



SANDYPINES
READY, SET, CELEBRATE!
1971-2021

Who: Sandy Pines Recreational Community
What: We are celebrating our 50th Anniversary
When: January 1, 2021 – December, 31, 2021
Where: Sandy Pines Recreational Community in Hopkins, MI

For fifty years we have been dedicated to providing a fun and safe environment where families and friends create a lifetime of memories.

The 50th anniversary year will be celebrated with a variety of signature events along side our regular season events. Our biggest events literally draw thousands of members, guests and campers to our park and this anniversary year will likely far exceed past counts. A few of our signature events include BBQ kick off, Family Fun Day, Trivia Night, Food Trucks and Tunes, Bogies and Beers, Art in the Park, Wine and Dine.

Did you know that Sandy Pines boasts the largest population in Allegan County between April 15 and October 15? During our summer season, our community reaches up to 40,000 members, happy campers, and guests.

Our 50th Anniversary Celebration will be a fantastic way to publicize your business while enriching our community. We're offering a variety of sponsorship levels for all budgets. If you are a park resident and want to advertise your business for this special event, you will get a 20% discount on all advertising sponsorship options. Our Headliner Platinum Sponsors will include logo exposure on all our 50th Anniversary event signage, shared through all our marketing mediums. This is an amazing deal that will provide year-long exposure throughout 2021. Our Gold, Silver, Bronze and Individual event sponsorships provide varying levels of exposure depending on your budget.

The year will kick off in January 2021 as our online and print branding transform from our green, blue, and brown earth tones to gold and black in celebration of our golden anniversary. We'll also launch a new line of 50th Anniversary products in our online store and publish a new video highlighting memories, stories, and good times shared through interviews with new and long-time members including a Charter Member that has been a part of our community since it's inception in 1971.

We'd be thrilled to have you participate in our celebration. For sponsorship opportunities, please contact our Communications Department by calling 616.896.8315 x112 or by email at communications@sandypines.com.





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Headliner Sponsorships

Our Platinum, Gold, Silver, and Bronze Sponsorships offer year-round exposure from January 1, 2021 – December 31, 2021. These packages will give you exposure to thousands of people for the whole year.

Platinum Sponsor	\$5,000	Limit 4
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Presenting status of the 50th Anniversary Celebration		
Primary logo inclusion on all event signage, online & print materials		
Primary logo inclusion in Monthly Footprints		
Primary logo inclusion in Weekly Flyers		
Logo inclusion on all event related merchandise & logo wear		
Banner placement at four locations which remain up through the year		
Sponsor/onsite placement at all events (Optional onsite representation)		
One Half Page Monthly Footprints Ad (12 months)		
One 30 or 60 second TV ad that runs 3 times/day		
Weekly Facebook & Instagram Social Posts		
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Gold Sponsor	\$3,500	Limit 5
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Logo inclusion on all event signage, online & print materials		
Logo inclusion in Weekly Flyers		
Sponsor/onsite placement at all events (Optional onsite representation)		
One 1/3 Page Monthly Footprints Ad (12 months)		
One 30 or 60 second TV ad that runs 3 times/day		
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Silver Sponsor	\$2,000	Limit 5
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Logo inclusion on all event signage, online & print materials		
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Bronze Sponsor	\$1,000	Unlimited
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Name recognition on all event signage, online & print materials		





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50th Anniversary Event Schedule

Gold font denotes 50th Anniversary Events

Asterix * denotes events available for individual sponsors

Fri. May 28-Sat May 29	Holiday Tournaments	Rec Dept Schedule
Sat. May 22	Water Light Show	Lake Monterey
Sat. May 29-30	Park Wide Scavenger Hunt*	Every Weekend through Labor Day
Fri. June 4-Sat. June 5	Decorate the Decades	A decade per Phase/individual site
Sun. June 6	Judge the Site	Travel each phase & pick winner
Fri. June 11	50th Trivia Night*	North Shore building
Sat. June 19	Cruise the Pines Car Parade	Meet at Chapel lot
Fri. July 2-Sat. July 3	Holiday Tournaments	Rec Dept Schedule
Sat. July 3	Fireworks & 4 th of July Parade	Lake Monterey
Tues. July 13	Charter member dinner*	North Shore building
Sat. July 17	Family fun day*	All of phase 1
Sat. July 24	Halloween	Chapel lot
Fri. July 30-Sat. July 31	Christmas Eve weekend	Sandy Pines
Fri. July 30	Night Light Bike Parade	Meet at Chapel
Sat. July 31	Rainbow of Color Run	Meet at Chapel
Sat. July 31	Park Wide Meal*	Chapel lot
Sat. July 31	Night Light Boat Parade	Lake Monterey
Fri. Aug 6-Sat Aug 7	Christmas in August weekend	Sandy Pines
Sat. Aug 7	Dicks Brat Cookout	Phase 2 picnic shelter area
Sat. Aug 7	Tricks Band live music	Phase 1 picnic/core area
Sat. Aug 7	Bogies & Beer	LMGC
Sat. Aug 12-14	Food Trucks & Tunes*	Chapel lot
Sat. Aug 28	Parade of Pines	All through the park
Fri. Sept 3-Sat. Sept 4	Holiday Tournaments	Rec Dept schedule
Sat. Sept 4	Labor Day Fireworks	Lake Monterey
Sat. Sept 11	Wine & Dine	LMGC

Events not listed

- Live Music events, Art at the Pines (like artprize), Tour the Pines (like parade of homes), Garden Walk





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Individual Event Sponsorships

Offer great exposure for the single event of your choice. These are a great option if you'd like to align your business with a particular activity.

Gold Sponsor	\$550	Limit 3
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- Logo inclusion on event posters & online event listings
- Logo placement at the event
- Onsite placement at event
- Two organic social media shoutout leading up to the event
- One 30 or 60 second TV ad that runs 3 times/day

Sliver Sponsor	\$250	Limit 3
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- Logo inclusion on event posters & online event listings
- One shared organic social media shoutout leading up to the event

Bronze Sponsor	\$100	Limit 5
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- Name inclusion on event posters & online event listings
- One shared organic social media shoutout leading up to the event





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To secure your sponsorship, please complete and return to the Sandy Pines Communications Department at communications@sandypines.com. Questions? Email or call 616.896.8315 x112

Name: _____

Business Name: _____

Phone Number: _____

Email Address: _____

Address: _____

If a Sandy Pines Member, Lot Number: _____

Sponsorship Package: _____

Price: _____

Type of Payment: _____

Signature: _____

