Event Sponsorship
49045 Pontiac Trail
Wixom, MI 48393

February 5, 2025

Dear Business Owner:

Welcome to the **2025 Sponsorship Program for the City of Wixom and Wixom Downtown Development Authority (DDA)**. The generous support from our local businesses has allowed us to provide amazing, fun, and inclusive events for residents and visitors alike.

These events not only provide community pride, but they offer something for all ages. Whether it's dancing to the music at the Summer Concerts, celebrating the end of summer at the Wixom Block Party, or coming together to welcome Santa at the annual Tree Lighting Festival, these events bring young and old together to enjoy our city.

These growing events will give your business exposure to large audiences, while strengthening our community. As a sponsor, you will receive benefits including exposure on marketing materials, social media posts, and live recognition at events. Both the City of Wixom and Wixom DDA have crafted different sponsorship opportunities that best fit your partnership needs.

Thank you for your consideration and review of the **2025 Sponsorship Program for the City of Wixom and Wixom DDA**. If you have any questions, please do not hesitate to contact us.

Sincerely,

Cindy Longville
City of Wixom
Parks and Recreation Coordinator
248-624-2850
clongville@wixomgov.org

Laura Cloutier
Wixom DDA
Executive Director
248-560-1358
dda@wixom.us

2025 SPONSORSHIP PRGORAM
COMMUNITY STATS

Reach your target audience by partnering with the City of Wixom and Wixom Downtown Development Authority at one or more of our signature events.

- 27% population increase per the 2020 Census
- 285,000 visits to Downtown Wixom Annually
- Peak days Friday and Saturday
- 40 Downtown Businesses

Population: 17,193

Median age: 36.3

Households: 8,968

Bachelor's Degree or higher: 51.6%

Median Income: $73,000+

Downtown Wixom
1d ·

Children ages 2-10 will enjoy collecting candy canes and candy cane themed items at particpating buisnesses on December 11th from 5:30 to 7:00 pm in Downtown Wixom. This is a free event but advance registration is required, https://forms.gle/hkQ5JYc9W3Wg4VdJA Spots are limited, register today!

The power of social media

Wixom, MI - Government
Published by Wixom Michigan
· October 15, 2024 ·

So much fun at Panther Hunt this year! Thanks to everybody who came out and enjoyed the day. A special thanks to our Parks & Recreation and NHS volunteers.

Reach ⓘ
119.7K

Views

Facebook views ⓘ
171.6K

2025 SPONSORSHIP PROGRAM
EVENTS

Wixom Parks & Recreation

SUMMER CONCERT SERIES
Attendance: 2,500/week

- Live music featuring Classic Rock, Jazz, Blues, and Motown
- Food trucks
- Family Fun Night each week
- 10 weeks of concerts

LITE THE NIGHT FIREWORKS
Attendance: 12,000

- Extended live music
- Beer tent and food trucks
- Fireworks display to end the night
- Celebrating Independence Day

HOT BLUES & BBQ
Attendance: 5,000

- Live Blues Music
- Beer tent and BBQ food trucks
- Kids' rides and inflatables

PANTHER HUNT & FALL FEST
Attendance: 2,000

- 30+ year City event
- Hayrides and trick-or-treating trail
- DJ, face painting, and pony rides
- Food trucks

TREE LIGHTING FESTIVAL
Attendance: 3,000

- Visits with Santa, carriage rides, and crafts
- Ice carvers
- Beer tent with live music
- Food vendors and more

Wixom DDA

DERBY DAY RACES *
Attendance: 2,000

- 10k, 5k, 1 Mile Fun Run
- 350+ participants
- 62,000 social media views
- 12 Derby Day Specials Spots

WIXOM BLOCK PARTY*
Attendance: 5,000

- Artisan booths
- Live entertainment & food trucks
- 70,000 social media views
- "Best Promotional Event" by the Michigan Downtown Association 2024

SPOOKTACULAR TREAT HUNT*
Attendance: 1,500

- Trick-or-Treating in Downtown Wixom
- 25 participating businesses
- 94,000 social media views

CANDY CANE LANE
Attendance: 150

- Children 2-10 collect candy canes from businesses
- Appearances from Santa and Buddy the Elf
- Christmas Carolers

CRAZY CHRISTMAS COSTUME COCKTAIL CRAWL*
New Event

- Adults 21+ dress up in crazy Christmas costumes. Prizes for "Best Costume".
- Ticketed/pre-registered event
- Limited to 100 people

*DENOTES SPECIAL ITEMS IN SPONSORSHIP LEVE

2025 SPONSORSHIP PROGRAM
LEVELS

PRESENTING SPONSOR
$3,000 & UP

- Listed as presenting sponsor with logo on all marketing materials including social media, City website, and publications
- Logo on banners located throughout Wixom (Not including over the street banner). Banners posted for at least two weeks.
- Business listed on digital City marquee, 3-14 weeks
- Two recognitions given during event

GOLD SPONSOR
$1,000

- Company logo on marketing materials including social media, City websites, and publications.
- Logo on a 4'x4' sponsor sign at event
- Business listed as sponsor on digital City marquee, 1 week
- One recognition given during event

SILVER SPONSOR
$500

- Company logo on City website
- Logo on a 2'x2' sponsorship sign displayed at event
- Business listed as a sponsor on digital City marquee, 2 days

DDA CHAMPION
$3,000 & UP

- Banner with logo at event (*Derby Day & *Wixom Block Party only)
- Three social media shout-outs
- Three recognitions at event
- Logo on marketing materials – posters, banners (excluding over the street banner), and t-shirts (*Derby Day t-shirt only)
- Booth space at event (*Wixom Block Party only)
- Logo on lanyard (*Crazy Christmas Costume Cocktail Crawl only)

DDA SUPPORTER
$1000 to $2,500

- Two social media shout-outs
- Three recognitions event
- Logo displayed on t-shirt (*Derby Day only)
- Logo on marketing materials – Posters and banners (excluding over the street banner)
- Listed as Candy sponsor (*Spooktacular Treat Hunt only)

DDA FRIEND
$100-$500

- One social media shout-out
- Two recognitions at event
- Logo display on t-shirt (*Derby Day only)
- Logo on marketing materials – Posters only

2025 SPONSORSHIP FORM

Thank you for your interest in the City of Wixom in the City of Wixom and Wixom DDA Sponsorship Program. We look forward to partnering with you and giving your business a broader reach.

Contact Information

Date:	
Company:	
Contact Name:	
Mailing Address:	
Phone:	
Cell or Alternative Phone:	
Email Address:	
Web Address:	

Event and Payment Information

Event(s) you would like to sponsor: **City of Wixom Events** ___ Summer Concert Series ___ Lite the Night Fireworks ___ Hot Blues & BBQ ___ Panther Hunt & Fall Fest ___ Tree Lighting Festival	**Wixom DDA Events** ___ Derby Day Races ___ Wixom Block Party ___ Spooktacular Treat Hunt ___ Candy Cane Lane ___Crazy Christmas Costume Cocktail Crawl
Sponsorship Amount: ___ Presenting - $3,000 & up ___ Gold - $1000 ___ Silver - $500	___ DDA Champion - $3,000 & up ___ DDA Supporter - $1,000 to $2,500 ___ DDA Friend - $100 to $500
Payment:	Card Number_____ Exp._____ CCV_____ Check (payable to City of Wixom) #_____ City of Wixom 49045 Pontiac Trail Wixom, MI 498393
Logo Information:	Submit JPG logo to clongville@wixomgov.org Company logo must me submitted two months prior to event in order to be included.

If you have any questions, please contact Cindy Longville, clongville@wixomgov.org, 248-624-2850 or Laura Cloutier, dda@wixom.us, 248-560-1358