

OAKLAND COUNTY PARKS



SPONSORSHIP GUIDE

Sunday, Aug. 18, 2024 | 10 a.m.-1 p.m.



Independence Oaks County Park
9501 Sashabaw Road, Clarkston, MI 48348



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.



ABOUT THE TAILS & TRAILS 5K

Join us to sponsor our first ever Tails & Trails 5K! The event, which will take place at Independence Oaks, OCP’s largest park, will raise money for the Oakland County Animal Shelter and Pet Adoption Center and their partner Do Only Good Animal Rescue.

The Oakland County Animal Shelter and Pet Adoption Center has been helping animals in our community since they opened in 1980. They provide shelter and care for over 4,000 animals each year and work hard to either reunite them with their owners or to find new, loving homes. Do Only Good Animal Rescue, a foster-based local nonprofit, facilitates the adoption of dogs at the Animal Shelter.

The Tails and Trails 5K is open to participants of all ages and will kick off with a kids 1K featuring OCP’s mascot Oakie the Squirrel. The 5K race begins a half hour later and will take runners along Independence Oaks’ beautiful trails. Participants will have a chance to enjoy the family fun zone and other activities for the duration of the race and meet dogs available for adoption from the Oakland County Animal Shelter and Pet Adoption Center.

This is a unique opportunity for your business or organization to support a worthwhile cause, connect with the community and promote your brand.





TAILS & TRAILS INDEPENDENCE OAKS AUG. 18, 2024

5K

EVENT DETAILS

The Tails & Trails 5K will take place at Independence Oaks County Park on Sunday, Aug. 18, 2024, from 10 a.m. to 1 p.m. Sponsors will receive free park entry on the day of the event.

- 10 a.m. Kids 1K Race
- 10:30 a.m. 5K Race
- 10 a.m.-1p.m. Family Fun Zone





SPONSORSHIP PACKAGES

FRIENDS OF THE RACE | \$100

- Logo on OCP website (approximately 3.3K+ page views every month)
- Logo placement on three (3) A-Frame signs located throughout the event

ATHLETES | \$250

- Includes everything from the “Friends of the Race” package AND:
- Recognition in all Facebook posts promoting the event (30K+ followers)
- Vendor table space

CHAMPIONS | \$500

- Includes everything from the “Athletes” package AND:
- Recognition in OCP news release
- Recognition and link to website in all marketing emails promoting the event (32K+ subscribers)
- Logo on stage sign
- Recognition during stage announcement

PRESENTING SPONSOR | \$1,500

- Includes everything from the “Champions” package AND:
- Logo on event flyers and posters
- Facebook post announcing partnership (30K+ followers)
- Flyer/info sheet included in race packet (must be approved by OCP)
- Logo on race t-shirt
- Logo near water stations
- Official race starter
- Speaking opportunity on stage at race start or finish



CONTACT US

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

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