



CITY OF WALKER 2019 EVENTS SPONSORSHIP INFORMATION



Summer
Fun
Kick-off
Carnival



Walker
Standale
Summer
CONCERT SERIES
& Family FUN Night



Walker
Pumpkin
Bash



Walker
Winter
Fest

2019 CITY EVENTS



Summer Fun Kick-off Carnival



Monday, June 10
 4:30 pm – 6:30 pm
 Walker City Hall

FREE Kid-oriented event to kick-off the KDL Walker Branch's Summer Reading Program

Draws an average audience of 400+

Provides an opportunity for businesses, corporations and organizations to become involved within the community

Bounce toys, carnival games, prizes, crafts, live music, food trucks, and more!



Thursday,
June 13
July 11
August 8
 6:30 pm-8:30 pm
 Walker Community Park

FREE Family-Friendly, Summer Concert Series & Family Fun Night

Draws an average audience of 300+

Provides an opportunity for businesses, corporations and organizations to become involved within the community

Offer a variety of musical styles appealing to those of all ages

Provide vendors for attendees to enjoy



Saturday, October 5
 1:30 pm – 3 pm
 Walker City Hall

FREE Family-Friendly, Fall Bash geared towards Walker families

Draws an average audience of 500+

Provides an opportunity for businesses, corporations and organizations to become involved within the community

Crafts, Treats, Concessions, Petting Zoo, and more!



Thursday, December 5
 5:30 pm – 7:30 pm
 Walker Ice & Fitness Center

FREE Family-Friendly Winter Fest located at Walker Ice and Fitness Center to kick off the holiday season!

Draws an average audience of 1,200+

Provides an opportunity for businesses, corporations and organizations to become involved within the community

Tree Lighting Ceremony, free ice-skating, a visit from Santa, live reindeer, kid's crafts, hot cocoa and more!

SPONSORSHIP LEVELS

ULTIMATE SPONSOR: \$5,000+

- Prominent Placement of logo above all other sponsors on all marketing materials for the 2019 year
- Logo displayed on ALL advertising including Facebook, Newsletter, Television, Mailers, Website, etc.
- Prominent Placement of logo above stage at the Walker Standale Summer Concert Series
- Opportunity to distribute literature or set-up a 10x10 promotional tent at all 2019 city events
- Named title sponsor in all marketing material supporting event
- Exclusive sponsor rights for your industry at the Ultimate level (first come, first serve basis)
- Includes all benefits of a Platinum sponsor



Diamond Sponsor: \$ 2,500

- Opportunity to distribute literature or set up a 10x10 promotional tent at all 2019 city events
- Logo displayed on most advertising including Facebook, Newsletter, Website, etc.
- Placement of logo on the side of the stage at Walker Standale Summer Concert Series
- Includes all benefits of a Platinum sponsor



Platinum Sponsor: \$1,000

- Display company banner at all 2019 city events
- Verbal recognition at all 2019 city events
- Name and logo included on City Website Events Page with a direct link to the company website or Facebook page
- Recognition in the Walker City e-Newsletter emailed to 1,000+ area residents and business owners



Gold Sponsor: \$500

- Name and logo included on City Website Events Page with a direct link to the company website or Facebook page
- Recognition in the Walker City e-Newsletter emailed to 1,000+ area residents and business owners (all issues April through December)



Silver Sponsor: \$200

- Recognition in the monthly Walker City e-Newsletter emailed to 1,000+ area residents and business owners (all issues April through December)



January 28, 2019

Dear Walker Business Owner:

Even though we are in the thick of winter; brighter, warmer days are ahead! We are eagerly planning out the details for our ever-popular Walker Standale Summer Concert Series. We are reaching out to our local businesses again this year to help make our event a success.

The seventh annual Standale Summer Concert Series is set to kick off on June 13, 2019. We are excited to continue the tradition by providing the community with a free family-friendly event. The concerts will be held once again at the Walker Community Park. Families can enjoy listening to a variety of musical performances while grabbing a bite to eat and connecting with their community. We are also looking forward to our Annual Walker Pumpkin Bash and Walker WinterFest to be held later in the year. Both events are heavily attended events by families of our community and eagerly anticipated!

We would like to extend the opportunity for your organization to contribute to our 2019 event line-up. With crowds reaching an average of 400+ residents, our community events are the perfect opportunity for your business to gain exposure within the Walker/Standale neighborhoods and become involved with your local community. Enclosed you will find available, sponsorship levels and their benefits. We ask that all sponsorship forms be returned by Monday, April 1, 2019.

Please contact Kendra Belk at (616) 791-6893 or kbelk@walker.city with any questions regarding sponsorship opportunities.

Thank you for your time and consideration.

Warm Regards,

Kendra Belk
Events and Social Media Coordinator
City of Walker





SPONSORSHIP AGREEMENT

I want to sponsor:

_____ Ultimate Sponsor (\$5,000+)

_____ Diamond Sponsor (\$2,500)

_____ Platinum Sponsor (\$1,000)

_____ Gold Sponsor (\$500)

_____ Silver Sponsor (\$200)

*If you would like to sponsor one specific event or item, please denote that here: _____

Business or Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Please email me a receipt once payment is processed: [] yes [] no

To ensure maximum sponsorship benefits, please send completed form and sponsorship check by **Monday, April 1, 2019!**

Make checks payable to: City of Walker

Return this form and check payment to:

City of Walker
Attn: Kendra Belk
4243 Remembrance RD NW
Walker, MI 49534

Please contact Kendra Belk at kbelk@walker.city or 616-791-6893 with any questions or to request more information.