



Sponsorship Opportunities

Create Lasting Memories in 2026!



In 2026, Meridian Township will offer sponsorship packages that allow local businesses to support a full year of events! Sponsors will benefit from steady marketing exposure throughout 2026 that engages with our diverse, active community within Meridian Township and Greater Lansing.

2026 Event Offerings



Summer
Concerts



Celebrate
Meridian



Meridian
Pride



Farmers'
Market



Santa
Events



Cultural
Events



Juneteenth
Event



Halloween
Spooktacular

And others, including:

- Programming for Teens
- Ice Skating Parties
- Sledding Parties
- Fishing Derbies
- Karaoke Events
- Egg Hunt
- Seasonal Recycling Events
- Children's Concert Series



Our Residents (2020 Census)

- 43,916** - Total Population
- 16.5%** - School Age (5 to 19)
- 33.6%** - Young Adults (20 to 39)
- 21.7%** - Middle Adults (40 to 59)
- 23.1%** - Older Adults (60 years and over)

Median Household
Income in 2022

\$81,622

**Median household income in Michigan in 2022 was \$68,505*

Our Marketing Performance

Print Marketing

Households Receiving Annual Prime Meridian Magazine Mailer - **26,300**

Website Performance

Engaged Website Users (November 2024 to October 2025) - **485,000**

Social Media Marketing

Facebook

Followers: 10,812
Reach: 319,575
Link Clicks: 8,961
Profile Visits: 59,923

Instagram

Followers: 2,780
Reach: 20,593
Link Clicks: 443
Profile Visits: 1,899

*Numbers provided for Meridian Township Facebook and Instagram accounts from November 2024 to October 2025. Meridian Township also promotes events using Nextdoor and its Parks & Recreation department's Facebook and Instagram accounts.

Email Marketing



Unique Subscribers to Monthly E-Newsletters - **9,302**
Average Open Rate (November 2024 - October 2025) - **57%***
Average Click Rate (November 2024 - October 2025) - **6%***

**Average open and click rates for government emails are 43.8% and 4.2%, respectively*

Paid Meta Advertising



Dollars Spent: \$1,042.45
Cost-per-Click: \$0.21

Marketing Questions?

Contact Meridian Township's Marketing & Public Relations Specialist at **517.853.4384**.



Platinum Package (\$10,000+)

BEFORE EVENTS

- Logo included inside the 2027 Prime Meridian Magazine
- Logo included in ad on 2027 Prime Meridian Magazine back cover
- Logo on stage banner at Marketplace on the Green throughout Farmers' Market summer season (100,000+ impressions)
- Logo or mention in WLNS televised ad
- Logo on mobile roadway billboard along Central Park Drive in Okemos for one week
- Large logo included in event flyers
- Mention in event press releases
- Mention in event listings on Meridian Township's website
- Mention in Celebrate Meridian and Meridian Pride Facebook and Instagram ads
- Logo in pinned and featured post displayed on Parks & Recreation Instagram and Facebook pages through the end of 2025
- Logo in Meridian Township e-newsletters for entire year (~9,300 reach)

DURING EVENTS

- Recognized with a plaque and ceremony at Summer Concert Series
- Verbal recognition at events
- Large logo on sandwich board sign(s) displayed at events
- Logo displayed during Drone Show at Celebrate Meridian Festival
- Private tent provided to watch Drone Show

AFTER EVENTS

- Business mention and tag (if possible) in post-event social media post(s)

Flyers and press releases are not created for all Meridian Township events.



Gold Package (\$5,000)

BEFORE EVENTS

- Logo included in ad on 2027 Prime Meridian Magazine back cover
- Logo on stage banner at Marketplace on the Green throughout Farmers' Market summer season (100,000+ impressions)
- Logo or mention in WLNS televised ad
- Logo on mobile roadway billboard along Central Park Drive in Okemos for one week
- Large logo included in event flyers
- Mention in event press releases
- Mention in event listings on Meridian Township's website
- Mention in Celebrate Meridian and Meridian Pride Facebook and Instagram ads
- Logo in pinned and featured post displayed on Parks & Recreation Instagram and Facebook pages through the end of 2025
- Logo in Meridian Township e-newsletters for entire year (~9,300 reach)

DURING EVENTS

- Recognized with a plaque at Summer Concert Series
- Verbal recognition at events
- Large logo on sandwich board sign(s) displayed at events

AFTER EVENTS

- Business mention and tag (if possible) in post-event social media post(s)

Flyers and press releases are not created for all Meridian Township events.



Silver Package (\$3,000)

BEFORE EVENTS

- Logo on stage banner at Marketplace on the Green throughout Farmers' Market summer season (100,000+ impressions)
- Logo on mobile roadway billboard
- Medium logo included in event flyers
- Mention in event press releases
- Mention in event listings on Meridian Township's website
- Mention in Celebrate Meridian and Meridian Pride Facebook and Instagram ads
- Logo in Meridian Township e-newsletters for entire year (~9,300 reach)

DURING EVENTS

- Recognized with a plaque at Summer Concert Series
- Verbal recognition at events
- Medium logo on sandwich board sign(s) displayed at events

AFTER EVENTS

- Business mention and tag (if possible) in post-event social media post(s)

Flyers and press releases are not created for all Meridian Township events.

Bronze Package (\$1,700)

BEFORE EVENTS

- Logo on stage banner at Farmers' Market throughout market season
- Small logo included in event flyers
- Mention in event press releases
- Mention in event listings on Meridian Township's website
- Mention in Celebrate Meridian and Meridian Pride Facebook and Instagram ads

DURING EVENTS

- Recognized with a plaque at Summer Concert Series
- Verbal recognition at events
- Small logo on sandwich board sign(s) displayed at events

AFTER EVENTS

- Business mention and tag (if possible) in post-event social media post(s)

Flyers and press releases are not created for all Meridian Township events.





Sponsorship Breakdown

	Platinum (\$10,000+)	Gold (\$5,000)	Silver (\$3,000)	Bronze (\$1,700)
Before Events				
Logo included inside of 2027 Prime Meridian Magazine	X			
Logo included in ad on back of 2027 Prime Meridian Magazine	X	X		
Logo on stage banner at Farmers' Market throughout market season	X	X	X	X
Logo or mention in WLNS televised ad ¹	X	X		
Logo on mobile roadway billboard ¹	X	X	X	
Logo included in event flyers	Large	Large	Medium	Small
Mention in event press releases	X	X	X	X
Mention in event listings on Meridian Township website	X	X	X	X
Mention in Facebook and Instagram ad promoting events ^{1,2}	X	X	X	X
Logo included in featured post displayed on Meridian Parks & Recreation Facebook & Instagram through end of 2026	X	X		
Logo in Meridian Township's two monthly e-newsletters	X	X	X	
During Events				
Logo displayed during drone show at Celebrate Meridian Festival	X			
Private tent provided to watch drone show	X			
Recognized with plaque at Summer Concert Series	X	X	X	X
Verbal recognition at events	X	X	X	X
Logo displayed on sandwich board sign(s) at events	Large	Large	Medium	Small
After Events				
Business recognized in post-event social media posts	X	X	X	X

- 1 - Celebrate Meridian Festival
- 2 - Meridian Pride

Flyers and press releases are not created for all Meridian Township events.

ALL SPONSORSHIPS DUE BY MARCH 1, 2026
See next page for sponsorship application form.



2026 Sponsorship Application Form

ALL SPONSORSHIPS DUE BY MARCH 1, 2026

Sponsorship Level (please check one)

PLATINUM
(\$10,000)

GOLD
(\$5,000)

SILVER
(\$3,000)

BRONZE
(\$1,700)

SPONSOR/BUSINESS NAME:

CONTACT PERSON:

STREET ADDRESS:

CITY, STATE & ZIP:

PHONE:

CELL PHONE:

EMAIL:

BUSINESS FACEBOOK PAGE NAME (IF APPLICABLE)*:

BUSINESS INSTAGRAM HANDLE (IF APPLICABLE)*:

*Social media accounts provided will be tagged on event social media posts

Send completed form & payment to:

Meridian Township Parks & Recreation
Attn: Hannah Pachucki
2100 Gaylord C. Smith Ct.
Haslett, MI 48840

Make check payable to:
Meridian Township Parks & Recreation
(Memo: 2026 Sponsorship)

**Send business logo, social media
info, and/or questions to:**

Hannah Pachucki
Parks & Recreation Department
517.853.4608
pachucki@meridian.mi.us





Parks & Recreation Department
2100 Gaylord C. Smith Court
Haslett, MI 48840
517.853.4600
meridian.mi.us