

2018 Downtown Farmington Sponsorship Opportunities



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Downtown Farmington...*It's Happening*

The City of Farmington is centered at the crossroads of Grand River Avenue and Farmington Road in affluent Oakland County, surrounded by the communities of Farmington Hills, West Bloomfield, Novi, Northville and Livonia. We offer an attractive setting to reach an important and valuable customer base.

Reach your target audience through community events which are strongly supported by the residents of Farmington and those in surrounding communities. Sponsorship opportunities exist for Art on the Grand, RhythMZ in Riley Park, the new Noon Tunes concert series, Riley Park Ice Rink and the 3 day celebration, Harvest Moon.



City of Farmington & Farmington Hills Combined Demographics (Source: 2015 SEMCOG Community Profile)

Total Population	92,779
Occupied Households	39,689
Bachelor's Degree or higher	51.6%
Household with Children	28%
Median age	40.8 years
% of Households incomes \$75,000+	43.7%

Art on the Grand

A premiere weekend art show with over 100+ Artists on Grand River Avenue, shopping and kids' hands-on art. Expected attendance: 50,000+. Co-hosted with Farmington Hills Cultural Arts Division.

Benefit	\$1,250	\$2,500
Logo recognition on all online advertising	X	X
Logo on slide at the Civic Theater and CATV channels 12 & 15	X	X
Name in radio spot		X
Booth space on Grand River Ave.		X
Booth space in Kid's Zone	X	
Logo on all print ads	X	X
Dedicated Facebook post		X
Large logo on all print ads		X
Large logo on all on online advertising		X

Rhythms in Riley Park

The place to be on a summer Friday night. A collection of high-energy performances that make you want to dance. Average weekly attendance: 500

Benefit	\$600 (weekly sponsor)	\$10,000
Logo on all online advertisements		X
Text recognition on all online advertisements	X	X
Logo on slides at civic theater and CATV channels June-August		X
Text recognition on slides at Civic theater and CATV channels 12 & 15 (one month rotation)	X	
Logo on all print materials		X
Logo on banner at pavilion		X
Text recognition on selected print materials as weekly sponsor	X	
10 x 10 exhibit space and opportunity to emcee each concert		X
10 x 10 exhibit space and opportunity to emcee at sponsored concert	X	

Lunch Beats

A new mid-day concert series on Wednesdays at noon, Lunch Beats will draw workers from local offices outside for fresh air and great food in Downtown Farmington.

Benefit	\$100 (weekly sponsor)	\$1,000	\$3,000
Logo on all online advertisements			X
Text recognition on all online advertisements	X	X	X
Logo on slides at civic theater and CATV channels June-August		X	X
Text recognition on slides at Civic theater and CATV channels 12 & 15 (one month rotation)		X	X
Logo on all print materials		X	X
Logo on banner at pavilion			X
Text recognition on selected print materials as weekly sponsor	X		
Presence at all Lunch Beats concerts		X	X
10 x 10 exhibit space and opportunity to emcee at sponsored concert	X		X

Harvest Moon Celebration

The Harvest Moon Celebration is a great 3-day event surrounded by beautifully-orchestrated displays of Autumn. Event includes musical performances, craft Taste of Downtown, and more . Expected attendance: 2,500.

Benefit	\$150	\$500	\$1,000	\$3,000
Name recognition at event	X			
Logo on event webpage and e-blast		X	X	X
10x10 exhibit space at event				X
Logo on slides at civic and CATV Channels 12 & 15			X	X
Logo on all print advertising			X	X
Large logo on all print advertising				X
Logo on banner at pavilion				X
Dedicated Facebook post				X
Name recognition on Facebook post		X	X	X

Riley Park Ice Rink

The addition of the Ice Rink has made Riley Park an all-season destination. The Rink is a 4,800-square-foot refrigerated ice rink, complete with charming lights. It is open on most cold-weather winter days early December through February.

Benefit	\$500	\$1,000	\$3,000
Dasher Board Advertisement	X	X	X
Logo on Pavilion Banner			X
Logo on Promo Materials			X
Name on Web Page	X	X	X
Press Release Acknowledgement		X	X
Facebook Acknowledgement		X	X
Certificate Of Appreciation		X	X