



City of Manitowoc Parks and Recreation

www.manitowoc.org



Date: February 11, 2025

To: Mayor and Common Council

From: Michelle Michels, Recreation Team Leader- Parks and Recreation Division

Re: *Manitowoc Recreation Sponsorships*

Request approval to disperse sponsorship brochure to obtain sponsors for a variety of recreation events to continue to offer a variety of special events for all ages. *(See attached sponsorship letter and booklet)*

February 11, 2025



Hello,

The Manitowoc Recreation Department is committed to improving the quality of life for all Manitowoc's residents and visitors. This is accomplished by providing and promoting a variety of lifelong recreational opportunities and special events for people of all ages.

We look forward to the success of all of our activities, events, and programs. Today we ask that you consider being a sponsor to help us continue to provide these successful events.

Enclosed is our Sponsorship Opportunities brochure. We have a variety of options for you to choose from and each option also explains the advertising we can do for you in return. The brochure also includes a sponsorship form for you to complete and return.

We thank you for your time and consideration.

Sincerely,

Michelle L Michels

Recreation Team Leader
920-686-3064
mmichels@manitowoc.org

Curt Hall

Parks and Recreation Manager
920-686-3061
chall@manitowoc.org

Manitowoc Parks & Recreation Division
3330 Custer St
Manitowoc, WI 54220
920-686-3060

MISSION STATEMENT

The Manitowoc Parks and Recreation Department is committed to improving the quality of life for all Manitowoc's residents and visitors. This is accomplished by providing and promoting well maintained parks, facilities, and public open spaces as well as offering a variety of lifelong recreational opportunities and special events for people of all ages.

SUBMIT FORM TO

Manitowoc Parks & Recreation Division
3330 Custer Street
Manitowoc, WI 54220

Manitowoc.org/recreation

Michelle Michels (920-686-3064)
mmichels@manitowoc.org

Curt Hall (920-686-3061)
chall@manitowoc.org



City of Manitowoc Recreation Division Sponsorship Opportunities



Aquatic Center

Mini-Golf

Silver Creek Beer Garden

Tuesday Tunes

Why Become a Sponsor

Community events and activities often rely on the support of sponsors to help maximize the potential of providing exciting events and activities. Sponsoring a Manitowoc Parks and Recreation Department event or activity offers you:

- Marketing opportunities
- Expansion of your customer base
- A boost to your credibility and brand associations
- An increase in website traffic
- Build better business relationships
- A positive image for your business

Thank you for considering a sponsorship of Parks and Recreation events and activities.

SPONSORSHIP FORM

Sponsorship Choices

Price

☐ **Manitowoc Family Aquatic Center** \$300/event

DATE(S) PREFERRED

☐ **Mini- Golf** \$500/Hole, \$2000/Bench, \$3000/Bridge

HOLE: _____

BENCH: _____

BRIDGE: _____

☐ **Silver Creek Beer Garden** \$300/event

DATE PREFERRED

☐ **Tuesday Tunes** \$300/concert

DATE(S) PREFERRED

Total

Name

Address

Phone

Method of Payment

☐ **Check**

Please allow up to 3 weeks for the banner to be created.

☐ **Cash**

TUESDAY TUNES

at Washington Park

\$300/event

For this you get:

Name on Social Media
Advertising on Seehafer News
Name announced at the event
Banner at the event

Seehafer News is the season sponsor, which allows us to get your business advertised on the radio.

Tuesdays from 6:30-8:00pm

June 17
June 24
July 1
July 8
July 15
Aug. 5
Aug. 12
Aug. 19
Aug. 26

(entertainment to be determined)



MANITOWOC FAMILY

AQUATIC CENTER

\$300/event

For this you get:

Name on Social Media
Name announced at the event
Banner at the event

These sponsorships are in part with Seehafer news, which allows us to get your business advertised on the radio.



Saturday, June 28
10:00 am - 11:30 am

Special Needs Splash Time
Sponsored by the West Foundation

Friday, June 27
5:30 - 7:30 pm

Family Pool Party
& Movie in the Park

Friday, July 4
12:00 pm - 5:00 pm

Fourth of July

Saturday, July 26
10:00 am - 11:45 am

Special Needs Splash Time
Sponsored by the West Foundation

Friday, August 8
5:30-7:30 pm

Adult Pool Party

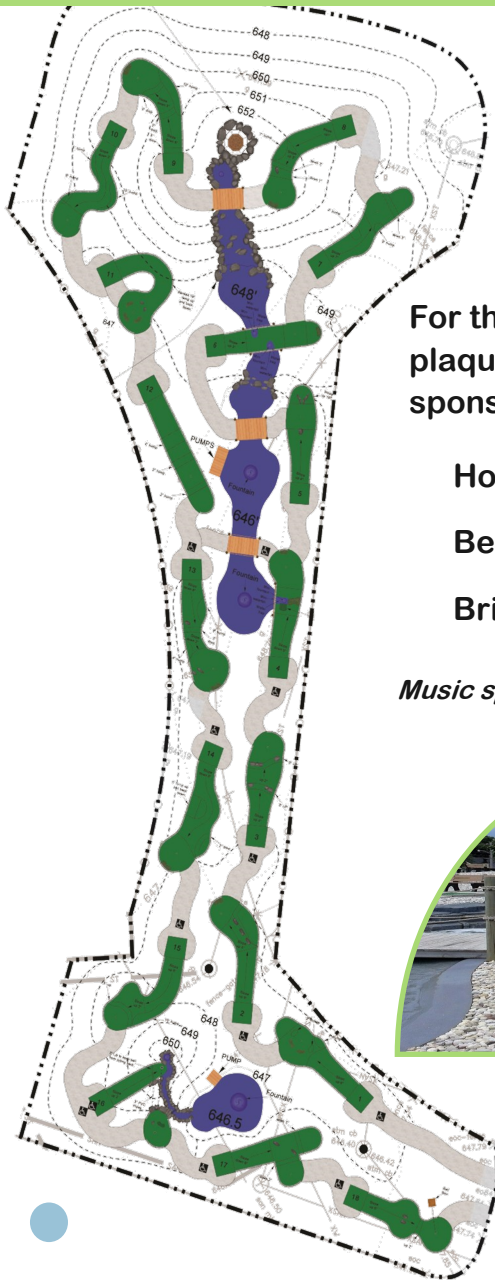
Saturday, August 17
12:00 pm - 6:00 pm

Customer Appreciation Day



MINI-GOLF

at the Manitowoc Family Aquatic Center



For this you get your name on a plaque on the item you are sponsoring.

Hole Sponsor \$500

Bench Sponsor \$2,000

Bridge Sponsor \$3,000

Music sponsored by Seehafer News.



SILVER CREEK BEER GARDEN

\$300/concert

For this you get:

Name on Social Media

Advertising on Seehafer News

Name announced at the event

Banner at the event

Seehafer News is the season sponsor, which allows us to get your business advertised on the radio.

Sunday, June 29 (*entertainment to be determined*)

Sunday, August 10 (*entertainment to be determined*)

Entertainment (2:00-4:00 pm)

Food & Beverages available for purchase

Free Yard Games

2:00 - 5:00 pm

