



*...The Sponsorship Opportunity...*

**Select Sponsorship Level:**

**Select Event to Sponsor:**

		I	II	III	IV	V
<input type="checkbox"/>	\$5,500 - <b>Event Sponsor</b> – Sponsors 1,000 with Perks 1 – 7	___	___	___	___	___
<input type="checkbox"/>	\$4,000 - <b>Gold Sponsor</b> – Sponsors 800 with Perks 3 – 7	___	___	___	___	___
<input type="checkbox"/>	\$3,000 - <b>Silver Sponsor</b> – Sponsors 600 with Perks 5 – 7	___	___	___	___	___
<input type="checkbox"/>	\$2,500 – Official Sponsor – Sponsors 500 with Perks 6 – 7	___	___	___	___	___
<input type="checkbox"/>	\$2,000 – Official Sponsor – Sponsors 400 with Perks 6 – 7	___	___	___	___	___
<input type="checkbox"/>	\$1,500 – Official Sponsor – Sponsors 300 with Perks 6 – 7	___	___	___	___	___
<input type="checkbox"/>	\$1,000 – Official Sponsor – Sponsors 200 with Perks 6 – 7	___	___	___	___	___
<input type="checkbox"/>	\$ 500 – Official Sponsor – Sponsors 100 with Perks 6 – 7	___	___	___	___	___

Name/Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*...The Perks...*

1. Your sponsorship will allow 1,000 children to have access to the sponsored event and to all the Family Aquatic Center Amenities on the day(s) of the Event selected (see attached).
2. We will print 1,000 Buddy Passes with your company information to be distributed to guests upon their departure. This pass will allow the sponsored person FREE admission to the Family Aquatic Center on another day with a paying buddy.
3. Your business will receive a minimum of 6x :30 commercials per day or 522 spots over the season. WCFAC Splash Radio is an innovative in-park public address system that is programed to sound like a “real live” radio station with DJ’s, great music and commercials with your organizations message.
4. WCFAC website – your logo and link will be placed on our website for one year.
5. WCFAC signage – your 4’x6’ business logo will be placed at the entrance to the park. Signage will be of high-quality and have full-color artwork.
6. WCFAC Sponsorship Board – your 12”x12” business logo will be mounted for one year on our sponsorship board inside the Aquatic Center for its 30,000 plus annual visitors.
7. The event will be posted on our website, Facebook, Twitter, and Instagram recognizing your company as an Event/Official sponsor.

Please make checks payable to: Friends of Wayne County Parks,  
 Attn: WCFAC Coordinator,  
 33175 Ann Arbor Trail,  
 Westland, MI 48185

Questions to: Charles Buck, WCFAC, 248-752-0423, cbuck@waynecountyaquatic.com



*...Events to Sponsor...*

**Event I. SENIOR WATER AEROBICS – Mon & Wed - Starting June 19th**

**Join the Celebration and Help us Get Your Aging Parents to Try the Best Water Exercises for Seniors!!!**

The best water exercises provide many benefits for senior citizens. When demonstrated by qualified instructors, they can be used as water therapy exercises to speed recuperation from surgeries, and to gain strength, stamina and balance for daily activities. Water supports the body and reduces the risk of muscle or joint injury. Help be a part of promoting health, strength, balance and brain fitness for seniors!!!

Help us bring awareness and fitness to seniors by sponsoring seniors participation in the Senior Water Aerobics Classes. The classes will occur prior to the official opening, creating a quiet and peaceful environment for the seniors.

**Event II. THE WORLD'S LARGEST SWIMMING LESSON – Thursday, June 22nd**

**“Swimming Lessons Saves Lives.” Help us make NOISE to prevent drowning by sponsoring a Water Safety and Swimming lesson for 1,000 children.**

Our goal is to help put an end to childhood drowning by educating our neighboring youth and parents on the importance of water safety and spreading the word that teaching our kids how to swim should be as fundamental to their safety as car seats and bike helmets.

According to the Center for Control Diseases (CDC), drowning is the second leading cause of unintentional death with children between 1 and 14 years of age. To build awareness about the vital importance of teaching children to swim to help prevent drowning, the nation's top water safety and training organizations are joining forces to present **The World's Largest Swimming Lesson** (WLSL).

Last year as a part of the WLSL with nearly 38,000 kids and adults representing 22 different countries participating in these lessons, we set another Guinness World Record. Television, news, radio and online coverage of the event generated 100 million media impressions sending the message that “Swimming Lessons Saves Lives.”

Wayne County Family Aquatic Center will be an official host location for the 2017 World's Largest Swimming Lesson on Thursday, June 22, 2017. Join our community as we again attempt to break the Guinness World Lesson Record.



### **Event III, BACK 2 SCHOOL SPLASH – Dates, TBD**

**Host a school or district-wide exclusive event to deliver your message to 1,000 parents, staff, and/or students.** Why not share your message and have some fun doing it.

The Wayne County Family Aquatic Center (WCFAC) is pleased to present a unique sponsorship opportunity to your organization for 2017 summer season. This season is shaping up to be our biggest and best yet, and we believe your business/school can benefit greatly by becoming an **exclusive event** sponsor at the Aquatic Center.

Your business will be able to have an exclusive day as well as gain valuable exposure to the 30,000 plus annual visitors that spend time at Aquatic Center over the summer.

### **Event IV. SENIOR’S DAY – Thursday, July 20th**

**Please sponsor 1,000 seniors to a day of fun in the sun at the Aquatic Center.**

While we would like to think that seniors are enjoying their “Golden Years”, thousands are left lonely living in senior citizens homes, nursing homes and long-term care facilities. A staggering number of them, even with families, spend weekends, birthdays and holidays by themselves with little to look forward to.

A relaxing day at the Aquatic Center with VIP attention from our guest services is a great way to remember and honor our seniors. With decorated reserved colorful funbrellas and tents to provide shade when needed, they will be treated to a day to remember. Also, there will be events especially designed for our senior’s to partake in and enjoy during the day.

### **Event V. SUPPORT OUR POLICE DAY – TBD**

**Please sponsor 1,000 kids to come and spend the day with our local police for their Annual “National Night Out” in the community.**

What a great way to break down barriers between our community and police officers by coming together for a fun filled day of activities in the park. It will be a great opportunity for kids to interact with officers, participate in special programs, receive back to school supplies and enjoy the Aquatic Centers amenities.

Our police officers risk their lives every day to protect and serve. They are subject to levels of stress, pressure, and danger that few of us can truly imagine. They fight hard to ensure OUR safety. Let’s help bridge the gap by creating a better understanding and a larger sense of community by supporting this annual event.