



# City of Walker

2021 EVENT  
SPONSORSHIP INFORMATION

1 Sponsorship,  
Numerous Community Events!



It's hard to believe we made it through 2020! Looking back on the year that was, 2020 taught us to be more flexible than ever. It forced us to prioritize what matters most. And above all, it showed us how much we valued coming together as a community, having missed so much in the last several months.

As we've all experienced, COVID 19 forced many businesses, communities, and organizations to cancel or postpone their favorite traditions. These were the events that brought people together to create memories with their neighbors and loved ones.



But it was because of our generous Walker-area businesses that our City was able to provide a safe alternative to our ever-popular Walker Winter Fest in December. Nearly 1,000 vehicles lined the street outside City Hall for a chance to drive-through Walker's Jingle Bell Lane! Children beamed with excitement as they saw Santa and his reindeer, dropped off their Christmas wish-lists, and enjoyed the beautiful lights outside our Walker Ice and Fitness Center with special 3D glasses, all from the safety and comfort of their vehicles!

While we don't expect everything to go back to the way it was very quickly this year, we do plan to move forward as we work on safe ways for our community to make new memories in 2021. The City has already secured the bands for our Standale Summer Concert Series. We are also planning on ways to grow Walker's Jingle Bell Lane drive-thru with opportunities for businesses to sponsor decorated trees and light displays.

It's an exciting time to be part of the City of Walker and we hope you'll join us in providing our community with memorable events! Enclosed you will find available, sponsorship levels and their benefits. We ask that all sponsorship forms be returned by March 31, 2021.

Please contact me at (616) 791-6893 or [ndidonato@walker.city](mailto:ndidonato@walker.city) with any questions. Thank you for your time and consideration.

Warm Regards,

Nicole DiDonato - *Communications Manager* - City of Walker



# 2021 CITY EVENTS

Descriptions may be slightly altered as the City of Walker works to provide a safe and healthy environment for everyone.

 <h2 style="text-align: center;">Virtual Easter Egg Hunt</h2> 	<p style="text-align: center;"><b>April</b> <i>Walker Ice &amp; Fitness</i></p>	<p>FREE kid-oriented Easter Egg Hunt organized by the Walker Recreation Dept. Hunt for candy and prizes, photos with the Easter Bunny. This event is outdoors.</p>
<h2 style="text-align: center;">CITY OF WALKER MEMORIAL DAY PARADE</h2> <p style="text-align: center;"><small>PRESENTED BY THE WALKER DDA</small></p>	<p style="text-align: center;"><b>Monday, May 31</b> <i>Standale/ Walker</i></p>	<p>FREE Family-Friendly parade to honor our veterans and those who made the ultimate sacrifice for our freedom! Parade organized by the Walker Recreation Dept. Provides an opportunity for businesses, corporations and organizations to participate by decorating a float or vehicle.</p>
	<p style="text-align: center;"><b>June, July, August</b> <i>Walker Community Park</i></p>	<p>FREE Family-Friendly Summer Concert Series Draws an average audience of 500-1,000 Provides an opportunity for businesses, corporations and organizations to become involved within the community Offer a variety of musical styles appealing to those of all ages. Provide vendors for attendees to enjoy.</p>
<h2 style="text-align: center;">Walker Pumpkin Bash</h2> 	<p style="text-align: center;"><b>October</b> <i>Walker City Hall</i></p>	<p>FREE Family-Friendly Fall Bash geared towards Walker families Draws an average audience of 2,000+ Provides an opportunity for businesses, corporations and organizations to become involved within the community.</p>
	<p style="text-align: center;"><b>December</b> <i>Walker Ice &amp; Fitness Center</i></p>	<p>FREE Family-Friendly drive-thru event featuring Santa, his reindeer and light displays along a route throughout Walker City Hall and the Walker Ice and Fitness Center. Provides an opportunity for businesses to sponsor a light display or decorate a tree.</p>

Sponsor Benefits & Levels	Ultimate	Diamond	Platinum	Gold	Silver
<b>Opportunity to have a table or tent at 2021 events</b> (excluding Easter Egg Hunt and Memorial Day Parade; priority of table location at events determined by sponsorship level ranking)	✓	✓	✓	✓	✓
<b>Logo Recognition</b>	Largest	Large	Medium	Small	Text only
Printed in monthly e-newsletter (3,000+ individuals and growing)	✓	✓	✓	✓	✓
Shared in email blasts about the event	✓	✓	✓	✓	✓
Hyperlink on City's website	✓	✓	✓	✓	
Mentioned in Facebook event page	✓	✓	✓	✓	✓
Printed on 18x24 event yard signs	✓	✓	✓		
Printed on 5x7 event fliers and 11x17 event posters distributed across the city	✓	✓			
Printed on all marketing materials supporting the event	✓				
Printed on concert side stage banner (next to Amphitheatre)		✓	✓		
Printed on concert Main Stage Banner (above band – visible in photos)	✓				
<b>Verbal Recognition during the program</b>	✓	✓			
<b>Sponsor Recognition on Social Media</b>	✓	✓			
<b>Summer Concert Series: Five Minutes at the Microphone to promote your company</b> (optional)	✓				
<b>One entry in the Walker Memorial Day Parade, spaces limited, see pg. 6</b> (optional)	✓	✓	✓	✓	✓
<b>Company Name in the Title of special event</b> (choose one event on page 5)	✓				
<b>Exclusivity to your industry at the Ultimate Level</b> (first come, first serve)	✓				
<b>Investment</b>	\$5,000+	\$2,500	\$1,000	\$500	\$250
<b>2020 Returning Sponsor Discounted Rate</b>	\$4,500	\$2,200	\$750	\$400	\$200
<b>Early Bird Special:</b> Agreement and check payment MUST be returned on or before February 28 to qualify.	Logo displayed on large Banners at our Easter Egg Hunt + (1) 'Friday Feature' promoting your business on our social media accounts for 2021.			Logo displayed on large Banner at the Easter Egg Hunt	

\*Rates above include recognition for your company/organization at all 2021 events listed on page 3.



# SPONSORSHIP AGREEMENT

I want to be a(n):

\_\_\_\_\_ **Ultimate Sponsor** (\$5,000 / \$4,500)\*

\_\_\_\_\_ **Diamond Sponsor** (\$2,500 / \$2,200)

\_\_\_\_\_ **Platinum Sponsor** (\$1,000 / \$750)

\_\_\_\_\_ **Gold Sponsor** (\$250)

\_\_\_\_\_ **Silver Sponsor** (\$250 / \$200)

\*As an **Ultimate Sponsor**, you have the privilege of being the title sponsor and promoted as such for one of the following events. Please number your choices 1-4 (1 being your top choice). Events will be determined on a first come, first serve basis.

\_\_\_\_\_ The Easter Bunny Meet & Greet

\_\_\_\_\_ The Pumpkin Patch

\_\_\_\_\_ Pumpkin Bash Hospitality Tent

\_\_\_\_\_ Tree Lighting Ceremony

*\*Sponsor will enjoy all perks of a Gold Sponsor for the Memorial Day Parade and all three evenings of the Walker Standale Summer Concert Series. This selection does not include sponsorship recognition at our Walker Pumpkin Bash or Jingle Bell Lane events.*

**Business or Organization Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

[ ] I would like to pay in two payments.

*Please send 50% of payment with the completed agreement form. The other 50% is due no later than **June 1, 2021**. Your logo will not be placed on any print materials for the Concert Series, Pumpkin Bash, and Winter Fest events until payment is received in full.*

To ensure maximum sponsorship benefits, please send completed form and sponsorship check by **March 31, 2021**. Make checks payable to: City of Walker

Return this form and check payment to:

City of Walker Attn: Nicole DiDonato  
4243 Remembrance RD NW  
Walker, MI 49534



# 2021 Walker Memorial Day Parade Entry Form

All Sponsorship levels include an entry into the parade – spaces limited.

Event Date: Monday, May 31 at 12:00 noon

The parade is sponsored by the City of Walker and Downtown Development Authority.

We would like to invite you and your organization to participate. Please fill out the attached entry form and return it by **Monday, May 3** separately to [sjohnson@walkericeandfitness.com](mailto:sjohnson@walkericeandfitness.com) or [mmay@walkericeandfitness.com](mailto:mmay@walkericeandfitness.com), or return to [ndidonato@walker.city](mailto:ndidonato@walker.city) with your sponsorship agreement.

If you have any questions, please call the Walker Parks and Recreation Department at (616) 735-6286.

- Political entrants will be charged a \$100 entry fee unless they are an incumbent representing Walker.\*
- Any business based outside of Walker with any type of advertising will be charged a \$100 entry fee\*. *Fee waived with any event sponsorship level*
- Non-profit organizations and a business that is Walker based are exempt from the fee.

*\*Please enclose your fee along with your entry*

**Please Print Clearly**

**Entry (Group or Organization Name):** \_\_\_\_\_

**Contact Person Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Description of Entry:**

\_\_\_\_\_  
\_\_\_\_\_

**Number of vehicles:** \_\_\_\_\_ **Will you have music:** [ ] yes [ ] no

You will receive your parade day information one week prior to the parade. If you need additional information, please call the Recreation Department at (616) 735-6286.