



WINTER PARK

YOUR LOCAL WINTER WONDERLAND!

SPONSORSHIP OPPORTUNITIES

JANUARY 6 - FEBRUARY 26

SPONSOR HIGHLIGHTS

With ice skating, winter tubing, bonfires, comfort foods, entertainment, animal experiences and more, Bowers School Farm Winter Park is the ultimate winter destination.

Explore the winter wonderland at Bowers School Farm! Meet our animals, warm up at one of our cozy bonfires, indulge in a variety of comfort foods from the Farm Kitchen, shop the Farm Store for local products, enjoy special entertainment and more.

Plus, slide down one of the coolest tubing hills in Metro Detroit and experience a favorite wintertime tradition at our outdoor skating rink while surrounded by picturesque views of the Farm.

- Over 35,000 unique visitors at the park in 2022.
- Visibility of Park from I-75 @ Adams Road (81,000 people drive by each weekend day).
- Number of hits to the website in 2022: 190,000 visitors with 137,000 unique December, January, and February.
- Alignment with Bowers School Farm brand of education, community, and agriculture.
- Sponsorships support the Friends of Bowers Farm, a 501c3 organization, solely dedicated to funding Bowers School Farm initiatives. Your investment not only reaches hundreds of thousands of people, but it's also a commitment to serving kids and families by making food and farming more accessible and understandable. Creating community around agriculture supports health and wellness through outdoor experiences. Building an understanding of agriculture lasts for generations to come.

SPONSOR BENEFITS

- Bowers School Farm Winter Park attendees come from communities with over an hour driving radius of Bloomfield Hills. The event attracts 30,000 guests from counties including Macomb, Oakland, Wayne, Washtenaw, Ingham, Livingston, Genesee and more. Signage on I-75 and near the Square Lake Road exit reaches an average of 41,200 drivers each day. Signage on Square Lake Road near the Farm reaches an average of 9,200 drivers each day. The Bowers School Farm Facebook page has a total of 11,877 fans and the Instagram page has 2,967 followers.



SPONSORSHIP PACKAGES

PRESENTING \$150,000

Winter Park at Bowers Farm
by ***

Name on tickets

Featured Logo on Web Presence

Featured logo on signage
and graphics

Radio Promo Callouts

Private Family night Event
for Organization
(Closed to public)

RINK \$50,000

Ice Rink
Presented by ***

Name on Rink and
communications regarding rink

Featured Logo on Web Presence

Private Thursday evening at
Winter Park for up to 200 guests
with tubing and skating from
7 - 9 p.m. and tent rental from
7 - 10 p.m.

TUBING \$50,000

Tubing Runs Sponsored by ***

Name on communications
related to hill

Featured Logo on Web Presence

Private Thursday evening at
Winter Park for up to 200 guests
with tubing and skating from
7 - 9 p.m. and tent rental from
7 - 10 p.m.

SKATING \$10,000

Logo on the Rink Board
(multiple available)

Featured Logo on Web Presence

35 tubing tickets + ½ tent rental

HILL \$10,000

Logo on Tubing Building
(multiple available)

Featured Logo on Web Presence

35 tubing tickets + ½ tent rental

ANIMAL BARN \$10,000

Logo on Animal Barn

Featured Logo on Web Presence

35 tubing tickets + ½ tent rental

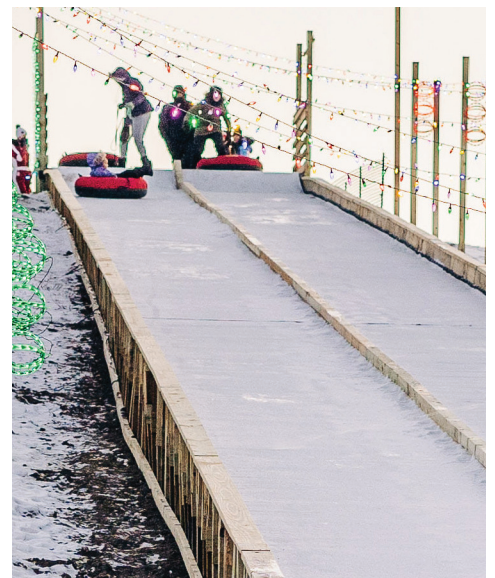


WARMING TENT \$10,000

Logo on Warming Tent

Featured Logo on Web Presence

35 tubing tickets + ½ tent rental





YOUR LOCAL WINTER WONDERLAND!

**Online member
ticket sales begin
December 1.**

Online general public
ticket sales begin early
December.

Tickets may sell out;
**become a member
today to purchase your
tickets early.**

DATES & TIMES

Wednesdays 4 - 9 p.m.

Thursdays 4 - 9 p.m.

Fridays 4 - 10 p.m.

Saturdays Noon - 10 p.m.

Sundays Noon - 9 p.m.

Bowers Farm Winter Park is operated by
Friends of Bowers Farm.

TICKETS

General Admission Tickets: \$5
(required for entry to Winter Park)

Tubing Tickets (50-minutes): \$12

Ice Skate Rental: \$8

