

2026 SPONSORSHIP OPPORTUNITIES



City of Troy
Recreation

3179 Livernois Troy, MI 48083
248.524.3484
rec.troymi.gov/sponsorships

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GET TO KNOW TROY



POPULATION

88,109



AGES 65+

15,871



UNDER 19

20,146



HOUSEHOLDS

34,553



HOUSEHOLDS WITH CHILDREN

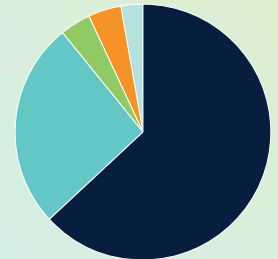
10,671



Recreation Guides delivered to all households quarterly!

ETHNICITY

White	62.6%
Black	4.1%
Asian	26.1%
Multi-Racial	3.7%
Hispanic	2.7%



MARKETING REACH



6.1 K FACEBOOK FOLLOWERS

2.7K INSTAGRAM FOLLOWERS



E-Newsletters are sent bi-weekly

10K+ REC E-NEWS SUBSCRIBERS

4K+ FIFTY FORWARD E-NEWS SUBSCRIBERS

Census data according to Southeast Michigan Council of Governments. Follower and subscriber counts as of Dec. 2025.



Help us grow our events!

Dear Community Partner:

The City of Troy Recreation Department is dedicated to enhancing the quality of life for all residents. We believe that recreation, through diverse programs, facilities and services, has a positive impact on building strong, active, healthy communities for residents of all ages, backgrounds, and abilities. We plan our events with this mission statement in mind.

Troy Recreation invites you to join us in this effort by becoming a sponsor! Your generous contribution will help us offer fun community events and ensure that we continue hosting them at a low, or zero, cost for residents. With your support, we will continue to provide opportunities for families and friends to create lasting memories together. Thank you for your consideration.

Sincerely,

Allyson Leach

Allyson Leach

Assistant Recreation Director

248.524.3484 | allyson.leach@troymi.gov



GENERAL SPONSORSHIP BENEFITS

The following benefits apply to all programs and events listed. Some events have unique benefits noted throughout.

BENEFITS	PRESENTING <i>1 per event</i>	EVENT <i>Multiple spots per event</i>
Presenting Sponsor recognition	<input checked="" type="checkbox"/>	
Logo included in upcoming Recreation Guide <i>Payment must be received by deadlines indicated</i>	<input checked="" type="checkbox"/>	
Sponsor supplied banner displayed at event <i>Outdoor events only</i>	<input checked="" type="checkbox"/>	
Premiere Vendor location at event. Table and 2 chairs provided.	<input checked="" type="checkbox"/>	
Unique thank you post on social media to 6.1K Facebook and 2.7K Instagram followers	<input checked="" type="checkbox"/>	
Logo on promotional flyers, posters, and all relevant event signage	<input checked="" type="checkbox"/>	
Shout out in at least one e-newsletter	<input checked="" type="checkbox"/>	
Onsite interaction with attendees. Table and 2 chairs provided	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo displayed on website event page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public acknowledgment at event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on social media (varies by event)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Interested in making an in kind donation? Availability and benefits are not guaranteed, but please reach out to allyson.leach@troymi.gov for available opportunities.

2026 TROY FARMERS MARKET

DATES: Every Wednesday, June 10–September 30, 2026

TIME: 3–7 pm

LOCATION: Stine Community Park, 241 Town Center Dr.

Troy Farmers Market is returning in summer 2026 after a hiatus with a new look and new features. We're bringing back favorite vendors and food trucks, and adding extra entertainment each week. This event is rain or shine!

ESTIMATED ATTENDANCE: 500+ per week

With this event being new to our department, we are making a best estimate at this time. We anticipate this number growing throughout the summer!

PRESENTING SPONSOR: \$10,000

1 SPOT AVAILABLE FOR ENTIRE SUMMER

DEADLINE FOR ALL BENEFITS: March 30, 2026

In addition to all benefits listed on page 3:

Presenting sponsor will receive premiere location at each Market. Sponsor must bring tent, tablecloth, and giveaways. If spot is claimed by March 30, your logo will be included on our promotional banner hung outside City Hall, facing Big Beaver Rd, all summer.



EVENT SPONSOR: \$1,000

3 SPOTS AVAILABLE PER MONTHLY BUNDLE

DEADLINES BELOW

In addition to all benefits listed on page 3:

Event sponsors will receive a special shout on social media and a prominent vendor location at each Market. Sponsor must bring tent, tablecloth, and giveaways.

BUNDLE 1: June 10, June 17, June 24, July 1

DEADLINE: May 27, 2026

BUNDLE 2: July 8, July 15, July 22, July 29

DEADLINE: June 24, 2026

BUNDLE 3: Aug. 5, Aug. 12, Aug. 19, Aug. 26

DEADLINE: July 22, 2026

BUNDLE 4: Sept. 2, Sept. 9, Sept. 16, Sept. 23, Sept. 30

DEADLINE: August 19, 2026

2026 SUMMER CONCERT SERIES

DATES: Every Wednesday, June 10–August 26, 2026

TIME: 7–8:30 pm

LOCATION: Stine Community Park, 241 Town Center Dr.

Concerts are free for all to attend. They'll begin directly after our Farmers Markets in the same park. The stage is located between the Market and the Rink, creating a new Wednesday tradition for the community. Concerts will move inside Troy Community Center in the event of inclement weather, and sponsors will be invited to have a table outside the room.

ESTIMATED ATTENDANCE: 500+ per week

With this event being new to our department, we are making a best estimate at this time. We anticipate this number growing throughout the summer!



EVENT SPONSORS: \$1,500

3 SPOTS AVAILABLE PER MONTHLY BUNDLE | DEADLINES BELOW

In addition to all benefits listed on page 3:

Event sponsors will receive a special shout on social media prior to their first concert date.

BUNDLE 1

DEADLINE: May 27, 2026

June 10: Mainstream Drive

June 17: Joey Vee

June 24: Sonic Freeway

July 1: TBD

BUNDLE 2

DEADLINE: June 24, 2026

July 8: Air Margaritaville

July 15: The Blue Leaf's

July 22: Band Company

July 29: TBD

BUNDLE 3

DEADLINE: July 22, 2026

Aug. 5: Turn to Stone

Aug. 12: The Back Beats

Aug. 19: Thunder Beard

Aug. 26: TBD

PRESENTING SPONSOR: \$20,000

1 SPOT TAKEN!



3rd ANNUAL MIDSUMMER BASH

DATE: Saturday, July 11, 2026

TIME: 11 am–3 pm

LOCATION: Stine Community Park, 241 Town Center Dr.

ESTIMATED ATTENDANCE: 3000+

July is National Park and Recreation Month and it's our excuse to throw a giant bash for Troy! This free event celebrates all that's great about getting outdoors and playing. Event features fitness, games, entertainment, TFD Touch-a-Truck, and more. Event is rain or shine, outdoor elements that are safe to will move indoors in the event of rain, including sponsors.



PRESENTING SPONSOR: \$5,000

1 SPOT AVAILABLE

DEADLINE FOR ALL BENEFITS: March 30, 2026

In addition to all benefits listed on page 3:

Logo will be included on promotional banner hung outside Troy Community Center on Livernois Rd.

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: June 26, 2026



ANNUAL DOGGIE SPLASH

DATE: Saturday, September 12, 2026

TIME: 10 am–1 pm

LOCATION: Troy Family Aquatic Center, 3425 Civic Center

ESTIMATED ATTENDANCE: 500+

Every year after our seasonal Aquatic Center closes, we let dogs take a dip before draining the pool. This event is broken up into three time slots for small, medium, and large dogs. Swimming is for dogs only, humans are only allowed ankle deep. A limited amount of dogs are allowed to register for the event, but unlimited humans are welcome!



PRESENTING SPONSOR: \$1,000

1 SPOT AVAILABLE

DEADLINE FOR ALL BENEFITS: June 29, 2026

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: August 28, 2026

A NOTE ON DEADLINES:

- Payment must be received by these dates in order to receive all benefits.
- Presenting Sponsor deadlines are to guarantee placement in seasonal Recreation Guide. Spot remains open until filled.

FAMILY FALL FEST

LOCATION: Stine Community Park, 241 Town Center Dr.

DATE: Saturday, October 10, 2026

TIME: 10 am–1 pm

ESTIMATED ATTENDANCE: 1500+

This event gets families outdoors to celebrate the season before the weather turns. Features a trick or treat trail (required for sponsors), hay rides, cider and donuts, and more. Event is rain or shine, outdoor elements that are safe to will move indoors in the event of rain, including sponsors.



PRESENTING SPONSOR: \$5,000

1 SPOT AVAILABLE

DEADLINE FOR ALL BENEFITS: June 29, 2026

In addition to all benefits listed on page 3:

Logo will be included on promotional banner hung outside Troy Community Center on Livernois Rd. Logo will be prominently featured on bags for the event.

BAG SPONSOR: \$500

3 SPOTS AVAILABLE

DEADLINE: August 31, 2026

Receive all Event Sponsor benefits listed on page 3, plus have your logo on event bags.

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: September 25, 2026

10th ANNUAL FRIGHTFUL 5K

LOCATION: Troy Community Center, 3179 Livernois

DATE: Sunday, October 25, 2026

TIME: 7–10 am

ESTIMATED ATTENDANCE: 1500+

One of our longest running events, the Frightful 5K shuts down a section of Big Beaver Rd for racers to run, jog, or zombie walk down Troy's biggest thoroughfare. They then race back onto Civic Center Campus to complete the race. Followed by Pumpkin 1K races outside TCC. Live DJ on site and prizes awarded. Event is rain or shine. All receive a bag, shirt, and finishers medal.



PRESENTING SPONSOR: \$5,000

1 SPOT AVAILABLE

DEADLINE FOR ALL BENEFITS: June 29, 2026

In addition to all benefits listed on page 3:

Logo will be included on promotional banner hung outside City Hall on Big Beaver Rd. Logo will be prominently featured on bags and shirts for the event.

T-SHIRT SPONSOR: \$2,500

2 SPOTS AVAILABLE

DEADLINE: June 29, 2026

In addition to all Event Sponsor benefits listed on page 3: Logo featured on event t-shirts.

BAG SPONSOR: \$1,000

3 SPOTS AVAILABLE

DEADLINE: June 29, 2026

In addition to all Event Sponsor benefits listed on page 3:

Logo featured on event bags

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: October 16, 2026



3rd ANNUAL POLAR PARTY

LOCATION: Troy Community Center & The Rink at Stine Community Park
DATE: Saturday, December 12, 2026
TIME: 5–8 pm
ESTIMATED ATTENDANCE: 3000+

We end the year with another bang at our annual Polar Party! With indoor and outdoor activities, families get a taste of winter with space to warm up. Features ice skating, character meet and greets, bounce houses, entertainment, and more. Event is entirely free. Vendors and sponsors tables will be in the Community Center lobby.

PRESENTING SPONSOR: \$5,000

1 SPOT AVAILABLE

DEADLINE FOR ALL BENEFITS: September 28, 2026

In addition to all benefits listed on page 3:

Logo will be included on promotional banner hung outside City Hall on Big Beaver Rd.

COFFEE SLEEVE SPONSOR: \$1,000

1 SPOT AVAILABLE

DEADLINE: September 28, 2026

In addition to all Event Sponsor benefits listed on page 3:

Have your logo on our coffee sleeves for concessions

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: November 25, 2026

CUPID'S FAMILY SHUFFLE



LOCATION: Troy Community Center, 3179 Livernois
DATE: Saturday, February 7, 2026
TIME: 5:30–8 pm
ESTIMATED ATTENDANCE: 150+

One of our smallest, but most meaningful events! This Valentine's dance invites all family members for a memorable night of dancing and fun. Features a live DJ, dinner, and photobooth.

PRESENTING SPONSOR: \$1,000

1 SPOT AVAILABLE

DEADLINE: January 23, 2026

Rec Guide benefit unavailable

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE

DEADLINE: January 23, 2026



SUBSCRIBE TO OUR E-NEWSLETTERS TO STAY UP TO DATE ON EVENTS!

Recreation E-Newsletter: sent every other Monday. Subscribe at: rec.troymi.gov/newsletter
Fifty Forward E-Newsletter: sent every other Wednesday. Subscribe at: rec.troymi.gov/fiftyforwardemail

SENIOR EVENTS & PROGRAMS



Troy Recreation offers a number of fun and enriching programs for Seniors each season. From concerts to luncheons to prize bingo, your support would help to keep fees low for Seniors attending each program. Your sponsorship not only helps our actual programs, but also paves a way for Seniors to find resources and connections in their community. Thank you for considering helping support our seniors to have fun and be able to participate in great events.

-- Lyndsey Ramsay, Recreation Supervisor for Senior Programs

BROCHURE RACK ADVERTISEMENT IN TROY SENIOR CENTER

Trifold brochure advertisement is available for businesses to display their literature inside of our Senior Center in the resources area. The Senior Center is open Monday–Friday, 8 am–4 pm. It is used for senior programs and events, and available for seniors to enjoy for socializing.



\$150 ANNUALLY

Sept–August, prorated quarterly

SEASONAL PROGRAMS

QUARTERLY BIRTHDAY BASH

Each event offers those with birthdays in the season a chance to win prizes, plus cake, ice cream, and a musical performance. Event is 1–2 pm.

EST. ATTENDANCE:

75+ per event

EVENT: \$250

Multiple spots open

THURSDAY, FEB. 5

DEADLINE: Jan. 29, 2026

THURSDAY, MAY 7

DEADLINE: April 30, 2026

THURSDAY, AUG. 6

DEADLINE: July 30, 2026

THURSDAY, NOV. 5

DEADLINE: Oct. 29, 2026

PRIZE BINGO

A free monthly event in the Senior Center. 10 games played, 6 cards per person. Event is 9:30–11 am.

EST. ATTENDANCE:

200+ per season

EVENT: \$250

Multiple spots open

SPRING 26 BUNDLE

March 18, April 15, May 20

DEADLINE: March 4, 2026

SUMMER 26 BUNDLE

June 17, July 15, Aug. 19

DEADLINE: June 3, 2026

FALL 26 BUNDLE

Sept. 16, Oct. 21, Nov. 18

DEADLINE: Sept. 2, 2026

WINTER 26/27 BUNDLE

Dec. 16, Jan. 20, Feb. 17

DEADLINE: Dec. 2, 2026

TUESDAY TUNES

A \$1 concert every 2nd Tuesday of the month! Event is 1–2 pm.

EST. ATTENDANCE:

200+ per season

EVENT: \$250

Multiple spots open

SPRING 26 BUNDLE

March 10, April 14, May 12

DEADLINE: March 3, 2026

SUMMER 26 BUNDLE

June 9, July 14, Aug. 11

DEADLINE: June 2, 2026

FALL 26 BUNDLE

Sept. 8, Oct. 13, Nov. 10

DEADLINE: Sept. 1, 2026

WINTER 26/27 BUNDLE

Dec. 8, Jan. 12, Feb. 9

DEADLINE: Dec. 1, 2026

MOVIE MONDAYS

Free monthly movie viewing in the Senior Center. Movies begin at 1 pm.

EST. ATTENDANCE:

60+ per season

EVENT: \$50

Multiple spots open

WINTER 25/26 BUNDLE

Jan. 26, Feb. 23

DEADLINE: Jan. 19, 2026

SPRING 26 BUNDLE

March 30, April 20

DEADLINE: March 23, 2026

SUMMER 26 BUNDLE

June 29, July 27, Aug. 31

DEADLINE: June 22, 2026

FALL 26 BUNDLE

Sept. 28, Oct. 26, Nov. 30

DEADLINE: Sept. 21, 2026

WINTER 26/27 BUNDLE

Jan. 25, Feb. 22

DEADLINE: Jan. 18, 2027

SENIOR LUNCHEONS



LUAU LUNCHEON

LOCATION: Troy Community Center, 3179 Livernois
DATE: Monday, June 22, 2026
TIME: 12–1:30 pm
ESTIMATED ATTENDANCE: 50+

A luau-themed catered lunch to celebrate the summer for seniors. Features a musical performance.

PRESENTING: \$400
DEADLINE: March 30, 2026
EVENT: \$150
DEADLINE: June 15, 2026

HOEDOWN LUNCHEON

LOCATION: Troy Community Center, 3179 Livernois
DATE: Monday, October 19, 2026
TIME: 12–1:30 pm
ESTIMATED ATTENDANCE: 50+

A catered lunch with live DJ playing line dancing and country hits!

PRESENTING: \$400
DEADLINE: June 29, 2026
EVENT: \$150
DEADLINE: Oct. 12, 2026

HOLIDAY LUNCHEON

LOCATION: Troy Community Center, 3179 Livernois
DATE: Monday, December 14, 2026
TIME: 12–1:30 pm
ESTIMATED ATTENDANCE: 70+

A catered lunch to celebrate the holiday season for seniors. Features a musical performance.

PRESENTING: \$400
DEADLINE: Sept. 28, 2026
EVENT: \$150
DEADLINE: Dec. 7, 2026

BULK LUNCHEON SPONSORSHIP: \$1000

Be the Presenting Sponsor for all three Luncheons! Estimated attendance for the combined events is 300+. Select all luncheons on the sponsorship form or email senior@troymi.gov to confirm availability. Deadline is March 30, 2025.

ANNUAL SENIOR EXPO

LOCATION: Troy Community Center, 3179 Livernois
DATE: Tuesday, September 15, 2026
TIME: 10 am–12 pm
ESTIMATED ATTENDANCE: 500+

This annual event features vendors in housing, financial planning, leisure, travel, health and wellness, and more. The event is free to attend and is popular with Troy Seniors.

PRESENTING SPONSOR: \$2,500
1 SPOT AVAILABLE
DEADLINE: June 29, 2026
 In addition to all benefits listed on page 3:
 Logo on bags

BAG SPONSOR: \$1,000
1 SPOT AVAILABLE
DEADLINE: June 29, 2026
 In addition to all Event Sponsor benefits listed on page 3:
 Logo on bags

EVENT SPONSOR: \$500
MULTIPLE SPOTS AVAILABLE
DEADLINE: Sept 1, 2026



CONCERTS & PERFORMANCES

The below events are open to all ages, but are planned with seniors in mind. All below events take place in the Banquet Center at Troy Community Center. Estimated attendance for all concerts is 150–200.

PRESENTING SPONSOR: \$500

1 SPOT AVAILABLE PER EVENT
DEADLINES LISTED BELOW

EVENT SPONSOR: \$250

MULTIPLE SPOTS AVAILABLE PER EVENT
DEADLINES LISTED BELOW

BULK CONCERT SPONSORSHIPS

Interested in sponsoring multiple concerts? Contact us directly to discuss options! Must sponsor at least three concerts for a bulk price. Email Lyndsey at senior@troy.mi.gov.



JAN 28

Elvis Tribute Concert

Wednesday, January 28 | 7–8:30 pm
Recreation Guide benefit unavailable
DEADLINE: Jan. 21, 2026



JUL 23

Magic Show with Anthony Grupido

Thursday, July 23 | 7–8 pm
PRESENTING DEADLINE: March 30, 2026
LAST CALL DEADLINE: July 16, 2026



FEB 26

Kiss Tribute Concert

Thursday, February 26 | 7–8:30 pm
Recreation Guide benefit unavailable
DEADLINE: Feb. 19, 2026



SEPT 23

Patsy Cline Tribute Concert

Wednesday, September 23 | 7–8:30 pm
PRESENTING DEADLINE: June 29, 2026
LAST CALL DEADLINE: Sept. 16, 2026



MAR 5

Blackthorn Concert

Thursday, March 5 | 7–8:30 pm
PRESENTING DEADLINE: Jan. 5, 2026
LAST CALL DEADLINE: April 8, 2026



OCT 14

Tom Petty Tribute Concert

Wednesday, October 14 | 7–8:30 pm
PRESENTING DEADLINE: June 29, 2026
LAST CALL DEADLINE: Oct. 7, 2026



APR 15

Mobile Dueling Pianos

Wednesday, April 15 | 7–9 pm
PRESENTING DEADLINE: Jan. 5, 2026
LAST CALL DEADLINE: April 8, 2026



NOV 17

TBD

Tuesday, November 17 | 7–8:30 pm
PRESENTING DEADLINE: June 29, 2026
LAST CALL DEADLINE: Nov. 10, 2026



MAY 21

Just One Linda Concert

Thursday, May 21 | 7–8:30 pm
PRESENTING DEADLINE: Jan. 5, 2026
LAST CALL DEADLINE: May 14, 2026



DEC 2

Heritage Band Holiday Concert

Wednesday, December 2 | 7–8 pm
PRESENTING DEADLINE: Sept. 28, 2026
LAST CALL DEADLINE: Nov. 25, 2026

A NOTE ON DEADLINES:

- Payment must be received by these dates in order to receive all benefits.
- Presenting Sponsor deadlines are to guarantee placement in seasonal Recreation Guide. Spot remains open until filled.

SPONSORSHIP POLICIES

This packet outlines sponsorship opportunities for Special Events organized by Troy Recreation. Event sponsorships provide financial support for events such as concerts, dances, races, etc., which are typically one-time occasions.

Sponsorship Approval

All sponsorship applications must undergo a review and approval process by Troy Recreation. Once approved, applicants will receive an invoice for the respective event(s).

Troy Recreation will not accept sponsorships, advertisements, or temporary advertising for businesses or products related to:

- Alcoholic beverages
- Illegal drugs
- Tobacco or tobacco products
- Marijuana or marijuana products
- Gambling
- Firearms
- Sexually explicit or adult content

Troy Recreation will not accept sponsorships or advertisements that express or advocate opinions on public issues or matters of public debate, including political, economic, religious, or social issues, or political campaigns.

The Assistant Recreation Director has the sole authority to approve or reject any sponsorship application.

Sponsorship Benefits

To receive all benefits associated with the chosen sponsorship level, sponsors must submit payment by the specified deadlines.

Sponsors are allowed to display their branding at events when onsite interaction is part of their approved benefits.

All event marketing materials will be created solely by Troy Recreation staff, and must remain unchanged. Sponsors must not create any unique marketing materials for events. Sponsors are encouraged to reshare any promotion posts and request any existing flyers.

Please find sponsorship level benefits on page 3

Event Cancellations

In the event of a cancellation, sponsorship funds may be transferred to a different event with a similar audience and reach. Troy Recreation will contact sponsors directly to make arrangements.



Become a Troy Rec sponsor today!

We're looking forward to working with you!
Go to rec.troymi.gov/sponsorships to learn all about sponsorship opportunities and complete your desired sponsorship form, or scan the QR codes directly to the forms.



Community Event Sponsorship Form



Senior Event Sponsorship Form

BULK SPONSORSHIPS

If you're interested in offering a larger contribution that can be spread across multiple events, get in touch! We'd be happy to meet with you to discuss options. Bulk Sponsor benefits will be unique to you.

Several bulk opportunities are listed within the packet, but we are flexible. Contact Allyson Leach at Allyson.Leach@troymi.gov to set up a meeting.

Questions?

Contact Allyson Leach at Allyson.Leach@troymi.gov

