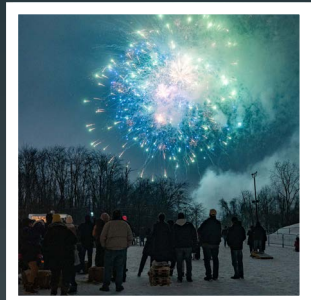
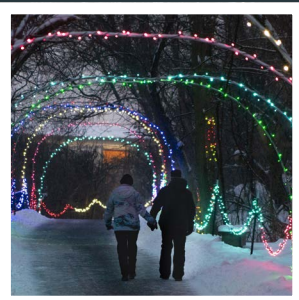




Fireworks *and* **FLANNELS** *Cozy Night Out*



Feb. 13-14, 2026
Waterford Oaks County Park



2026 Sponsorship Guide



About Oakland County Parks

Since it was first established in 1966, Oakland County Parks (OCP) has played an important role in the lives of Oakland County residents. Many have cherished memories of taking family camping trips, walking the trails, attending nature programming, enjoying golf outings or spending hot summer days at a waterpark. The parks system started with 200 acres.

Today, it boasts more than 7,000 acres and 100 miles of trails across 17 locations and hosts 1.9 million visitors from across 62 communities each year. OCP provides a huge variety of recreation, leisure and learning opportunities at two nature centers, three dog parks, five golf courses, a waterpark, an ORV park and the Oakland County Farmers Market.



About Fireworks and Flannels

Join us by sponsoring our 2nd annual *Fireworks and Flannels*, a **free**, family event that brings people together to celebrate the cozier side of winter. The two-day event kicks off with the *Light the Night Flannel 5K* on Friday, Feb. 13 and ends with a spectacular fireworks display on Saturday, Feb. 14, *Fireworks and Flannels Cozy Night Out*. Participants are encouraged to dress in their coziest flannel.

Last year's event (2025) had 260 racers and over 1,000 visitors! This is a unique opportunity for local businesses or organizations to support the parks system, connect with the community and promote their logo.

Some Activities Include:

Light the Night Flannel 5K Friday, Feb. 13

- 5K Race
- Lighted Walking Trail
- Bonfire
- Hot Cocoa

Fireworks and Flannels Cozy Night Out Saturday, Feb. 14

- Food Trucks
- Horse-Drawn Wagon Rides
- Live Music
- Lighted Walking Trail
- Beer Tent
- Sledding (*weather permitting*)
- Fireworks
- Kids Activities





Sponsorship Packages

Numerous benefits are available across four sponsorship packages. Saturday vendor table space is available for \$250.

Do you want your company logo to be featured on an activity? Talk to us about hosting a piece of entertainment, craft or other guest experience.

Benefits	Presenting Sponsor** \$8,000	Major Sponsor \$5,000	Race Sponsor** \$1,500	Event Sponsor \$1,000	Supporting Sponsor \$500
Logo on sponsor signage at event	✓	✓	✓	✓	✓
Post-event recognition on Facebook (30K+ followers)	✓	✓	✓	✓	✓
Recognition on Facebook event page	✓	✓	✓	✓	✓
Saturday booth/display space at event Saturday booth/ display space at event	✓	✓		✓	✓
Logo with hyperlink on event webpage (premium placement for presenting sponsor)	✓	✓	✓	✓	
Mention in email marketing campaign (32K+ subscribers)*	✓	✓	✓	✓	
Mention in news release*	✓	✓	✓		
VIP parking	✓	✓	✓		
Ability to include a promotional item in race day swag bag	✓	✓	✓		
Logo recognition on flyers and yard signs* (placed throughout the community). Tier 2 sizing for <i>Major</i> sponsor level.	✓	✓			
Photo station solely-branded with your logo	✓	✓			
First right of refusal as Presenting Sponsor for next year	✓				
Saturday on-stage speaking opportunity	✓				
Recognition on the Oakland County Parks Facebook feed leading up to event (30K+ followers)*	✓				
Logo on all marketing materials (print + digital).* Tier 1 sizing on any materials that include other sponsor-level logos.	✓				
Recognition as "Presenting Sponsor" on all promotions*	✓				

**Time-sensitive perks, such as inclusion in news releases, are only guaranteed if sponsorship is confirmed prior to distribution dates. Inclusion on yard sign deadline is Jan. 15, 2026. **A single sponsorship slot is available at this level. Once a sponsor is secured at this level, it is not available to others.*



Notes on Sponsorship/Participation

Tier 1 Sizing - Logo appears on all marketing materials in prominent size and location in comparison to any other sponsor logos.

Tier 2 Sizing - When logo appears on marketing materials, it appears lesser in size and location in comparison to the Tier 1 sponsor logo.

Commitment Date Advisory - Time-sensitive perks, such as inclusion in news releases and print materials, are only guaranteed if sponsorship is confirmed prior to distribution dates. Inclusion on yard sign deadline is Jan. 15, 2026.

Booth/Display Space - Available for use on Saturday, Feb. 14, 2026. Includes an 8-foot table and two chairs. Up to two additional chairs are available upon request. Tables will be under the heated entertainment tent or in Lookout Lodge. Power is available in both locations. Vendor-provided suggestions include: Tablecloth, information handouts, activity for participants to do or take, etc.

Logo Guidelines

Sponsor logo must be furnished in electronic format, scalable to 3600 pixels or 12 inches wide at 300 DPI and have a transparent background. AI and EPS vector files are preferred. A logo is considered to be a brand's "mark". Business cards, taglines and advertisements are not considered part of a brand logo. See suggestions below.



Approved

Transparent background, high res



Declined

Tagline



Declined

Low res, non-transparent background



Declined

Advertisement, not a brand logo



Become a Sponsor

We hope that you'll consider partnering with us to sponsor this exciting annual event. Please note that sponsorship packages can be tailored to your needs and budget. For more information or to become a sponsor, please contact:

Robin McGregor
Oakland County Parks
Sponsorship Coordinator
Cell: 947-278-1323
Email: mcgregorr@oakgov.com
OaklandCountyParks.com

More Sponsorship Opportunities

Ask us about our signature spring event - The Great Marshmallow Drop (April 2026).

