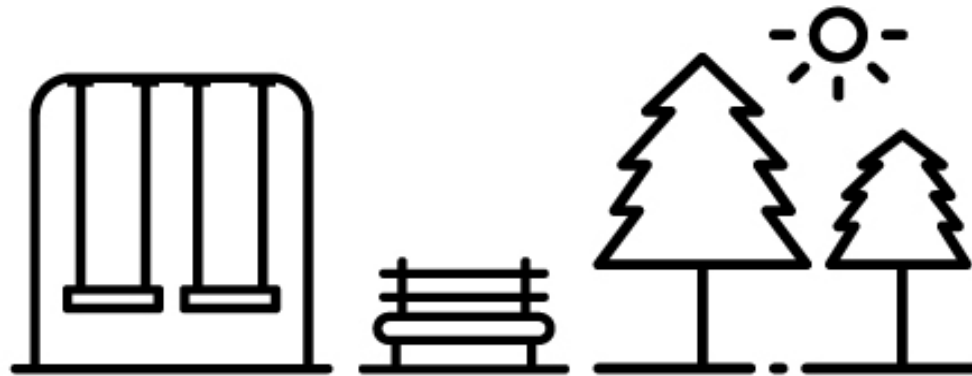


Pierson Township

SPONSORSHIP OPPORTUNITIES



Pierson Township

SPONSORSHIP OPPORTUNITIES

Introduction

Parks and Recreation is a committee of Pierson Township whose services are primarily funded from the township general fund. Significant funding from a combination of sources built the foundation for the Pierson Township Community Park. The Township wishes to add amenities, and develop future programming to further enhance its ability to deliver services to the community and provide enhanced levels of service beyond core funding from the general fund through sponsorship.

Policy Statement

It is the policy of Pierson Township (Parks and Recreation) is to seek sponsorships for its events, parks, programs, and amenities from individuals, foundations, corporations, non-profit organizations, service clubs and other entities. The purpose of sponsorship is to increase the ability to maintain facilities, deliver services to the community, and provide enhanced levels of service from beyond the general fund.

In appreciation of such support, Pierson Township will provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the township parks, facilities, and programs. Additionally, such recognition shall not detract from the user experience, or shall it impair the visual qualities of the site, or be perceived as creating a proprietary interest. This policy is not applicable to gifts, grants, or unsolicited donations for which no benefits are granted to the donor and where no business relationship exists between the donor and the township.

Sponsorship

Sponsorship is an investment in cash and/or in kind, in return for access to exploitable business potential associated with an event or worthwhile cause.

MEMORIAL TREE SPONSOR

\$ 450 * *includes plaque*



2.5x8 laminate plaque: approximately 30 letters per line



\$ 650 *includes plaque



8 Serviceberry ** some trees are
12 Maples in the parking area

[illegible]

*Plaques: please check spelling and print clearly. * We are not responsible for spelling errors.*

Pierson Township

DONATE A BENCH

Donate a Bench Program includes one 6-foot Deluxe Backed Bench in Cedar color. The benches are manufactured in Mid-Michigan from 100% Post-Consumer Recycled Plastics, HDPE, or #2 plastic.

The engraving can have a natural finish with a keel blue color inlay.

PARK GOAL:
10 Benches

6 ft Bench with 1 line engraving
\$1,255.00

6 ft Bench with 2 lines engraving
\$1,415.00

6 ft Bench with 3 lines engraving
\$1,570.00

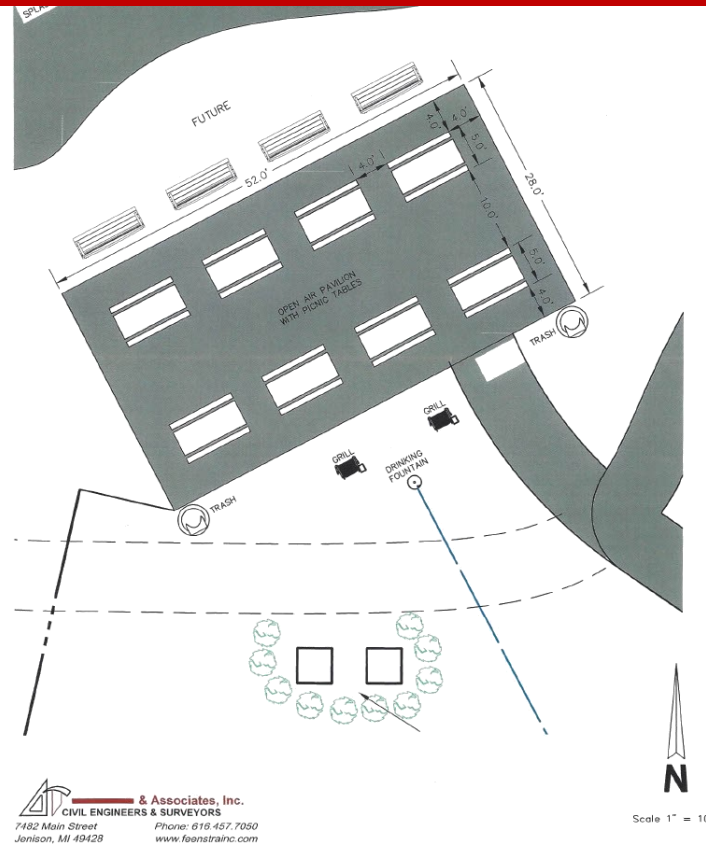


Lucida Script in Keel Blue
70 characters per line
including spaces and punctuation.

Benches include inlay and sealing per line, shipping, concrete bump-out from path, installation and bracket.

Pierson Township

SPONSORSHIP OPPORTUNITIES



Pavilion

Pierson Township will be raising funds to build a shelter for picnic tables, add tables, and provide needed shade for the Community Park. This will also become a rental source for future park maintenance and operation costs.

The approximate need will be \$150,000 for the structure, concrete, and tables.

Splash Pad

Pierson Township will be raising funds to build a SPLASH PAD for the Community Park.

The approximate need will be \$180-200K.



Pierson Township

EVENT OPPORTUNITIES



Country Themed Prom Night Fundraiser

The MOM PROM Fundraiser in 2022 was very successful, and based on feedback from the community it was decided to include men in the invite!

The 2023 event will be held at Brewer's Barn in Coral. There are sponsorship opportunities for helping to pay for the venue, tickets, food, and more. If you wish to be a \$250 or more sponsor, there is a spot for your logo on the ticket in addition to social media mentions.

The event is May 20, 2023. Sponsors wishing a spot on the ticket must pay by April 1st. Email logo, sponsorship amount, name and address to: piersoncommunity@gmail.com

We look forward to seeing you at the PROM!

Daddy Daughter Dance is our Second Annual Event slated for Saturday, June 17, 2023. This event will be held at the Pierson Township and sponsorship will be needed on a smaller scale. Sponsorship support is welcome for this fun event!

Email for information about opportunities to sponsor: piersoncommunity@gmail.com

Pierson Township

ADULT FITNESS

National Demonstration Site (NDS) for Adult Fitness

Pierson Township hopes to obtain NDS recognition for communities that advocate for and utilize Outdoor Adult Fitness Parks as critical health solutions for improving health and overall wellness through a well-rounded workout and reduce sedentary lifestyles. Adult Fitness National Demonstration Sites (NDS) align to health benefits and total body fitness that offer users of all levels a well-rounded workout.



- ❑ Cardio Walker \$6,120
- ❑ Balance Board \$5,600
- ❑ Captains Chair \$1,425
- ❑ Chest Press (installed) \$6,165
- ❑ Shoulder Rotator \$6,995

Together, these elements can help people adhere to routines that develop overall health and wellness, and engage participants in substantially more moderate to vigorous physical activity. Once all pieces are installed, there is a goal to install ground cover for full accessibility. Information about the purchased equipment and NDS Information is from the GameTime website: <https://www.gametime.com/news/outdoor-adult-fitness-national-demonstration-sites>

Pierson Township

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels:

Donations of money and grants from our business and family partners enable us to add amenities and services to the community that all may enjoy.

SPONSORSHIP BENEFITS	COMMUNITY PILLAR OVER \$10,000	DIAMOND \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000
Listed on website Sponsor Page, social media, and all community events for 1 year.	✓	✓			
Banner displayed at events - 4'x 8' banner (included in sponsorship).	✓	✓	✓		
Recognized with a plaque or certificate of appreciation.	✓	✓	✓	✓ Certificate	
Your business logo or family name shared on the website Sponsor Page.	✓ Large Logo	✓ Large Logo	✓ Medium Logo	✓ Small Logo	✓
Named on Donor-Recognition Signage in Park.	✓	✓	✓	✓	✓

Pierson Township

Guiding Principles

The following principles shall form the township's consideration for sponsor proposals:

- Sponsorship shall relate to the intent and/purpose of the facility, park, or program being sponsored.
- Sponsorships will not result in any loss or the Pierson Township authority.
- The mission of a sponsor organization should not conflict the mission of the Parks and Recreation Committee or of Pierson Township.
- Sponsorships cannot be made conditional on the performance of the Parks and Recreation Committee or Pierson Township.
- Sponsorships provide a positive and desirable image to the community.
- Sponsorship benefits offered should be commensurate with the relative value of sponsorship.
- Acceptance of a sponsorship will not limit the committee's ability to accept other sponsorships from other individuals.

- Recognition benefits to be offered must compromise the design standards and visual integrity of the park or facility.
- An evaluation of the potential sponsor shall include but is not limited to:

- ◊ Consideration of any immediate or initial expenditure required in order to accept the sponsorship;
- ◊ The potential and extent of the township's obligation to maintain the sponsorship;
- ◊ The community benefit derived from the sponsorship; and
- ◊ The ethical appropriateness of the sponsorship.

Organizations are not eligible for sponsorship if they relate to any of the following:

- Companies whose business is substantially derived from the sale of alcohol (excludes businesses that serve prepared food on site), tobacco, marijuana, firearms or pornography.
- Organizations with noncommercial messages, such as religious or political institutions.
- Any business regarded as an "Adult" business.
- Any depiction that gives the appearance or impression that a product or business is endorsed or recommended by the township or its officials, officers, agents, or employees.
- Sponsorship that creates a conflict of interest or policy with the Township.

Sponsorship Categories: Sponsorships are appropriate for the following broad types of activities and require approvals:

Events: financial or in-kind support for an event organized by the Parks & Recreation Committee on township owned or managed property. Approval by the Pierson Township Board or designee.

Recreation Programs: financial or in-kind support that facilitates the ongoing delivery of a particular township or site-specific recreation program. Approval by the Pierson Township Board or designee.

Authority Levels: The Township Board possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. The Township reserves the right to refuse any offer of sponsorship.

Pierson Township

The following form the basis of sponsor recognition:

- The Parks and Recreation Committee and Pierson Township Board appreciate all sponsorships that enable it to further its mission.
- In recognition of a sponsor's contribution levels, a certificate or plaque for their business.
- Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by Pierson Township or the Parks and Recreation Committee, or any proprietary interest of the sponsor.
- Any physical form of on-site recognition shall not interfere with visitor use or routine program, event, and facility organization.
- The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message and its subject to approval from the board and from any lessor of any township facility located on land leased to the township.
- All sponsorship agreements will be for a defined period of time relative to the value of the sponsorship and the life of the asset being sponsored.
- Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted providing such names are subordinate to the name of the recreation amenity.

Recognition of Sponsors:

These guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognition of a sponsor's support, the value and purpose of a particular community facility and/or park is not diminished.

The guidelines contained within this policy do not apply to gifts, grants, and/or donations for which there is no benefit or recognition.

Types of Recognition:

- A thank you letter
- Publicity through the Pierson Township Website, social media, newsletters, media releases, and any other applicable public outreach.
- Events such as a press conference, photo opportunity, ground-breaking, or ribbon cutting ceremony.
- Commissioner acknowledgement at civic functions.
- Commemorative items, such as a frames, pictures, or plaques.
- Acknowledgement on printed materials, such as recreation brochures.
- Inclusion of the individual's name or company name and logo on a sponsorship donor/recognition wall at a Parks & Recreation facility.
- Where on-site recognition is to be provided, types of recognition may include:
 - ◊ Temporary signs, which may include use of logos, acknowledging a sponsor * to the extent permitted by the township sign ordinance.
 - ◊ Interpretive sign, which may include the use of logos *
 - ◊ Permanent plaque or sign (permanency is limited to the life of the asset).

The Township Board will determine the type of recognition and has the right to terminate sponsorship should conflict arise.