



THE GREAT MARSHMALLOW DROP

Sponsorship Guide

Friday, March. 29, 2024 | 10 a.m.



Catalpa Oaks County Park
27705 Greenfield Road, Southfield, MI 48076



ABOUT OAKLAND COUNTY PARKS

Since it was first established in 1966, Oakland County Parks (OCP) has played an important role in the lives of Oakland County residents. Many have cherished memories of taking family camping trips, walking the trails, attending nature programming, enjoying golf outings or spending hot summer days at a waterpark. The parks system started with 200 acres. Today, it boasts more than 7,000 acres and 80 miles of trails across 15 locations and hosts nearly 2 million visitors from across 62 communities each year. OCP provides a huge variety of recreation, leisure and learning opportunities at two nature centers, three dog parks, five golf courses, a waterpark, a wave pool, an ORV park and the Oakland County Farmers Market.

<p>15 parks</p> 	<p>80+ miles of trails</p> 	<p>7,000+ acres</p> 	<p>1.9 million visitors per year</p> 	<p>62 communities served</p> 
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ABOUT THE GREAT MARSHMALLOW DROP

Join us to sponsor the annual Great Marshmallow Drop, a free family-friendly event that puts a creative spin on the traditional Easter egg hunt. The Great Marshmallow Drop is OCP's most exciting and popular event, attracting more than 6,000 people.

A low-flying helicopter will drop 15,000 fluffy marshmallows from the sky into the grassy field below. Children will then run onto the field to collect a marshmallow, which can then be turned in for a goody bag. There are four drop zone groups: children ages 4 years and younger; children ages 5-7; and children ages 8-12. The drop for individuals with disabilities will begin at 11:30 a.m.

This is a unique opportunity for local businesses or organizations to support the parks system, connect with the community and promote their brand.





EVENT DETAILS

The Great Marshmallow Drop will take place on Friday, March 29, 2024, at 10 a.m. at Catalpa Oaks County Park located at 27705 Greenfield Road in Southfield. In case of inclement weather, participants can drive through the event to receive their goody bag.

9:40 a.m. Welcome

9:45 a.m. Speakers/Presenting Sponsor Introduction

10 a.m. Marshmallow Drop

11:30 a.m. Adaptive Marshmallow Drop





SPONSORSHIP PACKAGES

JELLYBEAN | \$1,000

- Logo on OCP website
- Facebook post announcing partnership (30K+ followers)
- Recognition and link to website in all marketing emails (32K+ subscribers)

PEEP | \$2,500

- Everything from the “Jellybean package” above AND:
- Logo on event flyers and posters
- Mention in OCP news release

PRESENTING SPONSOR | \$5,000

- Everything from the “Peep” package above AND:
- Listed as “Presenting Sponsor” with logo prominently placed on all printed and electronic marketing materials
- Recognition in all Facebook posts promoting the event (30K+ followers)
- Promotional materials in 4,500 treat bags
- On-site recognition including banners, flags, etc. (to be provided by the sponsor)
- Information table (table/chairs provides by OCP)
- Verbal recognition and introduction at the event with an opportunity to greet the crowd



CONTACT US

We hope that you'll consider partnering with us to sponsor the Great Marshmallow Drop. Please note that sponsorship packages can be tailored to your needs and budget. For more information or to become a sponsor, please contact:

Melissa Nawrocki
Oakland County Parks, Recreation Program Supervisor
Cell: 248-858-0916
Email: nawrockim@oakgov.com

