



Meridian Township
5151 Marsh Road
Okemos, MI 48840

P 517.853.4000
F 517.853.4096

Township Board:

Patricia Herring Jackson
Township Supervisor

Deborah Guthrie
Township Clerk

Phil Deschaine
Township Treasurer

Scott Hendrickson
Township Trustee

Kathy Ann Sundland
Township Trustee

Marna Wilson
Township Trustee

Courtney Wisinski
Township Trustee

Frank L. Walsh
Township Manager

February 3, 2023

Subject: Celebrate Meridian Sponsorship Opportunities

Dear Business Owner/Organization Member;

Please join us as a sponsor for our 2023 ***Celebrate Meridian Festival*** scheduled for TWO days – **Friday, June 23 and Saturday, June 24** in Central Park and Marketplace on the Green.

This exciting event brings the community together for family-friendly fun with activities for all ages, including inflatable obstacle courses, arts and crafts, Meridian Historical Village and Nokomis Native American Cultural Center tours and activities, food trucks, live music, a beer and wine tent, car show, and spectacular fireworks display at dusk!

This year, we are adding a teen-focused party at Marketplace on the Green Friday, June 23. There will be music, food and dancing. The ***Celebrate Meridian Festival*** event normally draws between 10,000 - 15,000 visitors annually.

Becoming a sponsor for Celebrate Meridian Festival is a great way to express your community pride, as well as obtain additional advertising and promotion for your business. Each sponsorship level provides varying opportunities of exposure. We need your support to help create another successful event this year that welcomes and engages our entire community!

New this year, we are excited to introduce ‘Celebrate Meridian Business Week!’ Participating businesses who offer an event or sale during the week of June 17 – 24, will receive special promotional opportunities as part of the sponsorship fee. This is a great way to build community awareness and additional marketing for your business. See the enclosed flyer for details.

Please complete and return your sponsorship form with a check made payable to **Meridian Township, Attn: LuAnn Maisner, Parks and Recreation Director, 2100 Gaylord Smith Court, Haslett, MI 48840**

For additional questions, please email parks@meridian.mi.us or call 517.853.4600. We look forward to your participation! Thank you!

Sincerely,

LuAnn Maisner
Meridian Township Director of Parks and Recreation



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February 3, 2023

Subject: Celebrate Meridian Business Week

Dear Business Owner/Organization Member.

Please join us as a sponsor for our 2023 ***Celebrate Meridian Festival*** scheduled for TWO days – **Friday, June 23 and Saturday, June 24** in Central Park and Marketplace on the Green.

This year, as part of the sponsorship opportunities, we are excited to introduce **“Celebrate Meridian Business Week!”** Participating businesses will have the opportunity to invite customers to their establishments by offering a special event or sale during the week of June 17 – 24. For example, a free chair massage with a min. \$50 purchase, 20% off store-wide or a BOGO sale. All participating businesses will receive special advertising as part of the sponsorship fee. This is a great way to build community awareness and additional marketing for your business.

What Participating Businesses Will Do:

- Decide on a special promotion.
- Complete the Celebrate Meridian Sponsorship Form.
- Submit form and payment of \$150.
- Set up a “Selfie” station (Meridian Township will provide posterboard) for customer photos.
- Encourage patrons to post on social, tagging Meridian Township, and use #CelebrateMeridian in the post.

It’s that easy! Instead of setting up a booth to staff during the Celebrate Meridian event, June 24, this Celebrate Meridian Business Week sponsorship brings the community to you.

What Participating Businesses Receive:

- A print & digital flyer promoting all participating businesses and their special promotion.
- Each business will receive a customized selfie posterboard.
- Pre-event promotion on social media and Township website.
- Paid Facebook ad for all participating businesses combined (ad will contain all businesses together).
- Paid Google ad for all participating businesses combine (ad will contain all businesses together).
- Promotional video created by HOMTV to air on Comcast Channel 21 and on social media.

This NEW Celebrate Meridian Business Week sponsorship is a fun way to engage with the community and increase your social media presence.

Please complete and return your sponsorship form with a check made payable to Meridian Township, Attn: LuAnn Maisner, Parks and Recreation Director, 2100 Gaylord Smith Court, Haslett, MI 48840

For additional questions, please email parks@meridian.mi.us or call 517.853.4600. We look forward to your participation! Thank you!

Sincerely,

LuAnn Maisner, Meridian Township Parks and Recreation Director



Join the celebration!

Celebrate Meridian is a community festival bringing together families, neighborhoods and businesses in Meridian Township.

Activities include live music, food vendors, beer & wine tent, children's area and much more!

Join us in creating an exciting atmosphere full of fun!

Festival information is available at meridian.mi.us.



Become a sponsor!

Send completed form & payment to:

Meridian Township Parks & Recreation
Attn: LuAnn Maisner, Director
2100 Gaylord C. Smith Ct.
Haslett, MI 48840

Make check payable to:
Meridian Township Parks & Recreation
(Memo: Celebrate Meridian Fund)

Sponsorship Type:

Contact Person:

Street Address:

City, State & Zip:

Phone:

Email:

ALL SPONSORSHIPS DUE BY:
MAY 1, 2023

Contact:

Meridian Township
Parks & Recreation Department
517.853.4600
parcs@meridian.mi.us



meridian.mi.us



Celebrate **MERIDIAN FESTIVAL**

Friday, June 23, 2023
Saturday, June 24, 2023



Sponsorship Opportunities

GOLD SPONSORS: \$5,000

- Logo on Mobile Billboard
- Logo on 150 giveaway items
- Logo on large main stage banner
- Logo on pre-event marketing materials & promotions
- HOMTV Interview
- Name on event webpage
- Recognition announcements during event
- Free 'Celebrate Meridian Business Week' entry

SILVER SPONSORS: \$3,000

- Logo on large main stage banner
- Name on pre-event marketing materials & promotions
- HOMTV Interview
- Name on event webpage
- Recognition announcements during event
- Free 'Celebrate Meridian Business Week' entry

BRONZE SPONSORS: \$1,500

- Name on large main stage banner
- Name on pre-event marketing materials & promotions
- Name on event webpage
- Free 'Celebrate Meridian Business Week' entry

NEW!

Celebrate Meridian Business Week Participation Fee: \$150

June 17 - June 24, 2023

Promote your local business with a featured special or giveaway.

- Selfie banner for patrons to take pictures to post on social media
- Business name listed on pre-event marketing
- Social media postings on Township and HOMTV accounts, with 2 paid Facebook ads.
- Event promo produced by HOMTV

ALL SPONSORSHIPS DUE BY:
MAY 1, 2023



IN-KIND OR MEDIA SPONSORS:

Special arrangements may be made with the Parks & Recreation Department. Please email parks@meridian.mi.us to discuss options.

