

# PARTNERSHIP OPPORTUNITIES

## *Connecting the Community*



### CONTACT

Holly Hummitch | [parkdept@winonalake.net](mailto:parkdept@winonalake.net)  
574-267-2310 | [www.winonalake.net](http://www.winonalake.net)



The Town of Winona Lake is committed to improving the quality of life for the residents of Winona Lake and its surrounding communities. Throughout the year, the parks and recreation department offer a wide variety of recreation opportunities and services for all ages and abilities. We are dedicated to working with businesses to provide exceptional events and programs for the community. Sponsorship contributions allow us to continue delivering the same level of quality events and programs we are grateful for.

There are many ways your business can support an event or program all while creating awareness and visibility for your business and connecting with the community. Businesses can become a sponsor by providing monetary funds or in-kind donations. Please fill out the "Sponsorship Form" if you are interested in partnering with us. If you have any questions, please feel free to reach out to Holly Hummitch, Parks and Recreation Director, [parkdept@winonalake.net](mailto:parkdept@winonalake.net) or 574-267-2310.

## **Sponsorship Packages**

To get the most out of your sponsorship collars, we offer custom sponsorship packages to fit the needs and wants of your business. Please tell us if you want to sponsor in a way not listed. Below is a list of the events and programs that are seeking sponsors. Each program is listed with detailed information, sponsorship level, and benefits.

## **Sponsorship Instructions**

1. Read through the sponsorship opportunities and choose which event or program you would like to sponsor.
2. Complete the "Sponsorship Form" located online at [www.winonalake.net/parks-department](http://www.winonalake.net/parks-department)
3. Submit your form in one of the following ways:
  - a. Email Holly Hummitch, Parks and Recreation Director at [parkdept@winonalake.net](mailto:parkdept@winonalake.net)
  - b. In person at the Winona Lake Town Hall, 1310 Park Avenue
  - c. By mail:

Town of Winona Lake  
Attn: Holly Hummitch  
1590 Park Avenue  
PO Box 338  
Winona Lake, IN 46590  
*Checks made payable to: Town of Winona Lake*

## **Sponsorship Questions / Contact Information**

Holly Hummitch  
Parks and Recreation Director  
[parkdept@winonalake.net](mailto:parkdept@winonalake.net)  
574-267-2310

## **COMMUNITY EVENTS**

### **SPRING EVENTS**

#### **Pancake Breakfast – Thursday, March 6**

Approximately 300 attendees

A fun, free, event open to everyone. Whether you're a senior, on your way to work/school, or feeding the kiddos before a scheduled WCS e-learning day, join us for breakfast cooked by all Town departments: street, fire, police and park.

<b><i>Sponsorship Level</i></b>	<b><i>Sponsorship Fee</i></b>	<b><i>Sponsorship Benefit</i></b>
Bronze Level	\$100	<ul style="list-style-type: none"><li>• Business name on sponsor list posted on website &amp; sponsor signage at event.</li></ul>
Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>

#### **Cereal Domino Run – Friday, March 21**

Approximately 500 participants

The parks department partners with a different area school each year and builds a giant domino run out of cereal boxes through the hallways of the entire school. All cereal is then donated to Combined Community Services.

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>

#### **Egg My House – Friday, April 18 & Saturday, April 19**

A FUNdraiser for Easter. The parks department will either deliver a basket of candy and toy-filled eggs to your front door or hide them in your yard. A fun way to celebrate without having to do all the work!

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Opportunity to place goodies with business logo in baskets.</li></ul>

## SUMMER EVENTS

### School's Out Splash Pad Party – Friday, May 23

Approximately 250 attendees

A fun way to celebrate the end of school and the start of summer as we open the splash pad for the season. This year marks the 10<sup>th</sup> anniversary of the splash pad opening and is definitely a reason to have a party!

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Opportunity to have a table for entire event to promote business.</li></ul>

### Dog Days of Summer – Every Friday June 6<sup>th</sup> through July 25<sup>th</sup>

Approximately 150-200 participants weekly

Every Friday during the summer months of June and July the parks department cooks up hot dogs for all visiting park patrons.

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Bronze Level	\$100	<ul style="list-style-type: none"><li>• Business name on sponsor list posted on website &amp; sponsor signage at event.</li></ul>
Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Opportunity to have a table for one hour during event to promote business.</li></ul>

### Splash Splash Winona – Saturday, July 19

Approximately 200-300 attendees

A summer event where we will fill the park grounds with various water inflatables, water games, and water activities. This event is open to everyone, and a small admission fee may be applied.

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Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Opportunity to have a table for entire event to promote business.</li></ul>

## 4<sup>th</sup> of July Festival / Firecracker 5K – Saturday, June 28\*

Approximately 1,500 – 2,000 attendees

A celebration of our Nation’s Independence with an annual community festival. This day features a 5K parade, live music, activities, games, food vendors, and more. The day concludes with fireworks over the lake at dusk.

*\*Date subject to change dependent on fireworks*

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Silver Level	\$250	<ul style="list-style-type: none"> <li>• Bronze level benefits plus,</li> <li>• Business recognized on social media.</li> </ul>
Gold Level	\$500	<ul style="list-style-type: none"> <li>• Silver level benefits plus,</li> <li>• Print media recognition</li> </ul>
Platinum Level	\$750	<ul style="list-style-type: none"> <li>• Gold level benefits plus,</li> <li>• Sponsor recognition at parade registration table and info booth.</li> </ul>
Title Level	\$1,000 +	<ul style="list-style-type: none"> <li>• Recognized as a “Title Sponsor” for the event.</li> <li>• Business logo included on event signage at the event listed as “Title Sponsor”</li> <li>• Recognized on message board sign at Community Center.</li> <li>• Event recap thank you on social media.</li> </ul>

## Winona Lake Family Fest – Saturday, August 2

Approximately 500 attendees

A family event geared towards the residents of Winona Lake. This event consists of a meal, ice cream, games, face painting, bounce houses, and more!

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Silver Level	\$250	<ul style="list-style-type: none"> <li>• Bronze level benefits plus,</li> <li>• Business recognized on social media.</li> </ul>
Gold Level	\$500	<ul style="list-style-type: none"> <li>• Silver level benefits plus,</li> <li>• Print media recognition</li> </ul>
Platinum Level	\$750	<ul style="list-style-type: none"> <li>• Gold level benefits plus,</li> <li>• Sponsor recognition at info booth.</li> </ul>
Title Level	\$1,000	<ul style="list-style-type: none"> <li>• Recognized as a “Title Sponsor” for the event.</li> <li>• Business logo included on event signage at the event listed as “Title Sponsor”</li> <li>• Recognized on message board sign at Community Center.</li> <li>• Event recap thank you on social media.</li> </ul>
Activities Sponsor	\$1,250	<ul style="list-style-type: none"> <li>• Gold level benefits plus,</li> <li>• Recognized as “Activities Sponsor” at the event which includes a variety of activities.</li> <li>• Business name &amp; logo included on exclusive activity signage at the event listed as “Activities Sponsor”.</li> <li>• Event recap thank you on social media.</li> </ul>

## Back-To-School Cook Out Lunch – Monday, August 4<sup>th</sup>

Approximately 500 attendees

Join the Winona Lake Police Department as we gear up for back-to-school. Coined Chief Joe's annual "Jacked up on Mt. Dew Back-To-School Cook Out Lunch", everyone is invited, and ALL are welcome!

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Print media recognition</li></ul>

## FALL EVENTS

### Teen Bonfire Bash – Saturday, September 27<sup>th</sup>

Approximately 50-100 attendees

A bonfire, s'mores, and live music. This event is full of fun just for the teens!

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Bronze Level	\$100	<ul style="list-style-type: none"><li>• Business name on sponsor list posted on website &amp; sponsor signage at event.</li></ul>
Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Print media recognition</li></ul>

### Trick-or-Treat on the Trail – Saturday, October 25<sup>th</sup>

Approximately 2,500-3,000 attendees

A fun, safe, family-friendly trick-or-treating experience on the Winona Lake Greenway and Heritage Trail. Community partners are invited to participate in this event. Everyone is invited back to the park for s'mores, a bonfire, games, and a movie on the big inflatable screen. Pumpkin carving kits (pumpkin included) are sold prior to this event to encourage participating in a pumpkin decorating contest the day of the event. Prizes are awarded to the top pumpkin decorators. Winners are chosen via a penny vote.

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Print media recognition</li><li>• Opportunity to have a table at park portion of the event to promote business.</li></ul>

# WINTER EVENTS

## KringleFest

Approximately 300-400 attendees

KringleFest is a family-friendly holiday event full of fun, activities, and Santa of course!

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Bronze Level	\$100	<ul style="list-style-type: none"><li>• Business name on sponsor list posted on website &amp; sponsor signage at event.</li></ul>
Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>
Gold Level	\$500	<ul style="list-style-type: none"><li>• Silver level benefits plus,</li><li>• Print media recognition</li></ul>
Platinum Level	\$750	<ul style="list-style-type: none"><li>• Gold level benefits plus,</li><li>• Sponsor recognition at info booth.</li></ul>
Title Level	\$1,000	<ul style="list-style-type: none"><li>• Recognized as a "Title Sponsor" for the event.</li><li>• Business logo included on event signage at the event listed as "Title Sponsor"</li><li>• Recognized on message board sign at Community Center.</li><li>• Event recap thank you on social media.</li></ul>
Activities Sponsor	\$1,250	<ul style="list-style-type: none"><li>• Gold level benefits plus,</li><li>• Recognized as "Activities Sponsor" at the event which includes a variety of activities.</li><li>• Business name &amp; logo included on exclusive activity signage at the event listed as "Activities Sponsor".</li><li>• Event recap thank you on social media.</li></ul>

## Letters from Santa

Approximately 100 participants

Children have the opportunity to write a letter to Santa with their Christmas wishes and receive a letter in return from the jolly man himself.

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Silver Level	\$250	<ul style="list-style-type: none"><li>• Bronze level benefits plus,</li><li>• Business recognized on social media.</li></ul>

# GENERAL OPPORTUNITIES



## Summer Park Programming

Approximately 300-400 participants annually

Opportunity to support a variety of park programs from the arts to athletics for area youth. Please contact us for more information.

<i>Sponsorship Level</i>	<i>Sponsorship Fee</i>	<i>Sponsorship Benefit</i>
Bronze Level	\$100	<ul style="list-style-type: none"> <li>• Business name on sponsor list posted on website.</li> </ul>
Silver Level	\$250	<ul style="list-style-type: none"> <li>• Bronze level benefits plus,</li> <li>• Business name or logo listed in annual park and recreation guide.</li> </ul>



## Senior Programming

The Winona Lake Senior Center has been serving seniors within the community since 2005. We are open to any senior age 60 or better. You do not have to be a Winona Lake resident to attend. The Winona Lake Senior Center is a place where seniors can gather to meet friends for coffee, attend educational lectures, participate in chair aerobics, or other interests such as cards, dominoes, and puzzles. We are service oriented and make items that are distributed locally and globally. We host monthly birthday parties, BINGO, carry-in meals, and holiday celebrations.

<i>Sponsorship Level</i>	<i>Sponsorship Benefit</i>
Donations in the form of bingo prizes, monthly meals, birthday celebrations and monetary funds.	Promote business through flyer or table topper on info table at Senior Center. Promote business during monthly education session/lecture time. Connect with seniors in the community who may benefit from your services.

# Why Give to Support

Supporting the Winona Lake Limitless Park is an investment in the vitality and sustainability of our community. Your generosity and support are essential to the continued success and vitality of our parks and recreational programs.

## Impact

Your contributions directly support the development and maintenance of parks, trails, playgrounds, and recreational facilities that enrich the lives of thousands of individuals in Winona Lake and beyond.

## Legacy

By giving to support our parks and recreational programs and events, you leave a lasting legacy for future generations, ensuring that they have access to the same opportunities for outdoor recreation, education, and enrichment that we enjoy today.

## Community Building

Your support helps to strengthen the social fabric of our community by bringing people together in shared spaces and shared experiences, fostering connections, friendships, and a sense of belonging.

## Quality of Life

Parks and recreational amenities are essential components of a high quality of life. Your contributions help to create safe, beautiful, and accessible spaces where people can relax, play, exercise, and connect with nature, enhancing their overall well-being and happiness.

## Partnership

By giving to support the Winona Lake Limitless Park, you become a valued partner in our efforts to promote health, happiness, and prosperity for all members of our community. Together, we can make a meaningful difference in the lives of those we serve.

We invite you to join us in our mission to create a place that embraces the beauty of the surrounding environment and engages everyone in “limitless” play. We want to create a more vibrant, inclusive, and sustainable future for Winona Lake and all who call it home.

Thank you for your commitment to our community and for helping make Winona Lake a great place to live, work, and play.