

EVENT LOCATIONS



2019

FIREWORKS  
SPONSORSHIP  
OPPORTUNITIES



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# FACT SHEET

It’s one of Southeast Michigan’s favorite traditions: The Huron-Clinton Metroparks annual fireworks festival, bringing together so much fun and excitement it takes us four nights to get it all in. Every year, tens of thousands of our neighbors gather together – over picnics and under the stars – to enjoy this celebration of our American Independence. And you can be part of it.

**Where And When:**

<b>Sunday, June 30</b>	Stony Creek Metropark
<b>Monday, July 1</b>	Willow Metropark
<b>Tuesday, July 2</b>	Hudson Mills Metropark
<b>Wednesday, July 3</b>	Lake Erie Metropark

**Why Sponsor:**

Last year, attendance across the four nights came to more than 60,000. Sponsoring our fireworks celebrations connects your company to educated, affluent families and young adults. In fact, a 2016 independent survey found that our visitors fall well above the median household income for Southeast Michigan . . . and nearly 40 percent of them have an annual household income over \$100,000.

As a sponsor, your logo will be posted in our quarterly email newsletter (which has 80,000 subscribers), on our website (with more than 3.2 million hits per year) and across our Facebook, Instagram and Twitter pages (14,000 followers). That’s prominent exposure among some of the region’s most active and engaged consumers. It’s also a great way to show your commitment to environmental stewardship and outdoor recreation.

And, of course, the Metroparks Foundation is a 501(c)(3) nonprofit organization (EIN: 22-3898436). Your tax-deductible support will help us offer continuing access to open spaces, outdoor experiences and the abundant natural beauty the communities of Southeast Michigan have come to expect from their Metroparks.



# SPONSORSHIP LEVELS

The Metroparks offers a wide range of sponsorship opportunities to showcase your company and maximize your marketing goals. **Please let us know your sponsorship commitment by April 15, 2019.**

**Sponsorship Features**

	Platinum	Diamond	Gold	Silver	Bronze
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500 per park
Industry exclusive sponsorship	X				
Named as a presenting sponsor on all materials including media, print, website, and social media.	X	X			
Logo on event banners	X	X	X		
Logo on event emails	X	X	X	X	
Exhibitor space at each event	X	X	X	X	X
Complimentary park entry day pass	25	15	10	5	2
Preferred parking	25	15	10	5	2
VIP hospitality tent tickets includes catered food and non-alcoholic beverages	50	30	20	10	2

Custom partnerships can be crafted to match your company’s specific goals.



# FIREWORKS SPONSORSHIP COMMITMENT

**In support of the Metroparks Foundation, I commit to the following amount:**

Total Sponsorship Package \$ \_\_\_\_\_

☐ My gift is for a specific Metropark: \_\_\_\_\_

Name \_\_\_\_\_

Business \_\_\_\_\_

Business/Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Business/Home Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please indicate if you would like your name to appear on recognition ☐ Yes ☐ No

The name for recognition to appear on signage should be (include electronic logo if applicable):

\_\_\_\_\_

**Please make checks payable to Metroparks Foundation**

Checks should be mailed to:

Julie Hein, Chief of Foundation Services

13000 High Ridge Drive, Brighton, MI 48114

**For more information contact Julie Hein, 810-491-6041, [Julie.Hein@metroparks.com](mailto:Julie.Hein@metroparks.com)**

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