

**CITY COUNCIL****Mayor**

Justin Fischer

Mayor Pro Tem

Laura Marie Casey

David Staudt

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Victor Cardenas

Director of Parks, Recreation & Cultural Services

Jeffrey A. Muck

Deputy Director

Tracie Ringle

**City of Novi**

45175 Ten Mile Road
Novi, Michigan 48375
248.347.0400
248.347.3286 fax

cityofnovi.org

Dear Novi Community Member,

Thank you for considering a sponsorship of Parks, Recreation and Cultural Services Department programs. We provide programs, facilities, support services, and classes where memories are created, skills developed and quality of life enhanced. Our programs engage thousands of community members each year – at every age.

Novi Parks is part of the 1% of park and recreation agencies across the nation that are accredited. The national accreditation is awarded to agencies that demonstrate excellence in the areas of planning; administration; human resources risk management; financial management; facility and land use; public safety; and research and evaluation.

The department boasts a positive reputation in the community. With the opening of Jessica's Splashpad, Northwest Park, and eight pickleball courts in 2024, along with the tens of thousands who participate in our programs annually, the community support for parks and recreation is tangible.

Most people realize parks and recreation programs are instrumental in enhancing quality of life. Not everyone realizes that private support is instrumental in maintaining the present level of services and meeting the expanding needs of the Novi residents.

Sponsorship of a Parks, Recreation and Cultural Services Department program enables businesses to enjoy heightened visibility and reach their target markets while aligning with a positive community image. I encourage you to discover such opportunities by reviewing the attached documents. We're happy to work with you to customize an approach to meet your needs.

Sincerely,

Jeffrey A. Muck
Director, Parks, Recreation and Cultural Services



Sizzling Summer Series

*Friday Nights and Wednesday Mornings
in June, July, and August 2025!*

About the Event

The Sizzling Summer Art and Culture Series has been a community favorite for many years. New for this year - three "Friday Night Dance Parties" featuring local dance and music performances in Fuerst Park. The series also will include six hands-on, instructor led art activities open to the public on weekday mornings, in partnership with the Detroit Institute of Art.

Community Reach

The Sizzling Summer Art Series events are attended by more than 2,500 Novi area families and individuals of all ages

Pre-event publicity is broad and includes social media, mention on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins in April and continues through the event date.

Stats

cityofnovi.org: Nearly 60,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook : 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Presenting \$5,000	Associate \$2,000	One Time \$325
Exclusivity	x		
Business Logo & Link on cityofnovi.org	x		
Recognized partner in all promotional media (including social media)	x	x	
Announcement and booth at event	x	x	X (one event)
Recognized sponsor in edition of Engage <small>*Deadline to be featured is March 1.</small>	X	x	X

We can customize packages!

For more information, please contact:
Jenneva Kayser, Recreation Supervisor
248.347.0509 | jkayser@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375



Camp Lakeshore & Camp PowerPlay

Weekdays, June 9 - August 15, 2025

About our Camps

A part of the City of Novi fabric for many years, Camp Lakeshore offers hours of fun and exciting activities for campers using the wide open spaces and waterfront of Lakeshore Park. Camp PowerPlay is in its tenth year and is consistently sold out. PowerPlay campers swim at Novi High School, attend SSAS performances, and play games & sports on the Civic Center campus. All campers attend weekly field trips, build contraptions, experience nature first-hand and share in many science experiments.

Community Reach

The camps are attended by more than 650 Novi area residents each summer. Boys and girls range from 6 to 12 years old.

Pre-event publicity is broad and includes social media, advertisement on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion in the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins in January and continues through mid-August.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook : 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Presenting \$2,000	Associate \$1,000	Supporting \$500
Exclusivity with renewal option	x		
Business Logo & Link on cityofnovi.org	x	x	x
Recognized partner in promotional media	x	x	x
Opportunity to visit with camp and provide coupons for campers	x	Coupon Only	
Business logo on camp t-shirts	x (large logo)	x (medium logo)	x (small logo)
Recognized sponsor in edition of e-Engage	x	x	x

We can customize packages!

For more information, please contact:
John Gillingham, Recreation Supervisor
248.347.0474 | jgillingham@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375





Nature. Nurture. Novi.

Yearly Nature Based Programs

About the Event

Nature. Nurture. Novi (N3) offers residents the opportunity to explore nature and learn best practices for environmental consciousness. Novi works with local experts and entities to offer free or low-cost programs. These monthly topics include hikes, birding, identifying plants, gardening, etc. The community is encouraged to join the experts to learn more about the surrounding environment, how to protect it and take advantage of its bounty.

Community Reach

Attendance is growing for the highly successful Nature. Nurture. Novi. programs and participation was more than 1,500 Novi area residents of all ages in 2024.

Pre-event publicity is broad and can include social media, mention on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion in the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins when you become a sponsor and continues through the agreed upon event date.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook : 6,900 **Instagram:** 2,200



Sponsorship Opportunities

	Presenting \$1,000	Associate \$500	Supporting \$250
Business Logo & Link on cityofnovi.org	x	x	
Logo on event signage	x	x	
Recognized sponsor in edition of e-Engage	x	x	x
Recognized partner in promotional media	x	x	x
Sponsor programs for a full year (12+ programs)	x		
Sponsor programs for 6 months		x	
One time event sponsor			x

We can customize packages!

For more information about Nature. Nurture. Novi. please contact: Madison Lachance or John Gillingham, Recreation Supervisors
248.347.0400 | noviparks@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375



Jack O' Lantern Jubilee

Saturday, October 18, 2025 1-4pm

About the Event

Join us for a Halloween celebration including a trick or treat trail, characters, crafts, games, and more. Participants are able to collect treats from a variety of local vendors and community partners.

Community Reach

The Jack O' Lantern Jubilee is attended by more than 1000 Novi area residents. Kids participating range from one to 12 years old.

Pre-event publicity is broad and includes social media, mention on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion in the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins in August and continues through the event date.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook : 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Presenting \$1,250	Associate \$750	Supporting \$500
Exclusivity	x		
Business Logo & Link on cityofnovi.org	x	x	x
Recognized partner in all promotional media	x	x	x
Announcement and booth at event	Booth	Booth	Booth
Display of company provided banners	2	1	
Logo on all event signage	x	x	x
Recognized sponsor in edition of e-Engage	x	x	x

We can customize packages!

For more information, please contact:
John Gillingham, Recreation Supervisor
248.347.0474 | jgillingham@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375



inspired



engaging



positive



playful



fun

Lunch with Santa

Saturday, December 13, 2025 11am-3pm

About the Event

Join us for a holiday celebration including a delicious lunch, crafts, visits and pictures with Santa and Mrs. Claus.

Community Reach

The Lunch with Santa event is attended by more than 250 Novi area residents. Participants range from one to 65 years old.

Pre-event publicity is broad and can include social media, advertisement on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins in September and continues through the event date.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook: 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Presenting \$1,000	Associate \$500	Supporting \$250
Exclusivity	x		
Business logo & link on cityofnovi.org	x	x	x
Recognized partner in all promotional media	x	x	x
Announcement and booth at event	Booth	Announcement	Announcement
Display of company provided banners	2	1	
Logo on all event signage	x	x	
Recognized sponsor in edition of e-Engage	x	x	x

We can customize packages!

For more information, please contact: John Gillingham ,
Recreation Supervisor
248.347.0474 | jgillingham@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375



inspired



engaging



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fun



Youth Sports Leagues

2025-26

About Youth Sports

Novi Parks' youth sports leagues provide opportunities for children of all ages and skill levels to get active, develop skills, build confidence, make friends, and most importantly, have fun!

The Novi Parks sponsored leagues are formed and operated on the principles of good sportsmanship, fair play, healthy activity, and other policies pertaining to all-around community understanding and development.

Community Reach

More than 2,500 youth participate in Novi Parks' sport leagues. Games are attended by parents and extended family members. Players proudly wear their uniforms out and about in the Novi community. Studies indicate, on average, a shirt makes 344 impressions per month. A team of 10 would equal 3,440 impressions per month.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook: 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Presenting: Rec Soccer, or Basketball	Presenting: T-Ball/Baseball, or Volleyball	Single Team: Rec Soccer, or Basketball	Single Team: T-Ball/Baseball, or Volleyball
	\$3,000	\$1,500	\$500	\$250
Exclusivity with renewal option	x	x		
Logo included on league flyer	x	x		
Booth on-site during one game week	x	x	**	**
Logo displayed on team jerseys	One team per age division (up to 8 teams)	One team per age division	1	1
Logo included on league schedules	x	x	x	x
Recognized via social media accounts with business name tagged as available	x	x	x	x
Recognized sponsor in edition of e-Engage	x	x	x	x

***If sponsoring two or more teams*

We can customize packages!

For more information, please contact: Chase Root, Recreation Supervisor
248.347.0598 | croot@cityofnovi.org | Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375





Sports League Prizes

2025-26

About the Sports Leagues

Novi Parks offers a wide range of sports league opportunities for adults and children to get active, make friends, and have fun! Many of these leagues produce division winners and/or tournament champions/runners-up that need prizes for their efforts!

The Novi Parks sponsored leagues are formed and operated on the principles of good sportsmanship, fair play, healthy activity, and other policies pertaining to all-around community understanding and development.

Community Reach

More than 3,500 adults participate in Novi Parks sports leagues every year. Pre-event publicity is broad and can include email blasts, social media posts, Engage magazine, flyer distribution throughout the community, etc.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook: 6,900 **Instagram:** 2,200

*Please note amounts may vary based on rosters

Sponsorship Opportunities

	First renewal option for the next season	Pre-event publicity includes prize info with business listed (email blast & social media)	Logo included on league schedules	Recognized sponsor in edition of e-Engage
Pickleball Ladder League Gift Card Amounts: \$50, \$25, \$10	x	x	x	x
Adult Cornhole League Gift Card Amounts: \$50 (x2), \$25 (x2)	x	x	x	x
Parent/Child Cornhole League Gift Card Amounts: \$50, \$25	x	x	x	x
Adult Tennis League Gift Card Amounts: \$25 (x[# of divisions])	x	x	x	x
Adult 3-on-3 Basketball League Gift Card Amounts: \$25 (x5)	x	x	x	x
Adult Sand Volleyball League Gift Card Amounts: \$10 (x4)	x	x	x	x
Adult Softball League Please contact our office if interested	x	x	x	x

For more information, please contact: Chase Root, Recreation Supervisor
248.347.0598 | croot@cityofnovi.org | Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375



Sport Field Banners

2025-26

Ella Mae Power Park

This park hosts adult softball leagues, youth leagues, special events, and outstanding national and regional tournaments each year. The complex includes four lighted championship fields and two additional fields, concession facilities, a playground and plenty of parking. More than 3,500 adults participate in men's and co-ed softball leagues and more than 15 tournaments are hosted each year, including adult slow-pitch and girls' fast-pitch. Estimated annual attendance is 15,000.

ITC Community Sports Park

This park hosts the Novi Youth Baseball League, softball tournaments, youth soccer, and many rentals throughout the year. The complex includes eight baseball diamonds, 13 soccer fields, concession facilities, and the Tim Pope Play Structure. The estimated annual attendance in the park is 20,000.

R/C Raceway at the Novi Water Tower

This award winning park hosts all day R/C Races on the weekends and is open to R/C racers from May until November. The estimated annual attendance in the park is 5,000 and will continue to grow.

Community Reach

- A seasonal year is considered mid-April through October
- All banners will be printed and displayed by the Parks, Recreation and Cultural Services Department. Design is supplied by the sponsor and must be approved by PRCS staff
- Sponsors are recognized in an edition of the e-Engage Newsletter
- Sponsors are recognized via PRCS social media accounts
- Sponsors may provide coupons and promotional items provided to teams by Novi Parks' staff

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook: 6,900 **Instagram:** 2,200

Sponsorship Opportunities

	Ella Mae Power Park	ITC Community Sports Park	R/C Raceway at the Novi Water Tower	Price
80 x 80" Concession Building Banner	x	x		\$1,200
40 x 80" Concession Building Banner	x			\$600
6 x 3' Fence Banner two seasonal years	*	*	*	\$700
6 x 3' Fence Banner two seasonal years	**	**	**	\$375

*Choose two of the parks

**Choose one of the parks

We can customize packages!

For more information, please contact: Steven Fellhauer, Recreation Supervisor– Sports
248.735.5646 | sfellhauer@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375





Annual Veterans Celebration

Thursday, November 6, 2025, 11:30am-1pm

About the Event

It is with great honor that the City of Novi recognizes veterans of the United States Armed Forces at a special Veterans Celebration ahead of Veterans Day. Veterans are recognized with a delicious lunch, special musical performances and a thank you gift. Novi Rotary, Novi High School, Novi Public Library and VFW Post #1519 support this event along with our sponsors.

Community Reach

The annual Veterans Celebration is attended by more than 200 Novi area veterans and their guests.

Pre-event publicity is broad and can include social media, mention on Studio Novi, e-newsletters updates, flyer distribution throughout community and inclusion the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins in September and continues through the event date.

Stats

cityofnovi.org: More than 70,000 visits monthly

e-newsletters: 20,000 subscribers

Facebook : 6,900 **Instagram:** 2,200

*We are offering 1 Platinum Sponsorship and up to 2 Presenting Sponsorships. Spots are limited—secure yours early to ensure your participation in this meaningful event.

Sponsorship Opportunities

	Platinum \$2,000 (1 spot)*	Presenting \$1,000 (2 spots)*	Associate \$600	Supporting \$400
Exclusivity and first right of refusal for subsequent year	x			
Provide and distribute thank you gifts for each veteran	x			
Opportunity to address the attendees	x	x		
Recognized partner in promotional media	x	x	x	
Logo on event signage	x	x	x	
Business Logo & Link on cityofnovi.org	x	x	x	
Booth at event	x	x	x	x
Recognized sponsor in edition of e-Engage	x	x	x	x

We can customize packages!

For more information, please contact: Madison Lachance, Recreation Supervisor or
Kit Kieser, Older Adult Services Manager or
248.347.0414 | noviparks@cityofnovi.org
Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375





Older Adult Services Special Events

Yearly programs

About the Event

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 be informed and connected to the Novi Community.

Community Reach

Special events are hosted throughout the year with attendance typically ranging from 50-85 participants per event, depending on the program.

Pre-event publicity is broad and can include social media, mention on Studio Novi, e-newsletter updates, flyer distribution throughout community and inclusion the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins 3-4 months prior and continues through the event date.

Stats

Novi 50+ residents: 23,000* and growing
cityofnovi.org: More than 70,000 visits monthly
e-newsletters: 20,000 subscribers
Facebook: 6,900 **Instagram:** 2,200

*Number based on SEMCOG data

Sponsorship Opportunities

	Presenting \$1200	Associate \$800	Supporting \$400
Company promotional materials on display in designated areas for 6 months	x		
Company promotional materials on display in designated		x	
Industry exclusivity at event	x		
Sponsor at 3 special events	x		
Sponsor at 2 special events		x	
Sponsor at 1 special event			x
Recognized partner in promotional media	x	x	x
Personalized introduction at event, booth at event	x	x	x
Recognized sponsor in edition of e-Engage	x	x	x

We can customize packages!

For more information, please contact: Madison Lachance, Recreation Supervisor or Kit Kieser, Older Adult Services Manager
 248.347.0414 | noviparks@cityofnovi.org | Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375





Older Adult Services Bingo

Fridays 1-3pm

About the Event

Novi Older Adult Services offers social enrichment programs which promote healthy, active lifestyles that support independence and vitality for adults 55+, by providing opportunities and networks within the community for socialization, health and fitness, transportation, lifelong learning and support services. Bingo is a popular volunteer led program.

Community Reach

Bingo is attended by 200+ Novi residents every month.

Pre-event publicity is broad and can include social media, mention on Studio Novi e-newsletter updates, flyer distribution throughout community and inclusion the Engage magazine, delivered to all homes and businesses in Novi. Promotion begins when you become a sponsor and continues through agreed upon date.

Stats

Novi 50+ residents: 23,000* and growing
cityofnovi.org: More than 70,000 visits monthly
e-newsletters: 20,000 subscribers
Facebook: 6,900 **Instagram:** 2,200

*Number based on SEMCOG data

Sponsorship Opportunities	Presenting \$800	Associate \$500	Supporting \$250
Exclusivity for a year	x		
Sponsor bingo program for 6 months		x	
Sponsor bingo program for 3 months			x
Recognized partner in promotional media	x	x	x
Announcement, booth, and signage at event (agreed upon dates)	x	x	x
Supply bingo daubers with company sticker (15 per month)	x	x	x
Recognized sponsor in edition of e-Engage	x	x	x

We can customize packages!

For more information, please contact: Madison Lachance, Recreation Supervisor or
 Kit Kieser, Older Adult Services Manager

248.347.0414 | noviparks@cityofnovi.org | Novi Parks | 45175 Ten Mile Rd. | Novi, MI 48375

