



925 W. Grand River Ave.
Howell, Michigan 48843
517.546.0693
517.546.6018 Fax
www.howellrecreation.org

"Communities coming together to enrich lives by promoting active and healthy lifestyles"

Dear Friends,

The Howell Area Parks & Recreation Authority has a seasonal line up of enrichment and sporting events that we know that you will want to connect to – each serving close to 500 participants from age 2-102! We are seeking sponsors for over a dozen highly active, enriching and fun activities throughout our community and we hope that you might consider extending your support to one or more of them.

Your sponsorship enables the Howell Area Parks & Recreation Authority to further its mission of championing and enriching the lives of residents through active and healthy lifestyles. We offer multiple sponsorship packages and price levels starting at \$50, with commensurate benefits. Whether you are interested in an exclusive sponsorship opportunity as an expression of your company's values or just want an opportunity to co-sponsor one or more of these events to raise the profile of your business – we have just the package for you. Our commitment to you ensures that you will receive the attention, recognition, and publicity that you deserve for your sponsorship dollars.

Enclosed is an overview of the events, the sponsorship opportunities, and a sponsorship form for you to fill out and return to us at your earliest convenience. We look forward to working with you to make sure that these activities continue to make a positive impact in our community.

A member of our staff will be following up by telephone in the near future to answer any questions you may have or help you select the best event that matches your community outreach goals. If you have any questions before then, I can be reached at 517/546-0693 ext. 7702 or by e-mail at dmikula@howellrecreation.org.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Debbie".

Deborah E. Mikula
Director

P.S. All sponsorships are processed on a first-come, first-serve basis, so we encourage you to ACT TODAY to guarantee your choice of opportunities.



ENRICHMENT & SPORTING EVENTS

Program Descriptions

MOTHER/SON and FATHER/DAUGHTER SWEETHEART DANCES

Wednesday, February 9 and Thursday, February 10

"Because they will always be your little one..." Treat the special prince or princess in your life to a night out with this special sweetheart dance at Crystal Gardens. Ticket price includes a fun night of dancing, cookies, and punch with a small gift for each child. A photographer will be on-site to capture memories from the night. Food will be available for purchase.

ICE FISHING TOURNAMENT – THOMPSON LAKE

Saturday, February 19

Come on out and join the Howell Area Parks and Recreation Authority during the Michigan Department of Natural Resources Free Fishing Weekend when all license fees will be waived. We will be holding an Ice Fishing Tournament on Thompson Lake for ages 5 & up. The tournament will consist of teams with up to 3 members competing for prizes for the most pan fish caught as well as the largest fish.

SPLASH AND DASH INDOOR TRIATHLON

Sunday, February 20

This indoor triathlon will be held at the Howell Area Aquatic Center and presented in partnership. Come Swim, Bike and Run all indoors! Whether this is your first event or your motivation for the summer season, all ages welcome! Scoring will be determined based on laps swam, miles biked, and miles ran with each discipline timed for 20 minutes. Awards will go to overall men's and women's. Age group awards to the top three places in each men's and women's group. All early registrants will receive a race packet and t-shirt.

MOON GLOW & MARSHMALLOW DROP

Thursday, April 21

Easter is right around the corner and we have two exciting events rolled into one to help celebrate the coming of spring! First enjoy the excitement of the annual marshmallow drop, an event that is sure to bring laughter to even the oldest children who participate. Marshmallows are tossed from a helicopter at Genoa Township Athletic Fields down into the throngs of children to collect. Special colored marshmallows that are picked up and turned in will win a prize. The event then moves around the corner for the Moon Glow, a nighttime Easter egg hunt using flashlights. There will also have raffle prizes and photos with the Easter Bunny. Over 500 children participate with their families at this event and one family will win a one night family get-a-way.

CYCLE HOWELL

Saturdays, May 7, June 4, July 2, August 6, September 3, October 1

Starting and ending at the Bennett Recreation Center, Cycle Howell club members will be taken on a 10-15 mile guided tour throughout Howell with strategic stops for play time and snacks. T-shirts are handed out to the first 100 participants and once registered; participants can attend each of the monthly bike rides. The first ride of the season will take place on May 7. The July 2nd bike ride will encourage riders to show their patriotic spirit by decorating their bikes with red, white and blue streamers and decals - the most creative bikes will win a prize.

LAST DAY BREAKAWAY

Friday, June 10

The Howell Teen Center throws a summer bash that is sure to rock your socks off or at least the 400 teens that come to celebrate the last day of school each year. The event includes many attractions such as a live band,

California foam machine, food and drinks and much more. Also, there will be a slip -n- slide along with many water and shaving cream based games. Middle school kids come for an afternoon at the Bennett Recreation Center and spend time running wild or just hanging out with friends playing organized games.

FLIP & FLOP FISHING TOURNAMENT

Saturday, June 11

Pass on the fishing tradition to a new generation. The Howell Area Parks & Recreation Authority takes advantage of Michigan's Free Fishing Day when all fishing license fees are waived for residents who would like to fish off of the Howell City Park Beach & cemetery shore on Thompson Lake. Over 500 children and adults from families in our community bring their fishing poles while we provide the bait at the Flip-n-Flop Fishing Tournament (a catch and release event.) Great prizes are awarded to kids age 2-15 for the biggest fish caught, the most fish caught, and the smallest fish caught. This sponsorship package also includes children's t-shirts handed out to the first 200 paid registrants.

TINY TOT TRACK & FIELD COMPETITION

Tuesday, July 19

This event is for children age 3-8 and includes an entire day of running, playing and competing in some very special activities like the toddler trot, water tic-tac-toe, miniature golf, sack race, soccer kick and baseball throw. Each winner receives a ribbon, medal and a gift certificate for a McDonald's Happy Meal (presented by none other than Ronald McDonald himself) for his or her effort.

CROSTOWN KIDS TRIATHLON

Sunday, July 24

Come and join other youth ages 7-14 who will compete in swimming, biking and running at the 3rd Annual Crosstown Kids Triathlon held at the Howell Aquatic Center. More than 200 children will participate.

DOC MAY COMMEMORATIVE BIKE RIDE

Saturday, August 20

This is a 15 mile bike ride to commemorate the wonderful contribution made by Dr. Pat May in helping to establish the Howell Melon Festival many years ago. The "Doc May Commemorative Melon Ride 2011" will take place on Saturday, August 20 beginning at 9 a.m. at the Livingston County Courthouse. The 15 mile bike ride will meander through historic neighborhoods, the McPherson Park bike path, the newly constructed Crosstown Trail, Howell City Park, Lakeview Cemetery, and the neighborhood on the south side of Thompson Lake and end up back at the Livingston County Courthouse around 11 a.m. where Howell melons and melon ice cream will be served as a special treat. All riders will receive a route map and a "Doc May Commemorative Melon Ride 2010" t-shirt.

TWILIGHT TOURS OF LAKEVIEW CEMETERY

Friday, September 23 – Sunday, September 25

The area's founding citizens will rise to recall their glorious lives on guided twilight walks through Lakeview Cemetery in Howell conducted by costumed volunteers on Friday, September 23 through Sunday, September 25. Whether you are a history buff, or a parent of a youngster looking for a way to impart local history, you'll find the Howell Area Parks & Recreation Authority's walking tour well worth the time. Lakeview Cemetery in Howell is one of the most beautiful and historic cemeteries in our community. Learn of Howell's history and gain a deeper appreciation for our cemetery which will include first person accounts of prominent historical characters.

DRIVE IN MOVIE at GENOA TOWNSHIP

Friday, September 30

When is the last time you went to a drive-in movie? We encourage everyone to pack your snacks and pile the family into the DeSoto (or whatever you may be driving these days), and head over to Genoa Township on Dorr Road for the Drive-In Movies. Take the family back in time with drive-in movies just like in the 50's-complete with large screen and popcorn. Tune in the sound on your fm radios. Movie starts at dusk.

MONSTER SPLASH – AQUATIC CENTER

Friday, October 28

Join us for a monster splashin' good time at the Howell Area Aquatic Center! Come dressed in your costume for a chance to win some great prizes in our contest, explore our kid friendly haunted sunken ship (in our observation room), participate in our grave yard walk, and decorate some Halloween crafts. Then put on your suits and join us in the pool for our Monster Dash swimming contest, Walk the Plank cannon ball contest, and diving for the pirates lost gold.

TURKEY STROLL

Saturday, November 19

Join the Howell Area Parks & Recreation Authority for a leisurely stroll on a beautiful fall weekend through Howell City Park and Lakeview Cemetery, followed by cider and donuts at the top of the park. All participants who walk the 1.5 miles will be entered to win a grand prize of a \$50 gift certificate to be used for Thanksgiving dinner.

BUCK POLE CONTEST

Tuesday, November 15

Opening week of firearms season is a time of celebration for those choosing to wear hunters orange. And for those lucky enough to bag a buck during opening week in Livingston County, the Howell Area Parks & Recreation Authority and Marion Township want to help them earn their bragging rights at the annual Buck Pole Contest, where hunters will gather to "hang" their deer, share stories and photos, and enjoy the warming tent, hearty food, a bonfire and chances to win great prizes. Over 500 individuals stopped by throughout the day to celebrate and over a dozen deer have been hung each year. Hats are awarded to all contestants.

SANTA CALLING

Tuesday, December 15 and Thursday, December 17

Many children head to the mall to visit with Santa Claus and make their wishes known to him prior to Christmas morning. We think we've come up with a unique twist by having Santa Claus surprise children who are in 3rd grade and below with a phone call from the North Pole. Unknown to the children, parents have been sent secret letters and have supplied Santa with unique information about teachers names, pets, siblings, what they have asked for, if they have been naughty or nice, and challenges that are faced at home (like a parent serving in the military, recent health issues, etc.) Over 300 phone calls are made to children throughout Howell by our "Santa's" and his elf helpers and for approximately 5-10 minutes, children are enthralled that Santa knows so much about them and their desires.



ENRICHMENT & SPORTING EVENTS Sponsorship Opportunities

\$500 (unlimited opportunities available)

- Logo prominently displayed on posters, flyers, website and other publicity materials distributed throughout Livingston County*
- Link to your website from our website
- Verbal acknowledgement at event.
- Name listed in Parks & Recreation E-Newsletter and seasonal program guide
- Display sign (or banner supplied by business) to be displayed at the event promoting organization.
- Opportunity to set up tent/table at event for distribution of promotional giveaways
- If a T-shirt is offered through the specific program that you desire to sponsor, your logo will appear on the back of the T-shirt
- Right of First Refusal to sponsor 2012 program.

\$250 (unlimited opportunities available)

- Logo displayed on posters, flyers, website and other publicity materials distributed throughout Livingston County*
- Verbal acknowledgement at event.
- Name listed in Parks & Recreation E-Newsletter and seasonal program guide
- Display sign (or banner supplied by business) to be displayed at the event promoting organization.

\$100 (unlimited opportunities available)

- Name displayed on posters, flyers, website and other publicity materials distributed throughout Livingston County*
- Verbal acknowledgement at event.
- Name listed in Parks & Recreation E-Newsletter and seasonal program guide

\$50 (unlimited opportunities available)

- Verbal acknowledgement at event.
- Name listed in Parks & Recreation E-Newsletter and seasonal program guide

**PLEASE CALL US IF YOU WISH TO BECOME AN “EXCLUSIVE SPONSOR”
OF ANY OF THE EVENTS AND WE CAN DISCUSS THE OPPORTUNITIES THAT THIS WOULD ENTAIL.**

We also accept **in-kind donations** of products for raffles and door prizes, and volunteer service, please call us if you would like to donate something. Call Debbie Mikula at 517/546-0693 ext. 7702.

*Subject to receipt of sponsor commitment by print production deadlines

Howell Area Parks & Recreation Authority Enrichment & Sporting Events Sponsorship Form

Yes, I would like to sponsor the following event(s) at the level indicated below:

- Moon Glow and Marshmallow Drop
- Bike the Parks
- Hershey Track & Field Competition
- Last Day Breakaway
- Flip & Flop Fishing tournament
- Tiny Tot Track & Field Competition
- Pup Idol
- Autumn Skate Jam
- Harvest Family Square Dance
- Turkey Stroll
- Buck Pole Contest
- Santa Calling

Level of Sponsorship:

- \$500 \$250 \$100 \$50

NOTE: We will be processing requests on a first-come, first-serve basis. The quicker we receive your reply, the more likely that you will be able to sponsor the event and opportunity of your choice.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Work Phone (_____) _____ Cell Phone (_____) _____

E-mail Address _____

Amount Enclosed \$ _____

Please indicate form of payment:

- Check (payable to Howell Recreation)
- Visa
- Mastercard
- American Express
- Please invoice me

Card # _____ Expiration Date _____

Name of Cardholder _____

Signature of Cardholder _____

Please keep a photocopy of this form as your receipt.

QUESTIONS? Please call Debbie Mikula at 517/546-0693 ext.7702

Please return this form with payment to the Howell Area Parks & Recreation Authority

FAX: 517/546-6018

Or you can mail your form and payment information to:

Howell Area Parks & Recreation Authority, 925 W. Grand River Ave., Howell, MI 48843