



## Invitation to Partner with Parties in the Park – Supporting Local Non-Profit Organizations

I hope you're enjoying this rather mild Muskegon winter! I'm writing this letter on January 30<sup>th</sup> while the morning news is playing in the background - The 10-day forecast has no snow or rain, and each day has a high temperature at or above 40 degrees! Regardless of how much snow and ice we get (or don't get) this winter season, it seems we are always longing for the return of our amazing Muskegon summer season as quickly as possible.

I'm writing to you on behalf of the Parties in the Park Board of Directors, the proud organizer of the longstanding and impactful Friday evening summer concert series held at beautiful Hackley Park. Each summer, we help eight non-profit organizations raise funds to meet their operating goals for the year. Our estimates indicate that we have helped raise over \$1 Million since 1984.

### **This 2024 season is special to us, as it is our 40<sup>th</sup> anniversary!**

We want to celebrate our 40 years by setting a sponsorship goal that would allow us to set aside funds to help invest in the care of Hackley Park and ensure our events continue for another 40+ years. **Can you help us?** So many different local businesses have supported Parties in the Park since 1984, and our aim is to build a strong and consistent team of local partners that believe in both the support we give our non-profit partners as well as the quality of life that our events bring to downtown.

#### 2024 Event Details:

Event Dates: May 31, June 14 and 21, July 12 and 26, August 2, 16, and 23  
Non-Profit Partners: Rotary Club of Muskegon, Muskegon Jaycees, Disability Network West Michigan, Muskegon Sports Council, Women's Division Chamber of Commerce, Boys and Girls Club of the Muskegon Lakeshore, and two more to be named soon.

My goal for the year was to have sponsorship packages that fit every budget. On the next page, you will find our packages for this season. In addition to what we have listed, we are open to creating a specially tailored package to ensure you get the most out of your investment.

Thank you for taking the time to consider a partnership with Parties in the Park. I look forward to working together to make a lasting impact on Muskegon.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Peterson".

Frank Peterson  
Sponsorship Chair



## 40<sup>TH</sup> ANNIVERSARY Sponsorship Opportunities (2024 Season)

For the past 40 summers, Parties in the Park (PIP) welcomed thousands of people to downtown Muskegon with free family-friendly entertainment. Parties are hosted by a variety of Muskegon County not-for-profit groups, and the proceeds either make physical enhancements or quality of life improvements for the whole community. Your sponsorship will greatly benefit our non-profit partners, while also putting your brand on display during (8) Friday night parties between May and August.

### **Presenting Sponsor - \$15,000 (ONLY 1) Best Financial Credit Union**

This is our event's most prominent sponsorship opportunity. Our team will provide the bulleted promotional opportunities below and work with your team to identify other opportunities that mutually benefit your business and our long-time community event.

- Media mentions
- On-stage mentions
- Table / Booth
- Presenting Sponsor Banner
- Logo on Printed Materials (Schedule Cards, Posters, etc.)
- Large logo on volunteer T-shirt
- Logo displayed at both park entrances
- Recognition on PIP Social media
- Recognition on the PIP website

### **Signature Sponsors - \$10,000 (ONLY 3) Betten Baker, Tyler Sales**

This sponsorship will prominently display your business throughout the park on event days. Event attendees will feel your presence on all event days, and we will ensure opportunities to interact with attendees. Our team will provide the bulleted promotional opportunities below and work with your team to identify other opportunities that mutually benefit your business and our long-time community event.

- Table / Booth at each event.
- Logo on 1 promotional item – based on availability (Can Koozies, Drink Tickets, Etc.).
- Signature Sponsor Banner at each event.
- Large logo on volunteer T-shirt just below the Presenting Sponsor
- Logo displayed at both park entrances for all events.
- Recognition on PIP Social media
- Recognition on the PIP website

### **Non-Profit Sponsor - \$5,000 (ONLY 8)**

This sponsorship will display your business on a banner at each park entrance. The banner will feature your logo of choice along with the non-profit beneficiary of the event, indicating that your business has sponsored the non-profit.



**Supporting Sponsors - \$3,500 (ONLY 5):**

- Logo on volunteer T-shirt.
- Logo displayed at both park entrances for all events.
- Recognition on PIP Social media.
- Recognition on the PIP website.

**Kids Zone Sponsor - \$2,500 (ONLY 3): Bethany Christian Services, Brunswick Bowling, Shoreline Ins.**

- Logo on volunteer T-shirt
- Logo displayed at Kids Zone
- Recognition on PIP Social media
- Recognition on the PIP website
- Logo displayed at both park entrances for all events.
- Recognition on 40-Year Celebration banners in Hackley Park throughout the season.
- One dedicated Social Media Post focused on your organization's efforts outside of PIP (e.g. hiring, community involvement, community impact, business growth, etc.)

**Music Sponsor - \$1,250 (ONLY 8): Padnos, Web Chemical, Quality Tool**

This sponsorship will display your business on a banner next to the stage. The banner will feature your logo of choice indicating that your business has sponsored the music for that evening.

**T-Shirt Sponsor - \$750 (ONLY 15): Parmenter Law, Eagle Alloy, Muskegon Community College, WheelFish**

- Logo on volunteer T-shirt
- Recognition on PIP Social media
- Recognition on the PIP website

**Friends of PIP - \$500 (ONLY 25):**

- Recognition on PIP social media & website

**40 Year Celebration - \$250 (ONLY 100):**

- Recognition on 40-Year Celebration banners in Hackley Park throughout the season.

**NEW THIS YEAR: Host a Corporate Party - \$3,000 (ONLY 8)**

This sponsorship will allow you to host your team for a picnic at a Park Party. This is a great opportunity to support the event while rewarding your team for a great effort! We will reserve five (5) picnic tables in a dedicated area of the part that is convenient for your team to enjoy the music, visit the food/drink vendors, and take in the atmosphere in Hackley Park. Your package will include 500 individual drink tickets.