

NOVI PARKS, RECREATION & CULTURAL SERVICES

2026

SPONSORSHIP OPPORTUNITIES

CITY OF NOVI

cityofnovi.org

Dear Novi Community Member



Thank you for considering a sponsorship with the Parks, Recreation and Cultural Services Department. We are proud to offer programs, facilities, support services, and classes where memories are created, skills are developed, and quality of life is enhanced. Each year, our programs engage tens of **thousands of community members** of all ages.

As a nationally accredited department, we are recognized for our excellence and positive reputation in the community. Recent highlights include the opening of Jessica's Splashpad, Northwest Park, and eight pickleball courts; the hugely successful inaugural Diwali Fest; the reimagined Sizzling Summer Series; and signature amenities such as the RC Raceway and Villa Barr Art Park. **Community support for parks and recreation in Novi is strong and growing.**

Sponsoring a Parks, Recreation and Cultural Services program offers your business heightened visibility and direct connection to your target audience, while aligning with a positive, community-minded brand.

Understanding Our Reach

75,000	31,000+	66,243	21,000	7,500 / 2,400
Monthly Website Visits	Recreation Guides Mailed	Population (2020 census)	E-news Subscribers	Facebook / Instagram Followers

Sponsor Benefits



The following pages are a quick overview of the many sponsorship opportunities available through Novi Parks. This guide is just a starting point—our team can tailor options to match your goals, audience, and budget. You can even combine events or programs for the best pricing.

Reach out anytime to explore what's possible.

Benefits	Presenting	Associate	Supporting
Business Category Exclusivity	✓		
Business Logo & Link on cityofnovi.org	✓		
Display of company supplied banner	✓		
Company Logo on printed promotional media	✓	✓	
Recognized sponsor in edition of Engage magazine	✓	✓	
Announcement and booth at event	✓	✓	Announcement
Included in e-newsletter	✓	✓	✓
Recognition pre and post event on social media	✓	✓	✓

Winter/Spring Events

Deadlines for inclusion in the Engage community magazine are: February 15 for May-August programs, June 15 for September-December programs and October 15 for January-April programs.



DADDY DAUGHTER DANCES

February

Young ladies and their special guest spend the evening dancing, enjoying treats and making memories.

Cost: Presenting – $1,000 / Associate – $500
Supporting - $250
Audience: 700+



MOTHER SON GAME NIGHT

March

Young men and their special guest have a great time playing games, snacking, and showing off their dance moves.

Cost: Presenting – $ 300 / Associate – $150
Audience: 225



NATURE.NURTURE.NOVI. & N3 Junior

Year-Round

The annual series includes hikes, gardening, birding, planting, numerous educational sessions, park clean-up, crafts and games for kids, and more.

Cost: Presenting – $1,250 / Associate – $650
Supporting - $300
Audience: 1,500+

Summer Events

Deadlines for inclusion in the Engage community magazine are February 15 for May-August programs, June 15 for September-December programs and October 15 for January-April programs.



MEMORIAL DAY PARADE

May

Veterans, civic organizations, and local businesses proudly take part in this community tradition. The parade route is lined with residents of all ages, cheering and honoring the meaning of the day. Sponsor banners will be prominently displayed throughout the parade.

Cost: Presenting – $2,500 / Associate – $1,000

Audience: 5,000



CAMP LAKESHORE & POWERPLAY

June-August

As part of the City of Novi fabric, each camps sells out annually with campers 6-13 years old. Sponsor logo on all camp t-shirts worn throughout the summer.

Cost: Presenting – $2,000 / Associate – $1,000
Supporting - $500

Audience: 650+



SIZZLING SUMMER ART SERIES

June-August Wednesday Mornings

A series of eight free fun and engaging art & cultural exploration programs for kids and their families offered together with the DIA, Villa Barr Art Park resident artists, and more.

Cost: $3,000 – / Associate – $1,500
Supporting - $500

Audience: 1,600+

Fall Events

Deadlines for inclusion in the Engage community magazine are February 15 for May-August programs, June 15 for September-December programs and October 15 for January-April programs.



The Great Fall Bash

October

This multi-generational community event brings children, parents, grandparents, and friends together for an evening of festive fun. Featuring dancing, costumes, crafts, and seasonal treats, it creates lasting memories for attendees of all ages,

Cost: Presenting – $750 / Associate – $500
Supporting - $250

Audience: 300



DIWALI FEST

November

Diwali is one of the most significant and widely celebrates festivals in India. 2026 will be the 2nd annual event. Includes: food, fireworks, entertainment, vendors, and more on the Civic Center Campus.

Cost: Presenting – $5,000
Associate – $2,500
Supporting - $1,000

Audience: 3,000-4,000

Fall Events

Deadlines for inclusion in the Engage community magazine are February 15 for May-August programs, June 15 for September-December programs and October 15 for January-April programs.



VETERANS DAY CELEBRATION

November

Our annual celebration honoring local veterans features lunch, entertainment, and a special token of appreciation for each veteran.

Presenting Sponsor Highlight: Company logo featured on the thank you tag attached to the giveaway presented to every veteran.

Cost: Presenting – $1,000
Associate – $600
Supporting - $400

Audience: 200 veterans and their guests



LUNCH WITH SANTA

December

Smiles for miles at this annual event that includes a delicious lunch, crafts, and visits and photos with Santa and Mrs. Claus at the rustic Lakeshore Lodge.

Cost: Presenting – $750
Associate – $500
Supporting - $250

Audience: 200

Older Adult Services Sponsor Benefits



Novi Older Adult Services offers special programs that promote healthy active lifestyles, independent living, positive social interaction, and personal enrichment for those 55+ who aspire to be informed and connected to the Novi Community.

Benefits	Presenting	Associate	Supporting
Business Category Exclusivity	✓		
Company promotional materials displayed for a month at Meadowbrook Activity Ctr.	✓		
Recognized sponsor in edition of Engage	✓		
Recognition pre- and post-event on social media	✓	✓	
Announcement at event, booth and an opportunity to speak	✓	Booth	Announcement
Company logo on printed promotional media	✓	✓	✓
Recognized sponsor in e-newsletter	✓	✓	✓
***Bingo Only** - Announcement, booth, and signage at event	✓	✓	✓

Older Adult Service

Deadlines for inclusion in the Engage community magazine are February 15 for May-August programs, June 15 for September-December programs and October 15 for January-April programs.



SPECIAL EVENTS & PARTIES

Year-round

Special Events range from themed luncheons and afternoon entertainment to trivia nights and card tournaments. These programs provide meaningful social opportunities for our 55+ community.

Cost: Presenting – $500
Associate – $300
Supporting - $150

Audience: 50-90 per event (varies)



WEEKLY BINGO

Year-round

Bingo is a popular weekly program at the Meadowbrook Activity Center. Games are run by volunteer bingo callers and prizes are awarded to winners. Sponsors may display promotional material for the corresponding number of months listed below.

Cost: Presenting – $800 (12 months)
Associate – $500 (6 months)
Supporting - $250 (3 months)

Audience: 200+ monthly

Youth Sports

Sponsoring a team or league is one of the easiest—and most affordable—ways to plug into the community. On average, a single team shirt creates about 344 impressions each month. Multiply that by a 10-player team and you're looking at more than 3,400 impressions. Prize sponsorships help drive more foot traffic to your business from appreciative participants.



SPORT TEAM

Year-round

Team sponsors will receive logo on team jersey & schedules, recognition on social media, and in e-newsletter. Contact us if you're interested in sponsoring a league.

Cost: Rec Soccer, Basketball, $500 per team
Volleyball, $250 per team

Audience: Varies by sport



SPORT LEAGUE PRIZES

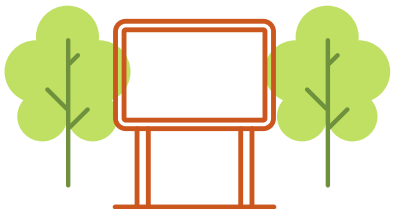
Year-round

Novi Parks offers a wide range of sports league opportunities for adults and children. Many of these leagues produce division winners, tournament champions, and runners-up that are awarded prizes for their efforts.

Cost: Gift cards from your establishment in varying amounts from $10 to $50, depending on league.

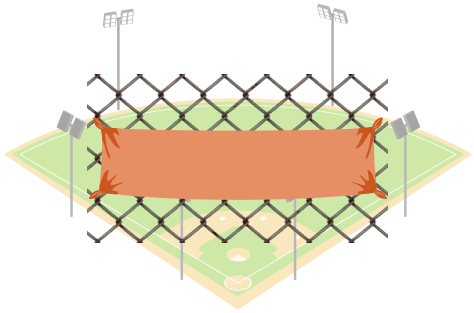
Advertising Opportunities

Promoting your business with Novi Parks is an easy and affordable way to connect with the Novi community. Simply provide your ad, and we'll take it from there. Reach out to learn about deadlines and available placements.



Park Kiosks

Advertising space on park kiosks are available on a quarterly basis. **4.25x5.5" ads are $250.** Kiosks are located at Fuerst Park, Villa Barr Art Park, Pavilion Shore Park, and ITC Community Sports Park



Park Banners

Banners are supplied by the company.

Power Park: 15,000 visitors/year
80x80" **Cost:** $1,200
40x80" **Cost:** $600
6x3' **Cost:** $375

R/C Raceway: 5,000 visitors/year
6x3' **Cost:** $375

ENGAGE

Engage community magazine

Engage is delivered to every household and business in Novi 3x per year. Interested in placing an advertisement? Contact Accuform Printing & Graphics at **313.271.5600** for details.

Novi Parks Foundation

NOVI PARKS FOUNDATION

The Novi Parks Foundation offers additional opportunities to support and connect with the Novi community through park and amenity naming rights, bequests by will, charitable gift annuities, and more.

Save the date for the annual Pour on the Shore fundraising event on Friday, July 24, 2026 at Pavilion Shore Park.

To learn more about the foundation, including the numerous park enhancements, recreational opportunities, and program scholarships provided, visit **noviparksfoundation.org.**

Ready to Sponsor?

We can customize packages! For more information, please contact:

Novi Parks
noviparks@cityofnovi.org
248.347.0400



1. Review and select your desired sponsorship level(s).
2. Complete the commitment form online at **cityofnovi.org/parks/sponsorship**
3. Receive your approval and invoice.
4. Process payment via check or credit card.
5. Prepare for fun! We will be in touch with more event details.

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