



CITY OF WALKER 2020 EVENT SPONSORSHIP INFORMATION



1 Sponsorship, 8 Community Events!

January 20, 2020

Dear Walker Business Owner:

2019 was a year jam-packed with fun events and record-breaking attendance! We are back in planning mode and eagerly strategizing and coordinating the many details that go into creating a successful community event. First up, the Annual Walker Easter Egg Hunt on April 4th and the Memorial Day parade to follow in the months ahead.



The 8th annual Walker Standale Summer Concert Series is set to kick off on June 11, 2020 with the ever-popular band, Brena! This concert usually brings a crowd of 900+ people to our outdoor Amphitheatre in Community Park. We are excited to continue the tradition by providing the community with a free family-friendly event. 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 again 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 2020 event line-up. With crowds reaching an average of 500-2,500 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, March 16, 2020.



Please contact me 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
Communications Manager
City of Walker

2020 CITY EVENTS

 <p style="text-align: center;">ANNUAL EASTER EGG HUNT SATURDAY, APRIL 4</p>	<p style="text-align: center;">Saturday, April 4 11:00 am sharp Walker Ice & Fitness</p>	<p>FREE kid-oriented Easter Egg Hunt organized by the Walker Recreation Dept. Draws an average audience of 1,500+ Hunt for candy and prizes, take a photo with the Easter Bunny and more! This event is outdoors</p>
 <p style="text-align: center;">CITY OF WALKER MEMORIAL DAY PARADE <small>PRESENTED BY THE WALKER DDA</small></p>	<p style="text-align: center;">Monday, May 25 12:00 pm Lake Michigan Drive</p>	<p>FREE Family-Friendly parade to honor our veterans and those who made the ultimate sacrifice for our freedom! Parade organized by the Walker Recreation Dept. Provides an opportunity for businesses, corporations and organizations to participate by decorating a float or vehicle Parade begins with a plane fly-over</p>
 <p style="text-align: center;">Summer Fun Kick-off Carnival</p>	<p style="text-align: center;">Monday, June 8 4:00 pm – 6:30 pm Walker City Hall</p>	<p>FREE Kid-oriented event to kick-off the KDL Walker Branch’s Summer Reading Program Draws an average audience of 1400+ Provides an opportunity for businesses, corporations and organizations to become involved within the community Bounce toys, carnival games, prizes, crafts, and more!</p>
 <p style="text-align: center;">Walker Standale Summer CONCERT SERIES</p>	<p style="text-align: center;">Thursday, June 11 July 16 August 13 6:30 pm-8:30 pm Walker Community Park</p>	<p>FREE Family-Friendly Summer Concert Series Draws an average audience of 500-1,000 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</p>
 <p style="text-align: center;">Walker Pumpkin Bash</p>	<p style="text-align: center;">Saturday, October 3 1:30 pm – 3 pm Walker City Hall</p>	<p>FREE Family-Friendly Fall Bash geared towards Walker families Draws an average audience of 2,000+ Provides an opportunity for businesses, corporations and organizations to become involved within the community Crafts, Treats, Concessions, Petting Zoo, and more!</p>
 <p style="text-align: center;">Walker Winter Fest</p>	<p style="text-align: center;">Thursday, December 3 5:30 pm – 7:30 pm Walker Ice & Fitness Center</p>	<p>FREE Family-Friendly Winter Fest located at Walker Ice and Fitness Center to kick off the holiday season! Draws an average audience of 1,750+ 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!</p>

Sponsor Benefits & Levels	Ultimate	Diamond	Platinum	Gold	Silver
Opportunity to have a table or tent at 2020 events (excluding Easter Egg Hunt and Memorial Day Parade; priority of table location at events determined by sponsorship level ranking)	✓	✓	✓	✓	✓
Logo Recognition	Largest	Large	Medium	Small	Text only
Printed in monthly e-newsletter (3,000+ individuals and growing)	✓	✓	✓	✓	✓
Shared in email blasts about the event	✓	✓	✓	✓	✓
Hyperlink on City's website	✓	✓	✓	✓	
Posted in Facebook event page	✓	✓	✓	✓	
Printed on 18x24 event yard signs	✓	✓	✓		
Printed on 5x7 event fliers and 11x17 event posters distributed across the city	✓	✓			
Printed on all marketing materials supporting the event	✓				
Printed on concert side stage banner (next to Amphitheatre)		✓	✓		
Printed on concert Main Stage Banner (above band – visible in photos)	✓				
Verbal Recognition during the program	✓	✓			
Sponsor Recognition on Social Media	✓	✓			
Summer Concert Series: Five Minutes at the Microphone to promote your company (optional)	✓				
One entry in the Walker Memorial Day Parade, spaces limited, see pg. 6 (optional)	✓	✓	✓	✓	✓
Company Name in the Title of special event (choose one event on page 5)	✓				
Exclusivity to your industry at the Ultimate Level (first come, first serve)	✓				
Investment	\$5,000+	\$2,500	\$1,000	\$500	\$250
2019 Returning Sponsor Discounted Rate	\$4,500	\$2,200	\$750	\$400	\$200
Early Bird Special: Agreement and check payment MUST be returned on or before Friday, February 28 to qualify.	Logo displayed on large Banners at our Easter Egg Hunt + (1) 'Friday Feature' promoting your business on our social media accounts for 2020.			Logo displayed on large Banner at the Easter Egg Hunt	

*Rates above include recognition for your company/organization at all 2020 events listed on page 3.



SPONSORSHIP AGREEMENT

I want to be a(n):

_____ **Ultimate Sponsor** (\$5,000 / \$4,500)*

_____ **Diamond Sponsor** (\$2,500 / \$2,200)

_____ **Platinum Sponsor** (\$1,000 / \$750)

_____ **Gold Sponsor** (\$500 / \$400)

_____ **Silver Sponsor** (\$250 / \$200)

*As an **Ultimate Sponsor**, you have the privilege of being the title sponsor and promoted as such for one of the following events. Please number your choices 1-6 (1 being your top choice). Events will be determined on a first come, first serve basis.

_____ The Easter Bunny Meet & Greet

_____ Bunny Hop Trail or Prize Table

_____ The Pumpkin Patch

_____ Pumpkin Bash Hospitality Tent

_____ Santa's Workshop

_____ Tree Lighting Ceremony

Business or Organization Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____

Email: _____

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

[] I would like to pay in two payments.

*Please send 50% of payment with the completed agreement form. The other 50% is due no later than **June 1, 2020**. Your logo will not be placed on any print materials for the Concert Series, Pumpkin Bash, and Winter Fest events until payment is received in full.*

To ensure maximum sponsorship benefits, please send completed form and sponsorship check by **Monday, March 16, 2020**. 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

Questions? Please contact Kendra Belk at kbelk@walker.city or 616-791-6893.



2020 Walker Memorial Day Parade Entry Form

All Sponsorship levels include an entry into the parade – spaces limited.

Event Date: Monday, May 25 at 12:00 noon

The parade is sponsored by the City of Walker and Downtown Development Authority.

We would like to invite you and your organization to participate. Please fill out the attached entry form and return it by **Monday, May 4** separately to sjohnson@walkericeandfitness.com or mmay@walkericeandfitness.com, or return to kbelk@walker.city with your sponsorship agreement.

If you have any questions, please call the Walker Parks and Recreation Department at (616) 735-6286.

- Political entrants will be charged a \$100 entry fee unless they are an incumbent representing Walker.*
- Any business based outside of Walker with any type of advertising will be charged a \$100 entry fee.*
- Non-profit organizations and a business that is Walker based are exempt from the fee.

**Please enclose your fee along with your entry*

Please Print Clearly

Entry (Group or Organization Name): _____

Contact Person Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____

Email: _____

Description of Entry:

Number of vehicles: _____ **Will you have music:** [] yes [] no

You will receive your parade day information one week prior to the parade. If you need additional information, please call the Recreation Department at (616) 735-6286.