



City of Manitowoc Parks and Recreation

www.manitowoc.org



Date: February 20, 2024

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)*

Request approval to enter into an in-kind sponsorship agreement with Seehafer News which will provide incentive to other businesses possibly interested in any sponsorships by offering their name(s) announced on the radio with our ads. *(See below for more information)*

Re: Exerpt from email regardarding sponsorship agreement from Terry Stevenson, Seehafer News

To recap what we discussed earlier, here is what I would like to propose in regards to our in-kind sponsorship for 2024:

1. Tuesday Tunes. Co-Presenting Sponsorship from Seehafer News which includes a minimum of \$1,000.00 per week in radio advertising to promote each weekly event. Seehafer News to receive major sponsorship recognition including but not limited to logo on all marketing materials/social media posts, banner on-site, etc. Total of 11 weeks for an in-kind sponsorship of \$11,000.00(+).

2. Silver Creek Beer Garden. Co-Presenting Sponsorship from Seehafer News which includes a minimum of \$1,000.00 per week in radio advertising to promote each event. Seehafer News to receive major sponsorship recognition including but not limited to logo on all marketing materials/social media posts, banner on-site, etc. Total of 2 events for an in-kind sponsorship of \$2,000.00(+).



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3. Aquatic Center Pool Party Events. Co-Presenting Sponsorship from Seehafer News which includes a minimum of \$1,000.00 per week in radio advertising to promote each event. Seehafer News to receive major sponsorship recognition including but no limited to logo on all marketing materials/social media posts, banner on-site, etc. Total of 2 events for an in-kind sponsorship of \$2,000.00(+).

4. We ask that the only radio station that is played at the Mini Golf Course/Aquatic Center be of Seehafer Broadcasting and not WOGB or any other radio station. If we are going to be a major supporter, we ask that our radio stations receive this exposure, either Lake 98.1, Hot Country 92.1 FM or Classic Rock 102.3 FM.

February 20, 2024



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

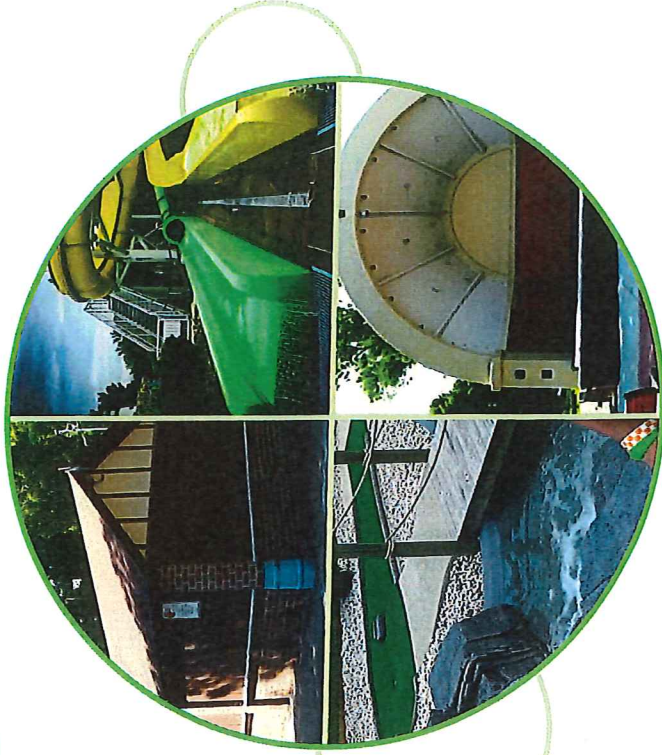
Manitowoc.org/recreation

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



SILVER CREEK BEER GARDEN

\$300/concert

For this you get:

- Name on Social Media
- Advertising on Seehafer News (stations?)
- Name announced at the event
- Banner at the event

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

June 23

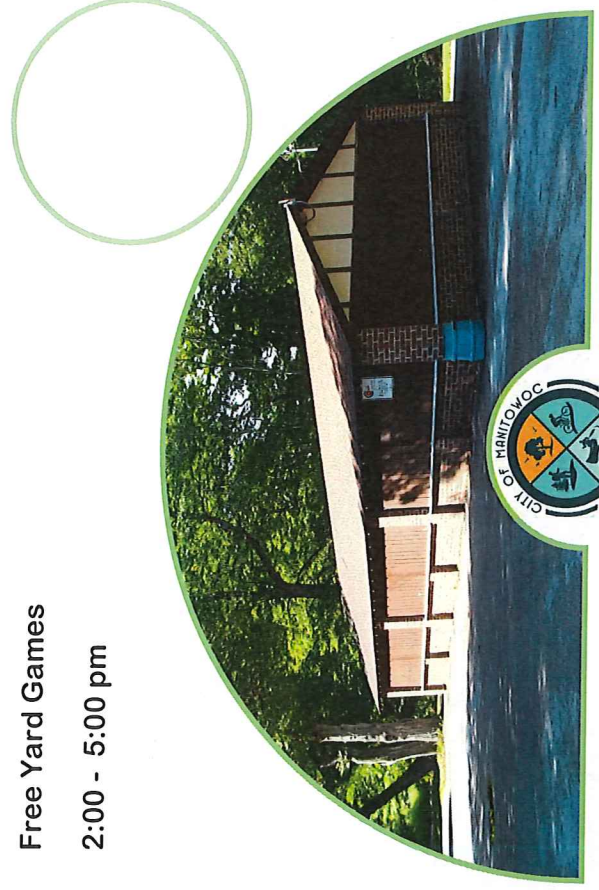
August 11

Entertainment (to be announced beginning of April)

Food & Beverages available for purchase

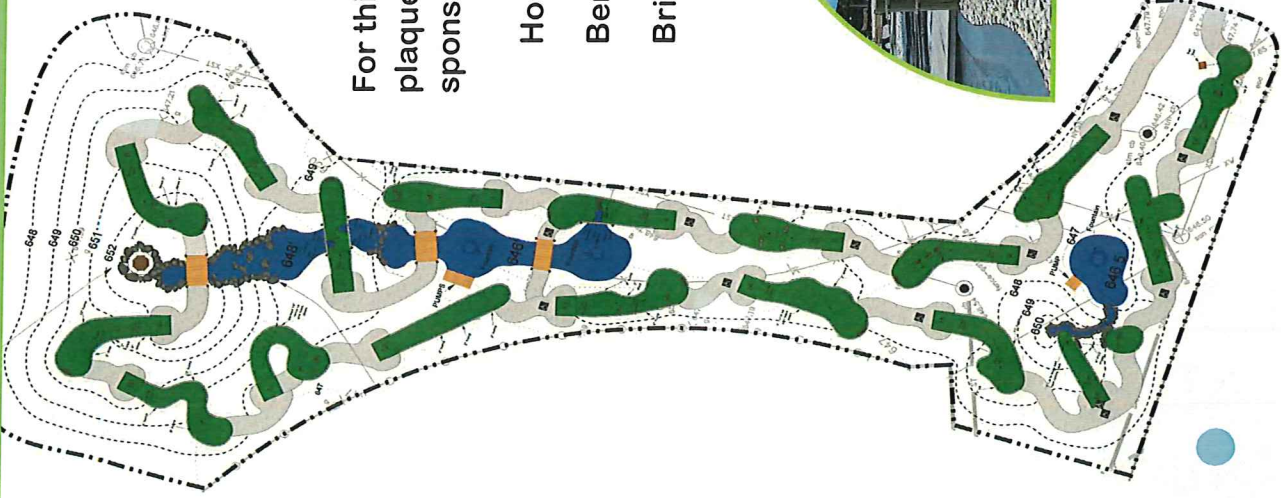
Free Yard Games

2:00 - 5:00 pm



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



TUESDAY TUNES

at Washington Park

\$300/event

For this you get:

- Name on Social Media
- Advertising on Seehafer News (stations?)
- Name announced at the event
- Banner at the event

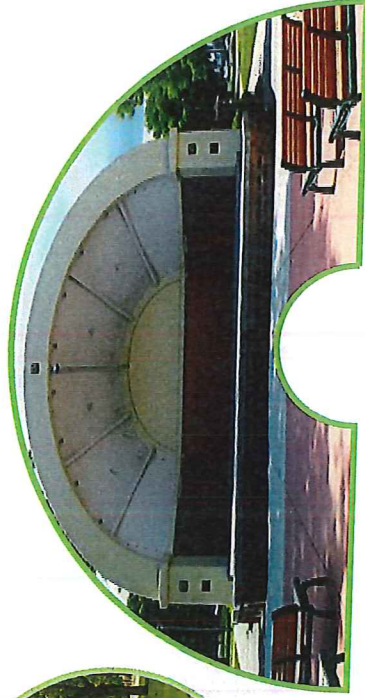
Seehafer News is the season sponsor which allows us to get your business advertising on the radio)

Entertainment to be announced

(Beginning of April)

Tuesdays from June 18—August 27

Please let us know if you would be interested in sponsoring but would like to pick which band/entertainment we will email you the list as soon as it is completed.



MANITOWOC FAMILY AQUATIC CENTER

\$300/event

For this you get:

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

Saturday, June 29
10:00 am - 11:45 am

Special Needs Splash Time

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

Fourth of July

Saturday, July 20
10:00 am - 11:45 am

Special Needs Splash Time

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

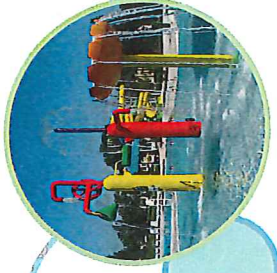
Customer Appreciation Day

\$300/event

For this you get:

- Name on Social Media
- Advertising on Seehafer News (stations?)
- Name announced at the event
- Banner at the event

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



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:

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

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

SPONSORSHIP FORM

Sponsorship Choices

Manitowoc Family Aquatic Center \$300/event

Price

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

Cash

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