during June, July and August. This program is offered to children in grades K - 6 and accommodates roughly 175 campers. Shirts are required to be worn on weekly field trips. This sponsorship includes your business/organization logo on staff and camper shirts with recognition on social media.

Cost: \$750, limited to 2 sponsors.



SENIOR BINGO/TRIVIA LUNCH SPONSOR

Senior BINGO and Trivia runs each month at the Community Center and includes game play, lunch, dessert and prizes. This sponsorship receives lunch provided by and social media recognition during/after event.

Cost: \$350, unlimited sponsors.



TOUCH-A-TRUCK *DPW/PUBLIC SAFETY

This free event is held outside the Community Center in September. City vehicles, trucks and equipment are on display for kids and families to learn more about and explore.

Presenting: \$1,500

Event: \$650

Attendance: 750+ people, families



PARK BANNERS/PAY TO POST

*Interested in displaying your business or organization banner at our parks or fencing along the tennis courts or ball fields? **Supply your own banner** and we will post it. Cannot be larger than 3 x 6 ft.*

Cost: \$175, limited availability.





CONTACT DETAILS

For more information regarding all sponsorship options and/or questions please contact:

AMANDA SLUSARSKI
Event and Communication Specialist

aslusarski@berkleymi.gov
berkleymi.gov/parksandrec
(248)658-3470



ONLINE FORM

To process your sponsorship request you must complete the commitment form. Please email the form to the above contact. Once your desired sponsorship and contact details are submitted, we will review your request. If approved you will receive payment details and an invoice. We accept cash, check or credit cards. To access the form please follow this link or scan the QR code below:

berkleymi.gov/document-center/parks-recreation



THANK YOU FOR YOUR CONTINUED SUPPORT!