

Fireworks *and* FLANNELS

Sponsorship Guide

Saturday, Feb. 15, 2025 | 3:30 – 8:30 p.m.



Waterford Oaks County Park
1702 Scott Lake Road, Waterford Township



About Oakland County Parks

Since it was first established in 1966, Oakland County Parks (OCP) has played an important role in the lives of Oakland County residents. Many have cherished memories of taking family camping trips, walking the trails, attending nature programming, enjoying golf outings or spending hot summer days at a waterpark. The parks system started with 200 acres. Today, it boasts more than 7,000 acres and 100 miles of trails across 17 locations and hosts 1.9 million visitors from across 62 communities each year. OCP provides a huge variety of recreation, leisure and learning opportunities at two nature centers, three dog parks, five golf courses, a waterpark, an ORV park and the Oakland County Farmers Market.



Fireworks and Flannels

Join us to sponsor our first ever Fireworks and Flannels, a free, family event that brings people together to celebrate the cozier side of winter.

The event will kick off with the Flannel Fun Run and end with a beautiful fireworks display.

The 1K Run/Walk for kids starts at 3:30 p.m. and will feature OCP's mascot Oakie the Squirrel. The 5K Run/Walk for adults will follow at 4 p.m. Participants will come dressed in their coziest flannel for an out-and-back race through Waterford Oaks County Park.

Following the Flannel Fun Run, attendees can look forward to live entertainment, games, the Illuminated Trail with photo stations, food trucks, a beer tent, sledding and snowshoeing (weather permitting) and horse drawn wagon rides.

This is a unique opportunity for local businesses or organizations to support the parks system, connect with the community and promote their brand.



Event Details

Fireworks and Flannels will take place at Waterford Oaks County Park on Saturday, Feb. 15, 2025, from 3:30 p.m. to 8:30 p.m. Entrance and activities are free to the public and food will be available for purchase throughout the event.

- 3:30 p.m.** Kids 1K Flannel Fun Run/Walk with Oakie the Squirrel
- 4 p.m.** 5K Flannel Fun Run/Walk
- 5-8 p.m.** General activities, live entertainment, food trucks and beer tent
- 5-7:30 p.m.** Horse drawn wagon rides
- 8 p.m.** Fireworks



Event Map



Sponsorship Packages

To maximize the full range of benefits in your sponsorship package, we encourage early commitment. Certain time-sensitive perks, such as inclusion in news releases, are only guaranteed if sponsorship is confirmed prior to distribution dates.

Snowball | \$250

- Mention in news release
- Mention in email marketing messages (32K+ subscribers)
- Mention in a minimum of four (4) posts on Facebook page, including a sponsor announcement post featuring sponsor logo and link to website (30K+ followers)

Plaid | \$500

- Includes everything from the “Snowball” package above AND:
- Table inside beer tent
- Mention in four (4) email marketing messages (32K+ subscribers)
- Mention in Facebook Event

Flannel | \$1,000

- Includes everything from the “Plaid” package above AND:
- Logo placement on stage sign
- Mention during stage announcement

Horse Drawn Wagon Sponsor | \$2,000

- Includes everything from the “Flannel” package AND:
- Logo placement on event flyer
- Logo placement on A-Frame sign at the horse drawn wagon rides
- Mention in a minimum of four (4) Facebook ads (between 12K-20K users reached per ad)

Fireworks Sponsor | \$6,000

- Includes everything from the “Horse Drawn Wagon Sponsor” package (with the exception of logo on an A-Frame sign at the horse drawn wagon rides) AND:
- Presenter during fireworks countdown

Illuminated Trail Sponsor | \$8,000

- Includes everything from the “Fireworks Sponsor” package (with the exception of being the presenter during fireworks countdown) AND:
- Official 1K and 5K race starter
- Flyer/info sheet included in race packet (must be approved by OCP)
- Logo placement on race T-shirt
- Sponsor name on three (3) Oakland County digital message boards
- The lights will be on display for two additional weekends beyond the event weekend, providing extended opportunities for social media promotion and increased visibility at the park



Contact Us

We hope that you'll consider partnering with us to sponsor this exciting inaugural event. Please note that sponsorship packages can be tailored to your needs and budget. For more information or to become a sponsor, please contact:

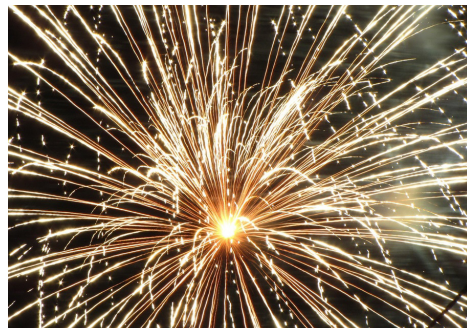
Libby Soncrainte

Oakland County Parks, Recreation Program Coordinator

Desk: 248-858-1486

Cell: 248-425-5576

Email: soncraintee@oakgov.com



 **OAKLAND
COUNTY PARKS**