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AT-LARGE COUNCILMEMBER  
**Sam Bolt**

AT-LARGE COUNCILMEMBER  
**Dan Burrill**

AT-LARGE COUNCILMEMBER  
**Kent Vanderwood**

1ST WARD COUNCILMEMBER  
**William A. VerHulst**

2ND WARD COUNCILMEMBER  
**Richard K. Pastoor**

3RD WARD COUNCILMEMBER  
**Joanne M. Voorhees**

CITY MANAGER  
**Curtis L. Holt**

July 16, 2013

Dear Wyoming Business,

We are planning our 10<sup>th</sup> Annual Pumpkin Path for Saturday, October 12, 2013. The event will take place at Lamar Park again this year. Whether you've been unable to join us for previous Pumpkin Paths or this is the first time your hearing about this event, we hope that you consider joining us this year.

The Pumpkin Path was developed as an alternative to the usual Halloween Parties that many groups put together. We wanted to provide Wyoming residents the opportunity to acquaint themselves with their neighborhood businesses and enjoy a fall event with their families. Although costumes are optional, you will find many smiling faces dressed as their favorite hero, cartoon character or animal. Local organizations and businesses "host" spots along the path and distribute candy, coupons, trinkets or other items, while interacting with the residents of Wyoming.

In order to make this Pumpkin Path the best one yet, we are looking for great community supporters to join us in being event sponsors. Sponsorship of this event will help us acquire all the supplies necessary such as volunteer t-shirts, signage, food, candy, pumpkins, etc. Enclosed you will find information regarding Sponsorship Opportunities for your organization. Please consider joining us this year as a Sponsor.

We look forward to seeing you all along the path this year. Thank you in advance for your support of this event. Please contact us at (616) 530-3164 with any questions.

Sincerely,

*Valarie Brochu*

Valarie Brochu  
Recreation Programmer





## Pumpkin Path 2013 Sponsorship Opportunities

### **[ ] The Great Pumpkin Sponsor—\$500**

- Recognition in the 2013-14 winter department program brochure sent out to 16,000 Wyoming residents
- Social Media recognition (e-newsletter & facebook page)
- 6 Event T-shirts
- First position recognition on all event banners
- First position recognition on volunteer t-shirts
- Recognition in all promotional materials developed for event
- Multiple verbal recognition via public address system at event
- Opportunity to select host area at the event & 3 extra parking passes

### **[ ] Squash Sponsor—\$250**

- 4 Event T-shirts
- Second position recognition on all event banners
- Second position recognition on volunteer t-shirts
- Recognition in select promotional materials developed for event
- Multiple verbal recognition via public address system at event
- Recognition on Wyoming P & R Department's facebook page

### **[ ] Gourd Sponsor— \$175**

- 2 Event T-shirts
- Third position recognition on select event banners
- Third position on volunteer t-shirts
- Recognition in select promotional materials developed for event
- Verbal recognition via the public address system at event
- Recognition on Wyoming P & R Department's facebook page

### **[ ] Acorn Sponsor—\$ 100**

- Recognition in select promotional materials developed for event
- Fourth position on volunteer t-shirts
- Verbal recognition via the public address system at event
- Recognition on Wyoming P & R Department's facebook page

### **[ ] Leaf Sponsor—\$ 50**

- Verbal recognition via the public address system at event

City of

Wyoming  
Michigan



## Pumpkin Path 2013 Sponsorship Opportunities

Organization Name

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Organization Contact

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Mailing Address

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Telephone

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E-Mail

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Fax

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### Please Check One

- The Great Pumpkin Sponsor—\$500
- Squash Sponsor—\$250
- Gourd Sponsor—\$175
- Acorn Sponsor—\$100
- Leaf Sponsor—\$50



To ensure maximum sponsorship benefits, please send completed form and sponsorship check, payable to the City of Wyoming, by **Thursday, August 29, 2013** to:

Parks and Recreation Department  
1155- 28th St. SW  
Wyoming, MI 49509

Email: [brochuv@wyomingmi.gov](mailto:brochuv@wyomingmi.gov)  
Fax: (616) 249-3400  
Phone: (616) 261-3517