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**SPONSORSHIP
OPPORTUNITIES**

ABOUT SLARA

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 or 248.437.8105.

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SPONSORSHIP BENEFITS



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

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



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



Play in the Park Day (July)

Celebrate Parks and Recreation Month at our Play in the Park Day! Bring the whole family out for an afternoon of fun featuring bounce houses, yard games, temporary tattoos, crafts, music, popsicles, and more. Enjoy the outdoors, connect with the community, and discover all the ways parks and recreation help make our community a great place to live, play, and grow.
Presenting: \$1000, Associate: \$500, Event: \$250



Wild About Wildlife Family Day (September)

This exciting community event featuring an interactive live animal show and hands-on crafts. Your sponsorship helps provide a free, memorable opportunity for children and families to learn, explore, and connect. Deadline for inclusion in marketing material: August 1
Associate: \$250, Event: \$100



Pup Pawrade (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.

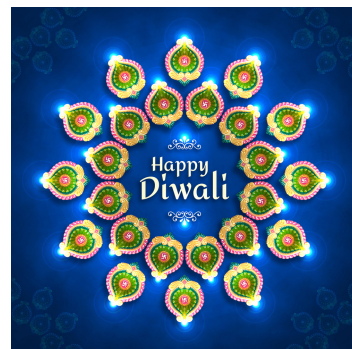
Deadline for inclusion in marketing material: August 1
Associate: \$250, Event: \$100



Diwali Celebration (November)

Celebrate the Festival of Lights! This vibrant community event showcasing the rich traditions of Diwali through cultural performances, authentic cuisine, henna art, and colorful rangoli creations.

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



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 Holiday Spectacular.

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



Milk & Cookies with Santa (December)

Join us for a fun evening to celebrate the holiday season, the event will include visits with Santa, Cookie decorating and more.

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



SPORTS

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) - June 1

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

Presenting: \$3,000



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



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



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

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



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

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 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

Daddy/Daughter Event

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

Diwali Celebration

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

Kids Kamp

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

Mother/Son Event

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

Candy Cane Hunt

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

Safety Town

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

Movies in the Park

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

Milk & Cookies with Santa

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

Online Brochure Ad

Per Brochure

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

Play in the Park Day

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

Basketball

- ☐ \$3,000 Presenting Sponsor

All Three Brochure

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

Wild About Wildlife

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

Volleyball

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

Field Banner

- ☐ \$500 per banner

Pup Paw-Rade

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

Soccer

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

WebSite Advertisement

- ☐ \$350 One Year

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.