



EVENT SPONSORSHIP PACKET



EVENT LINEUP



EASTER EGG HUNT

Hunt takes place in City Central Park. 1,000 + attendance!

All levels can sponsor 250 eggs (supply eggs filled with kid-friendly items).

As an alternative, sponsors may set up a table in the "Bunny Trail" and pass out items for kids ages 4 and under.



MEMORIAL DAY PARADE

Honors our veterans and those who made the ultimate sacrifice. Provides opportunity for businesses, corporations and organizations to participate by decorating a float or a vehicle. Parade begins at City Hall and travels down Remembrance Road NW. Event organized through Walker Parks & Recreation Department.



SUMMER CONCERTS

Takes place in June, July & August in Walker Community Park. Provides an opportunity for businesses, corporations and organizations to connect with the community by setting up tables to interact with concert-goers. Attendance between 250-1,000 +



WALKER PUMPKIN BASH

Family-friendly fall bash geared toward Walker families. Draws an average audience of 2,000+. Provides an opportunity for businesses, corporations and organizations to interact with the community as kids pick out pumpkins, enjoy donuts and cider, and trick-or-treat among our sponsors. Traditionally takes place the first Saturday of October.



WALKER WINTERFEST

Family-friendly event featuring Santa, live reindeer and free ice skating inside our Walker Ice and Fitness Center. Evening caps off with our annual lighting of the tree. Attendance of 2,000 +
Traditionally takes place first Thursday in December.

Sponsor Benefits & Levels	Ultimate (3 spots)	Diamond (5 spots)	Platinum (8 spots)	Gold (10 spots)	Silver (10+ spots)
Opportunity to have a table or tent at all events (excluding Memorial Parade)	✓	✓	✓	✓	✓
Logo Recognition	Largest	Large	Medium	Small	Text Only
Printed in monthly newsletter (3,500+ individuals and growing)	✓	✓	✓	✓	✓
Shared in email blasts about the event	✓	✓	✓	✓	✓
Printed on 18x24 event yard signs	✓	✓	✓	✓	
Mentioned in Facebook Event Page	✓	✓	✓	✓	✓
Printed on event cards and posters distributed across the City	✓	✓	✓	✓	✓
Printed on concert Main Stage Banner (above band, visible in photos)	✓				
Printed on concert side stage banner (next to Amphitheatre)		✓	✓		
Verbal Recognition during the concert	✓				
Sponsor Recognition on Social Media	✓	✓	✓	✓	
One Entry in Walker Memorial Day Parade (spaces limited, optional)	✓	✓	✓	✓	✓
Exclusivity to your industry at the Ultimate Level (<i>first come, first serve</i>)	✓				
Investment	\$7,500+	\$5,000	\$2,500	\$1,000	\$500
Returning Sponsor Discounted Rate		\$4,500	\$2,200	\$750	\$450

Rates shown above include recognition for your company/organization at all events

SPONSORSHIP AGREEMENT

I want to be a(n):

- _____ Ultimate Sponsor (\$7,500)
- _____ Diamond Sponsor (\$5,000 / \$4,500 for returning sponsor)
- _____ Platinum Sponsor (\$2,500 / \$2,200 for returning sponsor)
- _____ Gold Sponsor (\$1,000 / \$750 for returning sponsor)
- _____ Silver Sponsor (\$500 / \$450 for returning sponsor)



Business or Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Signature: _____ Date: _____

Make checks payable to: City of Walker

Return this form and check payment to:

City of Walker Attn: Nicole DiDonato

4243 Remembrance RD NW

Walker, MI 49534