



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"

March 17, 2009

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,

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

MOON GLOW & MARSHMALLOW DROP

Wednesday, April 8 and Thursday, April 9

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. Large marshmallows are tossed from the roof of the Barnard Community Center 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 to Page Field for the Moon Glow, an Easter egg hunt using flashlights. There will also have crafts, prizes, games and photos with the Easter Bunny. Over 400 children participate with their families at this event and one family each night will win a one night family get-a-way.

BIKE THE PARKS

Saturdays, May 9 (Bike Safety Day), June 6, July 4 (Bike Parade), and August 1

Starting and ending at the Bennett Recreation Center, family and Bike the Park club members will be taken on a guided tour of 11 City of Howell parks 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 9 and the ride will culminate at the Howell Police Station where their open house will feature Bike Safety Day and a Bike Rodeo that will take place throughout the afternoon. The July 4th Bike the Parks 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.

HERSHEY TRACK & FIELD COMPETITION

Saturday, May 30

This free track and field event held at the Howell High School track is geared to children ages 5-14. Running events range from 50M to 1600M, field events include standing long jump and softball throw. Winners of each event in the 9-14 age groups have the opportunity to move on to the state meet. Last year over 250 children and their families participated in this statewide competition.

LAST DAY BREAKAWAY

Tuesday, June 9

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 Page Field and spend time running wild or just hanging out with friends playing organized games.

FLIP & FLOP FISHING TOURNAMENT

Saturday, June 13

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 2nd annual Flip-n-Flop Fishing Tournament (a catch and release event.) Great prizes are awarded to kids age 3-16 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 21

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.

PUP IDOL

Saturday, September 19

West Street Park in Howell is the site for this unique fall dog show where every dog is a winner! Dogs and their owners get to play fun games like: Tic Tac Paw, Musical Chairs, Dog Bone Relay and more. There is also a unique Dog Show with categories of competition including: Smallest Dog, Biggest Dog, Best Costume, Best Trick, Looks Most Like Their Owner and more. Over 50 dogs and their owners participated last year. This is sure to be a fun day for everyone where everyone takes home a doggie bag.

AUTUMN SKATE JAM

Saturday, September 26

The Howell Area Parks and Recreation Authority will be offering a competition skateboard contest at the Parker Skate Park. Over 100 participants ranging in age from 8-30 sign up and must have the skills to compete in either beginners, intermediate or advanced competition plus best trick. Concessions, prizes, product toss, and music are provided throughout the day long event!

HARVEST FAMILY SQUARE DANCE

Saturday, October 10

This family event features a real "caller" for square dancing for anyone age 2-102! Moms, dads, sons and daughters (grandparents too!) are invited out for a special evening at an authentic rural barn in Marion Township that is sure to become a heart warming memory year after year. Square Dancing showcases our rural roots and at the same time, the upbeat music is infectious. BBQ and raffle prizes are the highlight of the evening.

TURKEY STROLL

Saturday, November 14

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. In addition to our traditional 1.5 mile stroll we've added 5K and 10K walking loops around town that have been sanctioned by the Historic Pathwalkers walking club, a Michigan affiliate of the American Volkssport Association.

BUCK POLE CONTEST

Saturday, November 21, 2009

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 2nd 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. Twelve deer were hung during the 2008 Buck Pole Contest and over 500 individuals stopped by throughout the day to celebrate. T-shirts and 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 2010 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 Beth Schrader at 517/546-0693 ext. 7707.

*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 by April 15, 2009.

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