

EVENT SPONSORSHIP OPPORTUNITIES



ABOUT US

The Auburn Hills Recreation and Senior Services Department is committed to creating an inclusive and thriving community by offering a diverse array of programs and events throughout the year. Our offerings span from exciting summer camps for kids, to community-wide events, to enriching monthly parties for seniors—and everything in between.

HOW SPONSORSHIP WORKS

We offer several sponsorship levels designed to fit your company's needs and goals. At each level, you or your organization will demonstrate your community spirit and help support events that bring our residents together. Sponsorship has become a key part of these traditions, and your contribution ensures that our programs continue to serve the diverse needs of the community. As a sponsor, you will receive benefits based on your sponsorship level, including visibility at our events, promotion through our social media channels, and recognition in event materials.

WHAT ABOUT VOLUNTEERS?

Volunteers fulfill key roles at every event throughout the year. According to the Independent Sector, the value of one volunteer hour was estimated at \$30.15 in 2022. We are pleased to accept the donation of your company's volunteer time towards one of our sponsorship levels. In addition to contributing to the success of our events, volunteers are welcome to wear your company apparel to increase awareness and show your company's involvement.



EVENT SPONSORSHIP BENEFITS

RECOGNITION PRE-EVENT

	PARTNER \$10,000	ADVOCATE \$3,000	LEADER \$1,000	SUPPORTER \$500	FRIEND \$250	IN-KIND
Press Release	X					
Event Posters*	X	X	X			
Social Media Promotion	X	X	X	X	X	X
Website	+ Link	+ Link	Logo	Name		

*Sponsorship payment must be received eight weeks prior to event date to guarantee inclusion of logo on printed event posters. Logo files must be submitted as an .EPS, .AI or transparent .PNG file.

ON-SITE

Company Banner Display	X	X				
Event Presence	X	X	X			
Inclusion on Event Banner	X	X	X	X	X	
Verbal Acknowledgment	X					

POST-EVENT

Certificate for Display	X	X	X			
Social Media Thank You	X	X	X	X	X	X
Newsletter Thank You	X	X	X	X	X	X



SUMMARY OF EVENTS

MLK DAY CELEBRATION

This is the annual celebration and service project in honor of Dr. Martin Luther King. The event includes breakfast and a program, and the community service project is making fleece tie blankets for local shelters. Sponsorship contributions will be used for the catered breakfast, speaker fees and blanket supplies.

PADDLEPALOOZA

A canoe and kayak race from Auburn Hills to Rochester on the Clinton River. This is a joint program between Auburn Hills and Rochester Hills. Sponsorship contributions will be used for participant T-shirts, trophies, goody bags, and snacks.

FISHING DERBY

This annual free event, in conjunction with River Days, introduces youth to the river, its fishing, and its ecological benefits. Sponsorship contributions will be used for fishing-related giveaways to the youth participating.

SUMMERFEST

Annual two-day free festival held in June. The event includes the City Council Ice Cream Social, activities and games for youth, concerts, a Makers Market, a Pet Parade, a car show, and more. Sponsorship contributions will enhance the event.

FRIDAY NIGHTS DOWNTOWN MUSIC SERIES

Free Friday night concerts of various genres are held downtown Auburn Hills at the Knight Amphitheater. Sponsorship contributions will enhance the event.

BLUES & JAZZ MUSIC SERIES

During the month of September, free Jazz and Blues concerts are held downtown Auburn Hills at the Knight Amphitheater. Sponsorship contributions will enhance the event.

COMMUNITY HEALTH & WELLNESS EXPO

This is a free community event promoting health and wellness. It includes various health and wellness vendors, free blood pressure screenings, flu vaccines, health screenings, and more. Sponsorship contributions will enhance the event.

FALL FESTIVAL IN THE WOODS

This annual community event is held at Hawkwoods Park. Activities include horse-drawn wagon rides through the woods, inflatables, nature-focused displays and activities, refreshments, and more. Sponsorship contributions will enhance the event.

TREE LIGHTING CEREMONY

This annual event features the lighting of the Tree in beautiful downtown Auburn Hills. This free event includes visits and pictures with Santa, children's train rides, horse-drawn carriage and wagon rides, displays, and more. Sponsorship contributions will enhance the event.

SUMMER DAY CAMP SCHOLARSHIPS

Sponsor a child for our licensed day camp. Scholarships are provided to income-qualified children so they can participate in the adventures of day camp. Sponsorship contributions support the scholarship program.



SPONSORSHIP COMMITMENT FORM

CONTACT NAME _____ COMPANY NAME _____

ADDRESS _____ CITY _____ ZIP _____

PHONE _____ EMAIL _____

☐ **MLK Jr. Day Celebration**
January 20, 2025

☐ **Paddlepalooza**
June 7, 2025

☐ **Fishing Derby**
June 14, 2025

☐ **Summerfest**
June 20-21, 2025

☐ **Friday Nights Downtown Music Series**
June 27 - August 22, 2025

☐ **Blues & Jazz Music Series**
September 5, 12 and 26, 2025

☐ **Community Health and Wellness Expo**
October 16, 2025

☐ **Fall Festival in the Woods**
October 4, 2025

☐ **Tree Lighting Ceremony**
December 5, 2025

☐ **Summer Day Camp**

☐ **Partner \$10,000**

☐ **Partner \$3,000**

☐ **Leader \$1,000**

☐ **Supporter \$500**

☐ **Friend \$250**

☐ **In-Kind/Other***

*In-Kind Items:

Sponsorship levels are based on the total value of monetary, in-kind contributions of items, and/or volunteer hours.

All correspondence should be mailed to:

City of Auburn Hills
Recreation and Senior Services
1827 N. Squirrel Road
Auburn Hills, MI 48326

Donation Amount \$ _____

In-Kind Contribution

Estimated Value \$ _____

No. of Volunteers _____

Estimated Value \$ _____

Total Value \$ _____

Please make checks payable to "City of Auburn Hills" and include the name of the Community Event in the memo line and please retain a copy of this completed form for your records. Sponsorships may be tax deductible, check with your tax professional. TAX ID: 38-6029813