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**SPONSORSHIP  
OPPORTUNITIES**

# ABOUT SLARA

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South Lyon Area Recreation Authority (SLARA) provides programming and special events to community members of South Lyon, Lyon Township and Green Oak Township. SLARA relies on sponsorships to be able to provide quality offerings to our residents. In return SLARA will provide companies and organizations a high degree of visibility and recognition . Looking to customize a package, contact Cristin Spiller at [cristin@slrec.com](mailto:cristin@slrec.com) or 248.437.8105.

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# SPONSORSHIP BENEFITS

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## Presenting Sponsor

- Exclusive to one per event with renewal option
- One full page ad in online Recreation Guide
- Company logo on event marketing material
- Company logo and link on SLARA website
- Public Acknowledgement at event
- Company supplied banner displayed at event
- Booth or display opportunity at event
- Special recognition pre and post event on social media.
- Company Logo printed on all league team jersey

## Associate Sponsor

- One half page ad in online Recreation Guide
- Company logo on event marketing material
- Public Acknowledgement at event
- Booth or display opportunity at event
- Special recognition pre and post event on Social Media

## Event Sponsor

- Company logo on event marketing material
- Public Acknowledgement at event
- Special recognition pre and post event on Social Media

## Team Sponsor

- Company logo on team schedules
- Company Logo printed on one team jersey
- Team photo provided to sponsor for public display
- Special recognition pre and post event on Social Media

# COMMUNITY EVENTS

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## Daddy-Daughter & Mother Son Events (March)

Dance the night way at the dance of your choice. Daddy Daughter Dance offers two time slots and Mother Son has one. Deadline for inclusion in all marketing material: November 1  
Presenting: \$1250, Associate: \$600, Event: \$300



## Kids to Parks Day (May)

Join us for an afternoon filled with family friendly activities including archery, scavenger hunt, crafts, nature education and snacks.

Deadline for inclusion in marketing material: March 1  
Presenting: \$500, Associate: \$250, Event: \$125



## Movies In the Park (Jul, Aug, Sep)

Join us for an evening in the park with bounce houses, games, concessions followed by a movie on the big screen in partnership with the City of South Lyon.

Deadline for inclusion in marketing material: March 1  
Presenting: \$1000, Associate: \$500, Event: \$250



## **Grandparent +Me Craft Day** (September)

Come celebrate Grandparents Day with SLARA making crafts and having special grandparent/grandchild time. Each couple will leave with a couple crafts and a photo. Deadline for inclusion in marketing material: July 1  
Associate: \$250, Event: \$125



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## **Pup Paw-Rade** (October)

Join us at the Annual Pup Parade and Costume Contest during the South Lyon Downtown Trick or Treat in late October! Pup Parade is in partnership with the DDA annual Trick or Treat event. Deadline for inclusion in marketing material: July 1  
Associate: \$250, Event: \$100



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## **Candy Cane Hunt** (December)

Kick off the holiday season with a multi age candy cane hunt. Find the multi-color ones and get a prize. This event will be held in conjunction with the Cool Yule. Deadline for inclusion in marketing material: July 1  
Presenting: \$500, Associate: \$250, Event: \$125



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## **Cookie Decorating** (December)

Kick off the holiday season with a multi age candy cane hunt. Find the multi-color ones and get a prize. This event will be held in conjunction with the Cool Yule. Deadline for inclusion in marketing material: July 1  
Presenting: \$500, Associate: \$250, Event: \$125



# SPORTS

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## **Basketball** (winter, fall, summer)

Boys and girls in grades K-12 participate in the 7-8 week season with practice once a week and one game per week.

Deadline for inclusion in marketing material:

Presenting (summer, fall and winter season) - May 1

Team - May 1, July 1, November 1

Summer, Fall and Winter Basketball (approximately 800 participants):

Presenting: \$3,000, Team: \$250

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## **Volleyball** (spring, fall)

Boys and girls in grades 3-8 participate in the 8 week season with practice once a week and one game per week.

Deadline for inclusion in marketing material:

Presenting (spring and fall season) - March 1

Team - March 1, August 1

Presenting: \$1,000, Team: \$250

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## **Soccer** (spring, fall)

Boys and girls in preschool -5 grade participate in the 7 week season with practice once a week and one game per week.

Deadline for inclusion in marketing material:

Presenting (spring and fall season) - March 1

Team - March 1, August 1

Presenting: \$2,000, Team: \$250

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## **Field Banner Sponsorship**

Display a full color 3x6 banner at Volunteer park. Banners will be displayed April - October. Businesses will also receive a half page ad in the Spring/Summer online recreation guide.

Deadline for inclusion in marketing material: Mar 1

\$500 per banner



# CAMPS

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## **Kids Kamp** (Jun - Aug)

Island Lake Kids Kamp provides an amazing camp experience to over 175 kids each summer. Campers enjoy educational programs, fitness, sports and environmental activities to keep them busy all day! The camp also features weekly field trips throughout the summer to some of the most fun places around! The camp is offered for kids ages 5 to 12.

Deadline for inclusion in marketing material: Mar 1  
Presenting: \$1000, Associate: \$500, Event: \$250

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## **Safety Town** (July)

Safety Town educates incoming Kindergarteners with several authentic, hands-on, interactive lessons including: Home and Fire Safety, Electrical Safety, Water Safety, Car Safety, Bike and Pedestrian Safety and Stranger Danger.

Deadline for inclusion in marketing material: Mar 1  
Presenting: \$750, Associate: \$450



# ADVERTISEMENT

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This is your chance to advertise your business in one of the most visible ONLINE publication in the South Lyon area.

SLARA serves the communities of South Lyon, Lyon Township and Green Oak Township, an area with a combined population of over 37,000.

The online brochure is published 3 times per year (fall, winter, spring/summer). This brochure is available on the SLARA website, slrec.net and links are emailed out past participants, shared on municipality websites and social media.

If you are interested in purchasing space, please contact Cristin Spiller at [cristin@slrec.com](mailto:cristin@slrec.com) or 248.437.8105.

Ad Size	Pricing (per brochure)	Pricing (all three brochures)
Quarter Page (3.25"W x 4.5"L)	\$100	\$250
Half Page (6.5"W x 4.5"L)	\$200	\$500
Full Page (6.5"W x 9"L)	\$400	\$1000

## Ad Copy Submission Deadline

Spring/ Summer Brochure

\*Programs run May thru August - Ad copy due March 1

Fall Brochure

\*Programs run September thru December - Ad copy due July 1

Winter Brochure

\*Programs run January thru April - Ad copy due November 1

\*\*All ads are in full color, giving you more bang for your advertising dollar.



# COMMITMENT FORM

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## Movies in the Park

- \$1000 Presenting Sponsor
- \$500 Associate Sponsor
- \$250 Event Sponsor

## Pup Paw-Rade

- \$500 Presenting Sponsor
- \$250 Associate Sponsor
- \$125 Event Sponsor

## Candy Cane Hunt

- \$500 Presenting Sponsor
- \$250 Associate Sponsor
- \$125 Event Sponsor

## Daddy/Daughter Event

- \$1000 Presenting Sponsor
- \$600 Associate Sponsor
- \$300 Event Sponsor

## Mother/Son Event

- \$1000 Presenting Sponsor
- \$600 Associate Sponsor
- \$300 Event Sponsor

## Kids to Parks Day

- \$1000 Presenting Sponsor
- \$500 Associate Sponsor
- \$250 Event Sponsor

## Basketball

*winter*

- \$3,000 Presenting Sponsor
- \$250 Team Sponsor
  - summer*
  - fall*
  - winter*

## Volleyball

- \$1,000 Presenting Sponsor
- \$250 Team Sponsor
  - spring*
  - fall*

## Soccer

- \$2,000 Presenting Sponsor
- \$250 Team Sponsor
  - spring*
  - fall*

## Field Banner

- \$500 per banner

## Kids Kamp

- \$1000 Presenting Sponsor
- \$500 Associate Sponsor
- \$250 Event Sponsor

## Safety Town

- \$980 Presenting Sponsor
- \$450 Associate Sponsor

## Online Brochure Ad

Per Brochure

- \$100 Quarter Page
- \$200 Half Page
- \$400 Full Page

All Three Brochure

- \$250 Quarter Page
- \$500 Half Page
- \$1000 Full Page

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Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Business Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ Signature: \_\_\_\_\_

City: \_\_\_\_\_ Date: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Invoices will be generated upon confirmation of sponsorship and are due before prior to event.

South Lyon Area Recreation Authority  
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