



Event Sponsorship
49045 Pontiac Trail
Wixom, MI 48393

February 6, 2024

Dear Business Owner:

The City of Wixom invites your business to become a partner in our community as a member of the **2024 City of Wixom Event Sponsorship Program**. The generous support from our local businesses has allowed the City to continue to offer various family programs and events providing opportunities that improve the quality of life for our residents.

The City of Wixom Parks & Recreation and the Downtown Development Authority are busy planning a spectacular year to include eight signature events that have become community traditions. We offer three sponsorship levels and can customize a sponsorship to meet your needs. Your company will be recognized in many ways including print, signage, electronic and social media.

As a sponsor, your business plays a vital role in strengthening our community; improving the health and well-being of our residents, as well as creating a place that is highly desirable to visit, live, work, and grow a business.

Accompanying this letter is a list of events to sponsor, sponsorship levels and a sponsorship form. We hope that you find our **2024 City of Wixom Event Sponsorship Program** a great way for your company to benefit while supporting the City and the community. For your convenience, you can submit your sponsorship by mail, phone, online at www.wixomgov.org or email clongville@wixomgov.org. Thank you for your consideration.

Sincerely,

Cindy Longville
City of Wixom
Parks and Recreation
248-624-2850

Laura Cloutier
Wixom DDA
248-587-7687



2024 EVENT SPONSORSHIP DESCRIPTIONS

EVENT	DESCRIPTION
SUMMER CONCERT SERIES	One of the hottest tickets in town! Families, neighbors and friends gather each Thursday night for 12 weeks to enjoy live music featuring Classic Rock, Jazz, Blues and Motown.
LITE THE NIGHT FIREWORKS	Wixom celebrates Independence Day! Featuring two bands, a beer tent, great food, family entertainment and of course an amazing fireworks display to end the night!
HOT BLUES & BBQ	Families experience their choice of mouth watering BBQ while listening to red hot blues music. Included are inflatables, kids' rides and a beer tent.
TREE LIGHTING FESTIVAL	Wixom welcomes the holiday season with a Tree Lighting Festival which includes the arrival of Santa and his reindeer, crafts, free carriage rides, food vendors and live music in the beer tent!

FOR MORE INFORMATION ABOUT THESE EVENTS PLEASE CONTACT CINDY LONGVILLE:
CLongville@wixomgov.org 248-624-2850

EVENT	DESCRIPTION
DERBY DAY	The annual Derby Day races bring runners and walkers to Wixom the first Saturday of May to celebrate the Kentucky Derby. Participants will enjoy the downtown, the Michigan Air Line Trail and Derby Day specials at local businesses.
BLOCK PARTY	BREWS, TUNES, ART & FOOD are what the day calls for as attendees from Wixom and surrounding areas come together for this end of summer event in downtown Wixom.
SPOOKTACULAR TREAT HUNT	The littlest ghosts and goblins celebrate Halloween in Downtown Wixom enjoying an afternoon of fun activities and trick or treating at downtown businesses.
DOWNTOWN DAZZLE	Downtown Wixom lights up in holiday splendor with spectacular light displays during the month of December.

FOR MORE INFORMATION ABOUT THESE EVENTS PLEASE CONTACT LAURA CLOUTIER:
DDA@wixom.us 248-587-7687

CITY OF WIXOM

EVENT SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$3,000 and Up

- Listed as presenting sponsor with logo on marketing materials which include social media, City websites and publications.
- Logo on four 3' x 8' full color event banners placed on major Wixom roads for two or more weeks.
- Business listed as a sponsor on the electronic City marquee for 3-14 weeks.
- Two recognition statements given during event.

GOLD SPONSOR - \$1,000

- Company logo on marketing materials which include social media, City websites and publications.
- Logo on a 4' x 4' sponsor sign displayed at the event.
- Business listed as a sponsor on the electronic City marquee for one week.
- One recognition statement given during event.

SILVER SPONSOR - \$500

- Company logo on City website.
- Logo on a 2' x 2' sponsor sign displayed at the event.
- Business listed as a sponsor on the electronic City marquee for two days.

FOR MORE INFORMATION PLEASE CONTACT:

Cindy Longville

City of Wixom

Monday – Thursday between 7:15am – 5:30pm.

248-624-2850 or email clongville@wixomgov.org

