



MICHIGAN'S LARGEST RV PARK & CAMPGROUND

ADVERTISE WITH US!

OUR COMMUNITY

For over 50 years, Sandy Pines has provided a fun and safe environment where families and friends create lifelong memories. We primarily cater to young families (ages 35-45) with children who live within 60 miles of the park, offering a perfect weekend getaway for local working professionals. Our park includes 2,200 sites, with 2,172 being member-owned and over 70 available for rent, including campsites, park model rentals, and rustic cabins. Between Memorial Day and Labor Day, we become the "Largest City" in Allegan County.

As a self-contained community, we have plenty of news, events, and updates to share with members, campers, and guests. We start by posting information on our website and distribute it through various channels, including E-News, the Footprints Newsletter, the On The Scene Weekly Video Series, park posters, social media, and Weekend Flyers. Our vibrant social media presence, with over **13,000 followers**, helps funnel all this content to our audience in an engaging and accessible way!

MEMBER E-NEWS

During the regular season (May – October) E-News campaigns are e-mailed to our members on a weekly basis.

Stats:

- Over 4,000 Subscribers (and growing daily!)
- Average Open Rate – 55.4% vs. Industry Average – 20.5%
- Average Click Rate – 17.9% vs. Industry Average – 2.3%

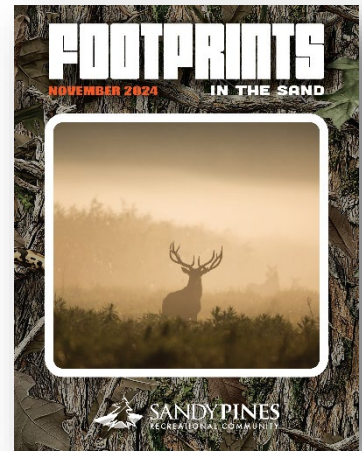
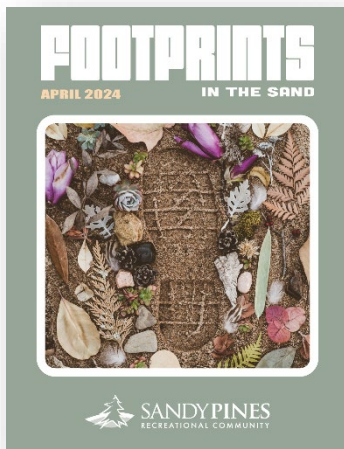
Rate:

\$200 per campaign – Includes an 800 x 600 px image, 4 – 5 sentence paragraph describing product/special/promotion/etc., 1 button to link to your website or promo page.



FOOTPRINTS IN THE SAND

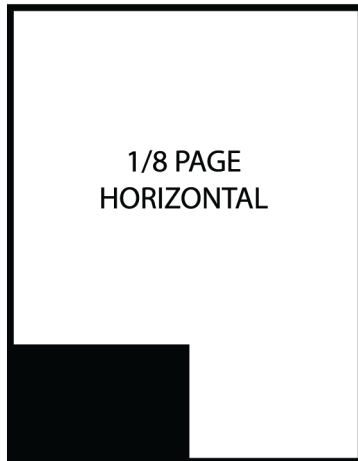
The Footprints In The Sand Newsletter is a full-color publication that is distributed 12 times a year, monthly from January – December. Our Footprints Newsletter provides department updates, park news, event updates, and more! The Footprints Newsletter is distributed both in print and digitally to over **15,000 members, associates, & campers.**



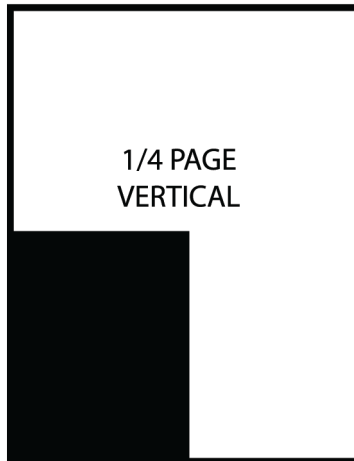
Rates:

Size	Dimensions (W x H)	Monthly	Annual - 1 Month Free!*
1/8 Page – Horizontal	3.5" x 2.25"	\$100	\$1,100
1/4 Page – Vertical	3.5" x 4.75"	\$175	\$1,925
1/4 Page – Horizontal	7.5" x 2.25"	\$175	\$1,925
1/2 Page – Vertical	3.5" x 9.75"	\$325	\$3,575
1/2 Page – Horizontal	7.25" x 4.75"	\$325	\$3,575
Full Page	7.25" x 9.75"	\$625	\$6,875

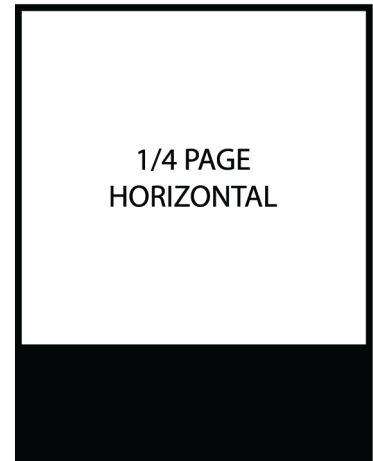
*To qualify for Annual pricing, payment must be made in full by January 31, 2025.



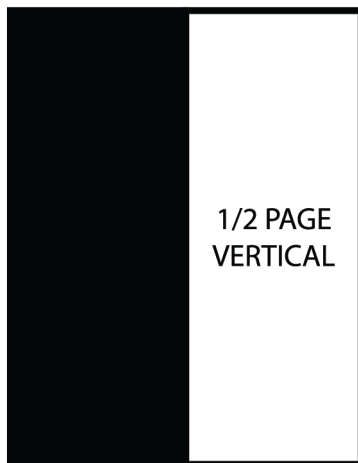
\$100/month



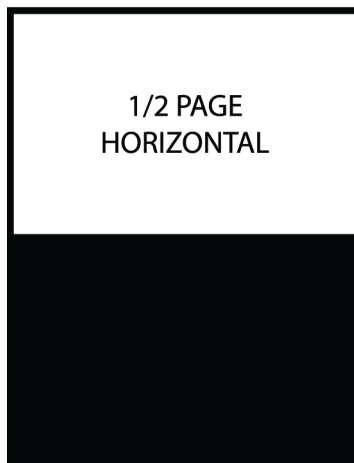
\$175/month



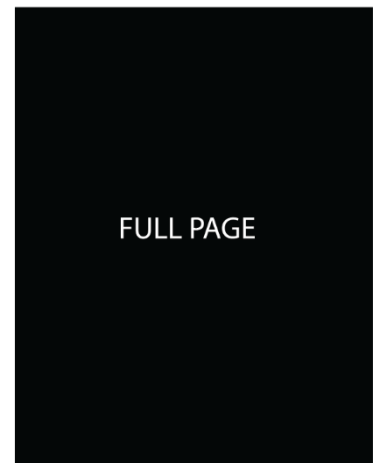
\$175/month



\$325/month



\$325/month



\$625/month

PARK POSTER BOARDS

We have 16 poster boards located throughout the park in high-traffic areas such as our Convenience Centers (bath & shower facilities), at all our park offices, and recreation facilities. Convenience Centers are used 24 hours a day and offer a great opportunity for members to see your message while they are waiting for family and friends

Rate:

\$150 per month – includes 16, full-color, 8.5" x 11" posters. Please provide 16 printouts or digital files for us to print and distribute.

2745 136TH AVENUE - HOPKINS, MICHIGAN 49328
PHONE (616) 896-8315 - FAX (616) 896-7409 - WWW.SANDYPINES.COM

THE WEEKEND FLYER

The **Sandy Pines Weekend Flyer** is your go-to guide for events and important park information, distributed weekly from Memorial Day to Labor Day. Published every Thursday, it is posted on our website, sent to members via Member E-News, shared on social media, and printed for distribution throughout the park, including at every entrance. **Your 2.5" x 2.5" ad** will be featured on the flyer, reaching members both digitally and in print every week during the regular season.

Stats:

- **Print:** We distribute 1,500 printed copies on holiday weekends & 1,000 on normal weekends.
- **Digital:** We post digital copies online and promote through our Member E-News and social media. Weekly impressions average 3,500 views.

Rates:

- **\$250 per week on Specialty Weekends** (Memorial Day, 4th of July, Family Fun Day, Christmas In August & Labor Day.)
- **\$150 per week on Standard Weekends** (All other weekends)



WEEKEND FLYER
July 1 - July 7

FRIDAY, JULY 1 ST			FACILITY HOURS	
TIME	EVENT	LOCATION	DARTS	Pool
All Day	Park Wide Scavenger Hunt #2 - 17-19	Recreation	10:00-11:00	10:00-11:00
12-2 pm	Food Trucks: ROR Concessions	North Shore Park Lot	11:00-12:00	11:00-12:00
12-2 pm	Food Trucks: Salvia For Favor	North Shore Park Lot	12:00-1:00	12:00-1:00
1-2 pm	Samba	North Shore Park Lot	1:00-2:00	1:00-2:00
6:00-8:00 pm	Adult Corn Hole	Recreation	2:00-3:00	2:00-3:00
7:00 pm	Adult 4-on-4 Volleyball (Ages 18+)-\$2/player	Phase 1 Courts	3:00-4:00	3:00-4:00
7:00 pm	Horseshoe Tournament - \$2/player	Phase 1 Courts	4:00-5:00	4:00-5:00
7:00 pm	Youth Pickleball Doubles (Ages 12 & Under)-\$2/player	Recreation Courts	5:00-6:00	5:00-6:00
8:00 pm	Youth Pickleball Doubles (Ages 13-17)-\$2/player	Recreation Courts	6:00-7:00	6:00-7:00
9:00-11 pm	Night Glow Mini Golf - \$2/player	Mini Golf Course	7:00-8:00	7:00-8:00

SATURDAY, JULY 2 ND			FACILITY HOURS	
TIME	EVENT	LOCATION	DARTS	Pool
8-11 am	Breakfast	Phase 1 Courts	8:00-9:00	8:00-9:00
8 am	Adult Women's Pickleball Doubles - \$2/player	North Shore Park Lot	9:00-10:00	9:00-10:00
9 am-2 pm	Flea Market	Recreation	10:00-11:00	10:00-11:00
9 am	Tennis Doubles (Boys 12 & Under)-\$2/player	Phase 1 Courts	11:00-12:00	11:00-12:00
9 am	Tennis Doubles (Girls 12 & Under)-\$2/player	Phase 1 Courts	12:00-1:00	12:00-1:00
10 am-4 pm	Michigan Military Memorial Wall	North Shore Park Lot	1:00-2:00	1:00-2:00
10 am	Remmie Control Race Track Clean Up - volunteers only	Recreation	2:00-3:00	2:00-3:00
10 am	Adult Mixed Doubles Tennis - \$2/player	Phase 1 Courts	3:00-4:00	3:00-4:00
10 am	Adult Men's Pickleball Doubles - \$2/player	North Shore Park Lot	4:00-5:00	4:00-5:00
11 am	Says & Gals Tennis Singles (Ages 13-17)-\$2/player	Phase 1 Courts	5:00-6:00	5:00-6:00
12-2 pm	Food Trucks: ROR Concessions	North Shore Park Lot	6:00-7:00	6:00-7:00
12-2 pm	Food Trucks: Salvia For Favor	North Shore Park Lot	7:00-8:00	7:00-8:00
3 pm	3-on-3 Basketball (Ages 10-14)-\$2/player	Phase 1 Courts	8:00-9:00	8:00-9:00
4 pm	Kids Darts Tournament (Ages 10 & Under)-\$4/player	Recreation	9:00-10:00	9:00-10:00
4:00 pm	3-on-3 Basketball (Ages 15-17)-\$2/player	Phase 1 Courts	10:00-11:00	10:00-11:00
6-8 pm	Cord Softball Weekly Game (Ages 40+)	Recreation	11:00-12:00	11:00-12:00
6 pm	3-in-3 Basketball (Ages 18+)-\$2/player	Phase 1 Courts	12:00-1:00	12:00-1:00
7-10 pm	Summer Concert Series - 10:00-11:00	Phase 1 Courts	1:00-2:00	1:00-2:00
7 pm	RC Car Races (All Ages)-\$2/player	Recreation	2:00-3:00	2:00-3:00
10-11 pm	4th of July Fireworks	Recreation	3:00-4:00	3:00-4:00

ON THE SCENE

CHECK OUT OUR NEW VIDEO SERIES! ON YOUTUBE & FACEBOOK


NEW EPISODES RELEASING WEEKLY! EPISODE 1 OUT NOW!

OUTBACK RESTAURANT
24-hour service, outdoor dining, full bar, live music

OUTBACK GENERAL STORE
RV Supplies, Camp Gear, Snacks, More

Weather Forecasting

Alerts & Cancellations @ SandyPines.com/News



WEEKEND FLYER
July 1 - July 7

SUNDAY, JULY 3 RD			FACILITY HOURS	
TIME	EVENT	LOCATION	DARTS	Pool
8 am-2 pm	Food Trucks: Full Circle Coffee	North Shore Park Lot	8:00-9:00	8:00-9:00
10 am	Chapel AM Worship - The Deacons	Chapel	9:00-10:00	9:00-10:00
11:00-12:00 pm	S.P.R. - Sandy Pines Youth - 11:00-12:00	North Shore Park Lot	10:00-11:00	10:00-11:00
12-2 pm	Food Trucks: ROR Concessions	North Shore Park Lot	11:00-12:00	11:00-12:00
12-2 pm	Food Trucks: Salvia For Favor	North Shore Park Lot	12:00-1:00	12:00-1:00
2 pm	Family Club Scavenger Hunt - 11:00-12:00	Recreation	1:00-2:00	1:00-2:00
6-8 pm	Chapel PM Concerts - 6:00-8:00	Chapel	2:00-3:00	2:00-3:00

MONDAY, JULY 4 TH			FACILITY HOURS	
DATE/TIME	EVENT	LOCATION	DARTS	Pool
Mon - Fri	Lunch at the 19th Hole Grill at IMGC	Lane 1000 Golf Course	8:00-9:00	8:00-9:00
11:00-1:30	Admin and office hours	Admin Offices	9:00-10:00	9:00-10:00
All Day	Administration Offices Closed	Admin Offices	10:00-11:00	10:00-11:00
8 am-2 pm	Food Trucks: Full Circle Coffee	North Shore Park Lot	11:00-12:00	11:00-12:00
8 am	Adult Women's Tennis Doubles - \$2/player	Phase 1 Courts	12:00-1:00	12:00-1:00
8 am	Adult Men's Tennis Doubles - \$2/player	Phase 1 Courts	1:00-2:00	1:00-2:00
8:30 am	Parade Participants Meet	Recreation	2:00-3:00	2:00-3:00
9 am	Parade Judging Begins	North Shore Park Lot	3:00-4:00	3:00-4:00
9:30 am	Parade	North Shore Park Lot	4:00-5:00	4:00-5:00
10 am-2 pm	Helping Hands Sewing Group	North Shore Park Lot	5:00-6:00	5:00-6:00
11 am	Adult Mixed Doubles Pickleball - \$2/player	North Shore Park Lot	6:00-7:00	6:00-7:00
12-2 pm	Food Trucks: ROR Concessions	North Shore Park Lot	7:00-8:00	7:00-8:00
12-2 pm	Food Trucks: Salvia For Favor	North Shore Park Lot	8:00-9:00	8:00-9:00
1 pm	Youth 4-on-4 Volleyball (Ages 12-17)-\$2/player	Phase 1 Courts	9:00-10:00	9:00-10:00
1 pm	Shuffleboard-\$2/player	Phase 1 Courts	10:00-11:00	10:00-11:00
2-3 pm	Cardio Drumming	Phase 1 Indoor Facility	11:00-12:00	11:00-12:00
2 pm	Adult Ping Pong - \$2/player	Recreation	12:00-1:00	12:00-1:00
3 pm	Archery	Recreation	1:00-2:00	1:00-2:00
7-8 pm	Weekly Card Games: Cribbage	North Shore Park Lot	2:00-3:00	2:00-3:00

TUESDAY, JULY 5 TH THURSDAY, JULY 7 TH			FACILITY HOURS	
DATE	EVENT	LOCATION	DARTS	Pool
7/5	Cup & a Buck	North Shore Park Lot	8:00-9:00	8:00-9:00
7/5	Library Book Club 10-11:00-12:00	North Shore Park Lot	9:00-10:00	9:00-10:00
7/5	Sandy Pines Adult Summer Book Club - 10:00-11:00	North Shore Park Lot	10:00-11:00	10:00-11:00
7/5	Weekly Card Games: Texas Hold'em	North Shore Park Lot	11:00-12:00	11:00-12:00
7/5	Weekly Card Games: Bridge	North Shore Park Lot	12:00-1:00	12:00-1:00
7/5	LMGC Junior Golf League	North Shore Park Lot	1:00-2:00	1:00-2:00
7/5	Adult Bible Study	North Shore Park Lot	2:00-3:00	2:00-3:00
7/5	Holistic Group	North Shore Park Lot	3:00-4:00	3:00-4:00
7/5	Weekly Card Games: Euchre	North Shore Park Lot	4:00-5:00	4:00-5:00
7/5	Cardio Drumming	Phase 1 Indoor Facility	5:00-6:00	5:00-6:00
7/5	Weekly Card Games: Hand & Foot	North Shore Park Lot	6:00-7:00	6:00-7:00

HAPPY INDEPENDENCE DAY!

THANK YOU TO OUR SPONSOR!

simple human sense

BHG

Auto-Owners Insurance

ORDER FORM

Member E-News

E-Newsletters are sent to our members on a weekly basis to keep them informed of current and upcoming events.

Number of Ads	Preferred Dates/Notes	Unit Price	Total Price
		\$200/week	

Footprints In The Sand Newsletter

The Footprints Publication is published monthly in print, posted on social media, and sent to members as a digital magazine.

January | February | March | April | May | June | July | August | September | October | November | December

Number of Ads	Ad Size	Monthly Price	Total Price
---------------	---------	---------------	-------------

Park Poster Boards

We have 16 poster boards located throughout the park in high-traffic areas such as our Convenience Centers (bath & shower facilities), at all our park offices, and recreation facilities. Available May – September.

Number of Ads	Preferred Months/Notes	Monthly Price	Total Price
		\$150/month	

Weekend Flyer

The Sandy Pines Weekend Flyer is distributed between Memorial & Labor Day Weekends. It is the weekly guide to all events and important park information! Holiday Weekends include Memorial Day, 4th of July, Family Fun Day, Christmas In August & Labor Day.

Number of Ads	Preferred Weeks/Notes	Standard Weekend	Specialty Weekend	Total Price
		\$150/week	\$250/week	

**Please let us know if you need any assistance creating your Advertisement. We offer help creating your Sandy Pines ads at no additional cost!*



MICHIGAN'S LARGEST RV PARK & CAMPGROUND

THANK YOU!

Sponsorships allow us to keep park programming and events affordable while supporting our mission. We continually strive to improve our programming and events that provide family, community, and healthy outdoor activities!

Company Name_____

Company Address_____

Phone Number_____ Email Address_____

Print Name_____ Date_____

Signature_____

PAYMENT OPTIONS

We can bill in full or offer monthly installments for as long as you are running an ad (unless you are using the Annual Pricing, then payments must be made in full by January 31, 2025). Please let us know what works best for you. All billing statements will be sent via email, so be sure to include an active email that you check frequently. Call or email anytime if you have any questions, need your ad updated, or anything else!

Billing Installments: In Full_____ Monthly_____

Sandy Pines Communications
Sandy Pines Recreational Community
2745 136th Avenue – Hopkins, MI, 49328
616-896-8315 x 107
Communications@SandyPines.com
www.SandyPines.com

Thank you for supporting our community!

2745 136TH AVENUE - HOPKINS, MICHIGAN 49328
PHONE (616) 896-8315 - FAX (616) 896-7409 - WWW.SANDYPINES.COM