



2018 Sponsorships

Parties in the Park is celebrating its 35th season, bringing over 20,000 people to Hackley Park in downtown Muskegon each summer. In addition our partnership with the Taste of Muskegon will gain your company exposure to 5,000 people on the Friday night of their event alone. Each individual party benefits a different non-profit organization that is working to improve the quality of life for Muskegon County residents. The more we can offset the cost of operating our events, the greater the portion of the proceeds our non-profit partners can dedicate to helping our community. We hope that you will consider sponsoring at one of the levels described below, and help our non-profit partners, while reaching thousands of Muskegon County residents and visitors next summer. If you have questions regarding PIP sponsorship, please contact Josh Silvis at (231)759-2704 or sponsorship@partiesinthepark.com. Thank you for your consideration.

"Party in the Mark" Sponsor (\$150 each) - Help kick off the summer with our annual beer tasting event, where hundreds of patrons will vote for the beer lineup for the summer's events. Along with other sponsors, your company will be recognized on event signage, a social media post, and PA announcements at the event.

PIP VIP Sponsorship (\$300) - One (1) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Social Media recognition (along with other PIP VIP's) on the PIP Facebook Page with over 3,300 likes. Your company name on the Sponsor Page of the PIP website.

PIP MVP Sponsorship (\$600) - Two (2) 18"x36" yard-sign style signs displayed, one near each entrance to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Audio Sponsor - (1@ 2,000) Signage on the Clay, Webster and 4th St sides of the sound tent (30 ft in front of the stage) for eight (8) Parties in the Park (excludes PIP at the Taste of Muskegon). Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.



SOLD - Kids Zone Sponsor (1 @ \$2,500) - Banner at PIP Kids Zone for eight (8) Parties in the Park (excluding PIP at the Taste of Muskegon. Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Food Court Sponsor (1 @ \$3,000) - Banner at PIP Kids Zone for eight (8) Parties in the Park (excluding PIP at the Taste of Muskegon. Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Wristband Sponsor (1 @ \$4,000) - Your company logo or message on an average of 1,500 "over 21" wristbands distributed at each of the eight (8) Parties in the Park (excludes PIP at the Taste of Muskegon). A Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Ticket Sponsor - (1 @ \$5,000) - Your company logo or message on 100,000 beverage tickets over the course of the season (excludes PIP at the Taste of Muskegon). A Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Entertainment Sponsor - (1 @ \$10,000) - 24"x36" signage on stage with the band at (8) Parties in the Park (excludes PIP at the Taste of Muskegon). Individual social media recognition on the PIP Facebook page post on the day of the Party. PA thank-you on stage by the band before set breaks. Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in the Park, including Parties in the Park at the Taste of Muskegon. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website.

Sold - Presenting Sponsors (2 @ \$15,000) - Inclusion in all PIP print advertising, including billboards, posters, 35,000 pocket schedules, and "PIP This Friday" yard signs distributed to local residents and businesses. Two (2) 18"x36" yard-sign style sign displayed near one of the entrances to the park at each of the nine (9) Parties in then Park, including Parties in the Park at the Taste of Muskegon. Individual Social Media recognition on the PIP Facebook page. Your company logo (linked to your webpage) on the Sponsor Page of the PIP website. On stage message delivered during a band break at each of the (9) Parties, by a rep from your company (or Parties in the Park).



2018 Sponsorship Form

Sponsorship Level

- ~~Presenting Sponsor - \$15,000~~ **SOLD!**
- Entertainment Sponsor - \$10,000
- Ticket Sponsor - \$5,000
- Wristband Sponsor - \$4,000
- Food Court Sponsor - \$3,000
- Audio Sponsor - \$2,000
- ~~Kids Zone Sponsor - \$2,500~~ **SOLD!**
- PIP MVP - \$600
- PIP VIP - \$300
- "Party in the Mark" Sponsor - \$150

Company Name _____

Company Address _____

Contact Name _____

Phone Number _____

Email Address _____

Signature _____

By signing this form, the signee acknowledges they are committing to the sponsorship level indicated on the form. Please email completed form to sponsorship@partiesinthepark.com, fax to (231)755-8750, or turn in to any Parties in the Park Board Member.